

INTELLECTUAL PROPERTY Helps Farmers Grow

A new study measures the economic value of intellectual property to society and its necessity in enabling innovators to develop new technologies.

An Innovation's Journey

Who Benefits from IP Rights for Agricultural Innovation, a Steward Redqueen study, follows the journey of a single agricultural innovation, Ogura, through its life cycle. The study examines the time and money innovators invested, the benefits to farmers and consumers, and the role of intellectual property in making it all possible.

Ogura is a groundbreaking agricultural technology that harnessed new hybridization methods to produce higher-yielding varieties of oilseed rape. It was developed, patented and licensed by INRA, the French National Research Institute and introduced to the marketplace in 2000.



Results

83% of French farmers adopted Ogura varieties between 2000 and 2012

320,000 Tons higher annual production of oilseed rape

Total societal benefits: **€1.2 billion**



Farmers & Consumers

80%

Innovators

20%

Farmers and consumers reap the largest benefits of new innovations

Investment

€56 million + nearly a decade invested in R&D

15 years required for innovators to break even

CONCLUSION

Without strong IP protections, there would have been insufficient ability to recoup investment, and therefore no incentive to develop Ogura.

Intellectual property supports the growth of our economy and society by ensuring technologies like Ogura can be developed.