



# Rule Book

- Terms of participation
- Cultivation instructions
- Judging, scoring & evaluation
- Regulations
- Finance
- Public relations and promotion



# TERMS OF PARTICIPATION

## GOLD MEDAL AND NOVELTY TRIALS

The goal of the Fleuroselect Trials is to determine if a new variety (entry) is

1. Eligible for Protection as a Fleuroselect Novelty.
2. Eligible for introduction as a Gold Medal winner.

### Definition of a Novelty

Fleuroselect Novelty Protection is given to a variety which is clearly distinguishable from any other commercial variety and the quality of selection is sufficiently homogeneous and uniform.

### Definition of a Gold Medal

Fleuroselect Gold Medal is awarded to a variety that is a breeding breakthrough e.g. in colour, flowering season, habit, pack or garden performance.

### Definition of an Entry

An entry is a cultivated variety of an ornamental plant or a patio vegetable plant and must be:

- New and not yet introduced, sufficiently stable and homogeneous.
- Suitable for growing, testing and judging by Fleuroselect trial grounds to Fleuroselect standards in one or more of the trial categories established.
- GMO-free to the best of the breeder's knowledge.

## ANONIMITY

Entries may not be or have been trialed or displayed in other public trials with the exception of All America Selections trials and trials for the purpose of obtaining legal protection. The Entrant can opt to drop the anonymity when trialing for a Gold Medal and perform simultaneous grower tests during the trial year. Displaying at FlowerTrials is also possible. For Novelty Protection trialing, the anonymity remains mandatory; grower tests during the period of the trial are not allowed.

## ENTRANT

Members of Fleuroselect may submit an entry.

## TRIAL CATEGORIES

Varieties can be entered into one or more of the following trial categories:

- Indoor Pack/Pot Performance - Seed or Cuttings (only together with a Garden Trial)
- Annual Garden Performance - Seed or Cuttings
- Container Field Performance - Seed or Cuttings
- Container and Garden Performance - Seed or Cuttings
- Direct Sown Garden Performance
- Biennial/Perennial Garden Performance - Seed
- Indoor Pot Plant Performance - Seed or Cuttings
- Indoor Cut flower Performance - Seed or Cuttings

## COMPARISONS

Entries are judged in comparison to varieties which are considered to be the most similar. These varieties must:

- Be commercially available and offered in a catalogue at least one week prior to the Entries and Evaluation meeting held to evaluate the entries (usually 1<sup>st</sup> week November)
- Have been trialed by Fleuroselect and granted Novelty Protection, but not yet introduced.

If an entry is a selection of a botanical species, the comparison should be the botanical species. The entrant must then supply adequate propagation material to Fleuroselect.

## ENTRY APPLICATION FORM

- Entries can be made by completing and returning the entry form.
- The form must be accompanied by a photograph, which clearly shows the habit and flower colour of the entered variety and its distinct characteristics.
- The form must be in the possession of the secretariat before 15th October. Biennial and perennial entries

can also be submitted in spring for a 'Fast Track' trial. The deadline for entering is 30 days before the first sowing date or by 31st May at the latest.

- All trials test for Novelty Protection and Gold Medal Status, however the entrant has the right to accept or turn down a nomination. The breeders initial intention can be completed on the confidential part of the form. All Gold Medal winners are given Novelty Status for a period of 8 years, if entered anonymously. Entries that are subject to simultaneous grower tests during the trial period will not obtain Novelty Protection.
- The entry form must contain a detailed description of the variety and its distinct characteristics versus the existing varieties. Novelty characteristics are the main criteria for acceptance and judging. The entrant must indicate the most similar variety for comparison and its source of supply.
- The actual breeder should be mentioned on the entry form. If this is not the company entering the variety, proof will be required that the original breeder agrees with the entry into the Fleuroselect trials.

## ACCEPTANCE

The Entries & Evaluation Committee and the Judges of a specific trial examine the entries, the appropriate trial conditions and the comparison varieties.

- The Committee can propose an additional comparison variety, when the variety suggested by the entrant is considered either unsuitable or insufficient.
- The entrant will be consulted/informed if changes to proposed comparison(s) occur.

## PROPAGATION MATERIAL

- For seed raised items: upon the confirmation by Fleuroselect that the entry has been accepted, the entrant will receive and use neutral Fleuroselect packets to provide sufficient seed samples.
- The entrant must send the samples to arrive before the date specified by the secretariat.
- The secretariat sends the samples of the entries and comparisons to the respective trial grounds.
- For cutting-raised items: propagation material (urc) will be ordered for distribution to the rooting location and distributed from here to the respective trial grounds.

## QUANTITIES

Sufficient seed must be supplied to make each trial and judgement valid and successful. The trial may be invalid if insufficient plants are raised.

- Indoor Pack/Pot and Garden Trials: 10 samples containing sufficient seed to raise 24 plants for the pack/pot trial and 16 samples containing sufficient seed to raise 50 plants for the garden trial. (For mixtures 75 plants).
- Container Trials: 16 samples containing sufficient seed to cultivate at least 50 plants per trial.
- Garden/Container Trials: 32 samples containing sufficient seed to cultivate at least 50 plants per trial.
- Biennial/Perennial Garden Trials: 16 samples containing sufficient seed to cultivate at least 50 plants per trial.
- Direct Sown entries: 24 samples containing sufficient seed to cultivate at least 2 m<sup>2</sup> of plants or a row of 8 metres.
- Indoor Cut Flower Trials: 10 samples containing sufficient seed to cultivate at least 2 m<sup>2</sup> of plants.
- Indoor Pot Plant Trials: 16 samples containing sufficient seed to cultivate at least 24 plants per trial.
- For trials of cutting-raised entries, sufficient urc to grow 30 plants at approx. 10 locations.
- Comparison varieties are obtained by the secretariat. Equivalent quantities to the entries are required with the exception of the Garden, Direct Sown and Cut Flower Trials where half the number of plants is required.

## TRIAL GROUNDS

- Trials are conducted at indoor and outdoor trial facilities of Fleuroselect members or other companies approved by the Board. Trial grounds are appointed taking into consideration their competence, expertise and capacity to carry out the trials correctly and to provide an expert judgment.
- Trial grounds may separate the Fleuroselect trials from their internal trials to allow members to visit.
- Trial grounds must use none of the plant material entrusted to them and ensure its complete destruction at the end of the trial season. All plant material remains the property of the entrant and may not be used for breeding purposes.
- Trial grounds must allow the members and the Secretary of the association to visit the trials.
- Trial grounds undertake all necessary steps to ensure that the trials are a success, using the samples supplied according to the instructions, e.g. indications for growing as indicated by the entrant or those laid down in the rules.
- For trials of cutting-raised items, trial grounds must complete a Test and Trial covenant.

# CULTIVATION INSTRUCTIONS

## GENERAL

- Trials are held in a protected garden or ground.
- Comparisons are planted out adjacent to the entries.
- The lay-out of the plantings is preferably in the same order as presented by Fleuroselect.
- Judges should follow the cultivation instructions provided by the entrant, but local growing practises may be incorporated.
- Cultivation methods for entry and comparisons must be identical.

## INDOOR PACK TRIALS

- A minimum of 24 plants is required for each entry and each comparison.
- Trial grounds are required to use pack trays or pots as instructed by entrant or those in normal use.
- Pack plants may later be planted out for additional judging.

## OUTDOOR GARDEN AND/OR CONTAINER TRIALS

- Minimum number of plants per entry is 50 (for mixtures 75).
- Minimum number of plants per comparison variety is 25.
- Plants are germinated and transplanted as instructed or commonly practised.
- Plants are planted out at the time and in the manner instructed by the entrant.
- Where specified plants should be given a container trial.

## OUTDOOR DIRECT SOWN TRIALS

- Seeds to be sown directly in accordance with entrant's instructions.
- Minimum planting area per entry is 2 m<sup>2</sup> or a row of 8 metres.
- Special attention is to be given to the instructions provided by the entrant on thinning, final distance, etc.

## INDOOR CUT FLOWERS TRIALS

- Minimum area of 2 m<sup>2</sup> per entry and 1 m<sup>2</sup> per comparison variety.
- Productivity to be registered by exact count.
- Transportability and vase life to be tested by simulating actual practice or use.

## INDOOR POT PLANT TRIALS

- A minimum of 24 plants to be raised of each entry and each comparison.
- Grounds to use pots as instructed by entrant or those normally in use.

# JUDGING, SCORING & EVALUATION

## JUDGES

The Fleuroselect Judge is the person responsible for the judging at the Trial Ground holding the Fleuroselect trial. The judge:

- Undertakes all the necessary steps to ensure the success of the trials by following the cultivation instructions of the breeder, the rules of Fleuroselect and using his own expertise.
- Completes a score sheet for each entry grown, with the exception of entries from their own company or affiliated companies and returns the score sheet to Fleuroselect after the trial is completed by the date specified.
- Bases judgement on local expertise, circumstances and marketing.
- Informs Fleuroselect if an entry is not new or a comparison is incorrect.
- Advises Fleuroselect of a better comparison or existing variety (comparison can be any variety that was marketed at the moment the entry was accepted or has been previously tested by Fleuroselect).
- Looks at the Novelty characteristic stated by the entrant. This is the main feature for judging.

## SCORING

Judges may award 0 (less good than comparison or poor), 1 (compatible with comparison or average) or 2 (better than comparison or good) points for each question on the score sheet. Scores from questions 1, 2 and 3 will be doubled.

1. **WOW FACTOR** (*for retail and consumer*)
2. **INNOVATION VALUE** (*of plant, flower or marketing*)
3. **LANDCAPE USE / PATIO USE/ VASE LIFE**
4. **CULTURAL and TECHNICAL FEATURES:**
  - a. Growing performance
  - b. Uniformity (*plant and flower*)
  - c. Floriferousness (*richness of flowers*)
  - d. Flowering season (*length/period*)
  - e. Tolerance (*climate/disease*)

For patio vegetables scoring characteristics are:

1. **WOW FACTOR** (*Overall presentation of plant , shape, colour of fruit, taste*)
2. **INNOVATION VALUE** (*Habit, fruit, taste shape and colour*)
3. **PATIO USE**
4. **CULTURAL and TECHNICAL FEATURES:**
  - a. Fruit colour
  - b. Richness of fruiting
  - c. Earliness of fruiting
  - d. Fruiting season (length/period)
  - e. Plant Tolerance (climate/disease/yellowing)
  - f. Overall growing features

## Novelty Protection

The judges are asked to confirm if the variety is sufficiently new and uniform. 75% of the judges must confirm that this is the case. In addition the variety must score a minimum number of technical points. This is set yearly by the Evaluation Committee.

## Gold Medal

Novelty status as indicated above must be achieved. In addition, a minimum number of points must be scored. The exact number of points is set annually by the Entries and Evaluations Committee. Judges are also asked to indicate if they assess the variety to be worthy of a Gold Medal. This information will be taken into account by the Entries and Evaluations Committee in their final judgement.

## Determination of features and positioning

The judge is asked to complete information that positions the variety in the market. The information provided will also be taken into consideration by the Entries and Evaluation Committee in its final decision on awarding Gold Medal winners.

## Retrial

No recognition may be given if more than 10% of the judges advise a retrial. A retrial can be offered to the entrant at full cost if the entrant did not provide sufficient or correct information.

## EVALUATION

Judges submit scores and comments to Fleuroselect secretariat which calculates the final results. The **Entries and Evaluations Committee** reviews these results and sets scoring parameters. Based on the Novelty Protection status and Gold Medals scores, recommendations are made to the Board which takes the final decision on awarding.

# REGULATIONS

## REGULATIONS FOR VARIETIES ACHIEVING NOVELTY PROTECTION

- The entrant of a Novelty has the right to decline the nomination of a Novelty at any time.
- The entrant of a Novelty can purchase Novelty Protection for a period of eight, fifteen, twenty or twenty five years. At the end of each period, the entrant can purchase Novelty Protection for the next longest period
- If a Novelty is not introduced within three years, the entrant may ask the Board to extend this period by one year. If introduction has then not taken place, Novelty status is annulled. Any Novelty protection

paid for when Novelty status was granted will be forfeited.

- The entrant must name the Novelty and trade the variety under the registered name or a translation. The name is included in the Novelty register kept by the secretariat and published on the website.
- The Novelty register is sent annually to all members and published on the Fleuroselect Website.
- Botanical species cannot be protected and these varieties are therefore not to be considered as Novelties.
- Cutting-raised varieties entered for trial will not be offered Novelty Protection.
- Each member undertakes, for the period of protection, not to reproduce a Novelty unless authorised by the breeder.
- Each member undertakes, for the period of protection, not to market reproduced Novelties or varieties violating the Novelty Protection
- Each member undertakes, for the period of protection, to buy Novelties only from the breeder or from those who have been authorised by the breeder.
- If an entrant assumes that protection of his Novelty rights has been encroached upon, the Rules of Procedure of Fleuroselect apply in order to establish the violation.

## REGULATIONS FOR VARIETIES ACHIEVING A GOLD MEDAL

- Following a recommendation from the Entries & Evaluation Committee, the Board decides if an entry is to be awarded the Fleuroselect Gold Medal.
- The entrant has the right to refuse a Gold Medal nomination up to one week after the Board has advised him of the results.
- A designated Gold Medal winner will be introduced if in the Board's opinion: enough commercial stock is available on 1st November of the year prior to introduction; the name of the variety proposed by the entrant is acceptable; sufficient information and material for publicity purposes is available.
- The entrant abstains from any publicity, in whatever form, concerning his entry until the Board has decided on the introduction.
- The entrant, after his entry has been awarded a Gold Medal, is given a period of 3 years to enable the introduction of the awarded entry. The Board can extend this period twice by one year.
- The entrant of a designated Gold Medal winner has an obligation to introduce the variety unless exceptional circumstances which have been accepted by the Board prevail.
- The entrant of a seed-raised Gold Medal winner shall provide sufficient samples of the entry for distribution to trial grounds and display gardens.
- The entrant may present the Gold Medal winning variety at a professional level of the industry after all members of the association have officially been made aware of the award.
- The Entrant is at liberty to determine the distribution strategy for the Gold Medal winner.
- The Entrant can opt to drop the anonymity when trialing for a Gold Medal. For Novelty Protection trialing, the anonymity remains mandatory.

## FINANCE

### TRIAL FEES

Garden or Container Trial	EUR 475
Container & Garden Trial	EUR 475
Pack & Garden Trial	EUR 765
Pot plants / Cut Flowers	EUR 680

### NOVELTY REGISTRATION FEES

8 years protection	EUR 840
15 years protection	EUR 1575
20 years protection	EUR 2100
25 years protection	EUR 2625
Extension to the next longest period	EUR 840
Extension from 8 years to 25 years	EUR 2000

**Gold Medal winners are granted Novelty Protection for a period of eight years free of charge, if entered anonymously in the trial.**

## ASSESSMENT FEES ON GOLD MEDAL WINNERS

Breeders of Gold Medal winners are asked to provide details on wholesale turnover each year from 1<sup>st</sup> July to 30th June for a period of 5 years from introduction. Assessments are calculated as follows:

On seed-raised varieties	10% of worldwide wholesale turnover
On seed raised varieties sold excl. as young plants	EUR 0.0025 per plant
On cutting-raised varieties	EUR 0.0025 per plant

Minimum assessments: EUR 5,000 per annum for year 1 + 2; EUR 2,500 for years 3,4 and 5

Maximum assessments: EUR 20,000 per annum with a total of EUR 50,000 over five years

Fleuroselect Gold Medal winners that have also been awarded an All America Selections award do not pay assessments on sales in the U.S.A. and Canada.

## PUBLIC RELATIONS AND PROMOTION

### PROMOTION OF NOVELTIES

The Approved Novelty logo may be used by varieties having been granted Novelty Protection. All Approved Novelties are displayed on the Fleuroselect website.

### PROMOTION OF GOLD MEDAL WINNERS

Fleuroselect supports the marketing of the winning varieties through an extensive promotional and marketing campaign directed at the growers, wholesalers, retailers and consumers.

### PR

A professional press campaign: over 200 professional journalists worldwide obtain information on the Gold Medal winners.

- An amateur press campaign: approx. 1600 home gardening journalists worldwide are introduced to the Gold Medal winners.
- A trade release is sent out to key players in the wholesale and retail market.
- Social media postings via dedicated channels.
- Winner promotion at trade events, circumstances allowing it.

### Branding



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