

---

**NEW PUBLICATIONS IN 2005 WILL INCLUDE THE FOLLOWING:**

- Subtropical plants
- Indication of protection of trademarks and plant breeders right
- Under auspices of the European Plant Names Working Group (will include perennials also ISU and PPA) (Table 1)
- On-line available at website: <[www.internationalplantnames.com](http://www.internationalplantnames.com)>

**STANDARDIZATION OF NOMENCLATURE IS BECOMING MORE IMPORTANT BECAUSE OF THE FOLLOWING REASONS:**

- Intensification of export of plants between countries
- Efficient communication (trade and data)
- The correct name is a part of the quality of a product

**GOALS FOR 2010**

- One worldwide list of names (including species and cultivars of North America)

---

**New and Exciting Plants from Around the World®**
**Geoff Needham**

PlantHaven Inc., 121 West Pueblo St., Suite 14, P.O. Box 3056, Santa Barbara, California  
93130-3056 U.S.A.

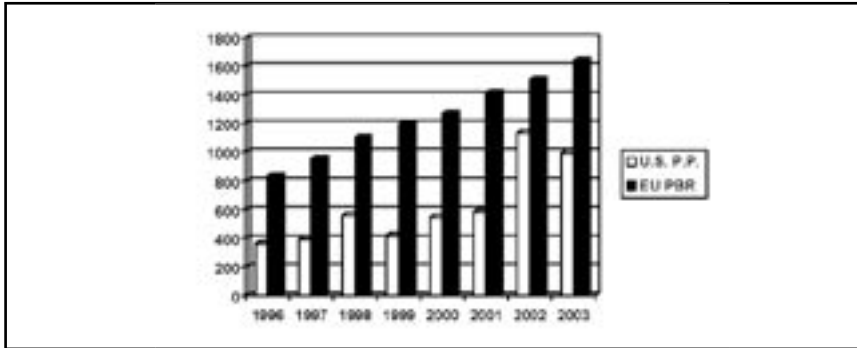
Chairman, I felt privileged and was delighted to be asked two years ago to participate in this 2004 annual meeting of the Eastern Region, North America, of the International Plant Propagators' Society. International Plant Propagators' Society meetings are always so well planned — stimulating, educational, and always enjoyable. I hope that my contribution will rise to the occasion!

I must declare at the outset PlantHaven's interest in the patented plants that we represent, some of which I will be presenting today. Having said that, we love what we do since our work requires us to work closely with the most creative breeders and the most enterprising growers. Ultimately, our role and purpose is to apply our skills and resources to assist both of these groups to exploit and share the profit potential of great new plants.

We are able to do this because the U.S.A. has a plant patent system, which, importantly, was not created simply for the breeder. In general, countries provide systems of patent protection in order that all their industries and markets will be assured of continuing innovation, and thereby grow and be competitive on the world stage.

But our industry has not always been so fortunate. Throughout the years of his pioneering and prodigious plant breeding work in Santa Rosa, California, Luther Burbank lobbied Congress for equal protection for plant breeders as for any inventor of useful new products, but without success. As Burbank famously said, "A man can patent a mousetrap or copyright a nasty song, but if he gives to the world a new fruit that will add millions to the value of the Earth's annual harvests he will be fortunate if he is rewarded by so much as having his name connected with the result" (Luther Burbank 1849-1926).

Finally, in 1930, under pressure from Burbank's friends Henry Ford and Thomas Edison, Congress passed the U.S.A. Plant Patent Act — the first system in the



**Figure 1.** Applications for plant variety protection.

world to provide protection for plant breeders. Burbank, who died 4 years previously, was awarded five plant patents posthumously.

What has happened since? From slow beginnings, the pace of plant variety protection quickened and spread to other countries. In recent years, individual country applications have surpassed 1000 per year, as we can see in Fig. 1.

Fifteen years ago, when I first became involved in the business of introducing new varieties, the industry would not be presented with many more than one or two new plants a year in its various sectors. Each new plant became a major talking point, and the best of them are still with us today.

The changing structure of the industry with its programs and brands — each with its own appetite for exclusives — would appear to present many opportunities for plant breeders — who do not seem to have had too much difficulty in coming up with the goods. But there are grave risks: with literally thousands of new taxa released each year it is hard to avoid the conclusion that new plants, many of which are being patented, have become virtual commodities. And this same rush to introduce is surely tempting some breeders to release “incremental improvements” with consequential short life spans, rather than work patiently for that truly great plant.

It is my opinion that all industries have a finite capacity for innovation, beyond which the surplus of new products simply goes to waste: that is, they fail to deliver a return on their R & D investment. Speaking for PlantHaven, we are committed to continual improvement in the quality of our portfolio of new varieties, so that all will share a growing reputation that a PlantHaven plant is a good and, maybe occasionally, even a great plant.

Let us now look at some taxa: in total 15 taxa from fourteen breeders from five countries, though I am pleased to say that U.S.A. breeding is in the majority!

***Hydrangea quercifolia* ‘Little Honey’**, Briggs Nurseries, Inc. (Washington, U.S.A.). The first gold-foliaged cultivar of oak leaf hydrangea, a sport of *H. quercifolia* ‘Pee Wee’.

***Clematis* ‘Fascination’ (syn. *C. integrifolia* ‘Fascination’)**, Wim Snoeijer (Boskoop, The Netherlands). Exhibits the floriferousness of *C. integrifolia*: deep blue flowers against dense foliage canopy.

***Geranium* ‘Cheryl’s Shadow’**, Dave Fross (California, U.S.A.). A uniquely mauve-colored foliage on hardy geranium.

***Koelreuteria paniculata* 'Coral Sun'**, Henny Kolster (Boskoop, The Netherlands). A new and distinct cultivar of golden rain tree, with red stems and red spring leaf growth.

***Gaillardia* 'Summer's Kiss'**, Kathy Gibb (Virginia, U.S.A.). A blanket flower with attractive apricot-colored blooms on tidy plant habit.

***Dianthus* 'Siskin Clock'**, John Whetman (Devon, U.K.). A "clock-faced" hardy pink with dramatic contrasting white-scarlet zones in the flower.

***Buddleja crispa* 'Silver Anniversary'**, Peter Moore (Hampshire, U.K.). A compact form of a lesser-known species of butterfly bush, with striking silvered foliage.

***Euphorbia polychroma* 'First Blush'**, Liesl Thomas and George Radtke (Wisconsin, U.S.A.). A hardy species of euphorbia with changing foliage color accents from spring to late summer.

***Dianthus* 'Shooting Star'**, John Whetman (Devon, U.K.). A highly floriferous dwarf hardy garden pink, with strong clove-like fragrance.

***Euphorbia characias* 'Tasmanian Tiger'**, Sally Johannsohn (Tasmania, Australia). A most dramatic variegated plant, with variegation carried through to the sterile bracts.

***Hydrangea* You and Me Series**, Ryoji Irie (Kyoto, Japan). Types whose double florets are first arranged lace cap fashion but all of which develop into solid mass of florets.

***Gaillardia* 'Fanfare'**, Richard Read (Sussex, U.K.). A dwarf, effectively sterile, blanket flower with striking tubular ray petals and season-long flowering.

***Abelia* 'Mardi Gras' PP15203**, Rick Crowder (North Carolina, U.S.A.). Tested in full sun in the deep south, no sign of photo-bleaching to which abelias are prone.

***Pieris japonica* 'Katsura'**, Yoshimichi Hirose (Iwakuni, Japan). A perfect combination of habit, bright red spring foliage, and mass of flower racemes.

***Helleborus niger* 'Ivory Prince'**, David Tristram (Sussex, U.K.). A vigorous and showy clone resulting from 40 years of patient breeding and propagation experimentation.