**Rose Variety:** Bella

**Colour:** Pink

**Length:** 40 CM

**Bloom Type:** Large

**Stem Qty:** 10

**Batch No.:** 132203264
EPR’s in Ornamental Horticulture
Cut Flower and Nursery & Garden Industries.
How to make an EPR work?

- Identify the industry supply chain.
- Recognise where the infringement risks lie.
- Find the ideal capture point.
  - Beyond the infringement risk.
  - At a narrowing in the supply chain.
- Have the ability to recognise an infringement easily.
- Use or create an industry standard.
- Have an effective administration body.
Nursery & Garden Industry

Breeders → National Agents → Propagators → Production Nurseries → Label → Retail
Nursery & Garden Industry
Cut Flower Industry
Cut Flower Industry

Breeders → National Agents → Propagators → Growers → Wholesalers → Retail

U-shaped arrow linking Growers and Breeders.
Cut Flower Industry

- Breeders
- Australian Agents
- Propagators
- Growers
- Wholesalers
- Retail
Cut Flower Industry

- Breeders
- National Agents
- Propagators
- Growers
- Customs
- Importers
- Wholesalers
- Retail
Cut Flower Industry

- International Growers
- National Agents
- Propagators
- Growers
- Importers
- Wholesalers
- Retail
Cut Flower Industry
Helpful tips for longer vase life:

1. Carefully cut 2cm off stem base.
2. Use a razor-tipped knife for half the stem length.
3. Carefully add flower preservative or 1ml of bleach into a clean vase.
4. Fill 75% of vase with fresh water.
5. Remove all leaves from stems up to water line.
6. Arrange your roses in the vase.
7. Keep away from direct sunlight, draughts & heat.
8. Top up vase with water daily.

Visit clustarroses.com to see the complete range.
What are the benefits of an EPR?

- Ongoing royalty collection – cash flow.
- Reduced royalty slippage.
- More open supply of new varieties.
- Feedback into a profitable breeding program.
- Market data collection.
- Shared risk.
- Lower start up costs.
- More open supply of new varieties.
- Royalties payed only on produce sold.

Breeder  Grower
Summary

- Utilise already existing industry standards.
- Use of a label as an EPR collection device.
- Greater emphasis of the EPR to be incorporated into the label.
- An administration body could be set up to establish a central collection point.

- Develop an industry standard.
- Use a label as an EPR collection device.
- An EPR will reduce un–realised royalties from growers who re–propagate.
- An administration body would be effective as a centralised collection point.
Contact Information

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