

## Use and misuse of names in the ornamental plant industry

Marco Hoffman

PRAKTIJKONDERZOEK  
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## Content of the presentation

- Introduction
- Not recognized categories of plant names
- Practical examples in registration of plant names (use and misuse)
- What can ICNCP and ICRA's do to be more compatible to the industry?

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## Plant names important communication tool in industry

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## Binomial system of Linnaeus is international basis

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## System is hierarchical and evolutionary

APG III Phylogeny of Flowering Plants

Family  
Genus  
Species 1  
Species 2  
Subspecies

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## Rules updated by developments in science and industry

Wild plants:  
Botanical code (ICN) - 2012

Cultivated Plants:  
Cultivated plant code (ICNCP) - 2009

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## Cultivated plants

**Recognized in ICNCP** (= rules & recommendations)

- Cultivar
- Cultivar group or Group (not evolutionary)
- Grex (for Orchids)
- Graft Chimaera



## Nomenclatorial rules of statutory offices

- Additionally to scientific rules of ICNCP (cultivars)
- Only for PBR or PP – protected cultivars
  - E.g. *Aster ageratoides* 'Starshine' PBR
- They have a legal status and can overrule ICNCP
- E.g. UPOV/CPVO; correspondence > 95% with ICNCP



## Lists of names of woody plants & perennials



- Made for international nursery industry
- Under auspices of ENA and ISU/PPA
- International uniformity of names in the industry
- Scientific basis but must be practical



## Not recognized categories of plant names



## Cultivated plants

**Recognized in ICNCP** (= rules)

- Cultivar
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**Also used in practice** (= no rules)

- Mixtures and series
- Provenances
- Cultivar types
- Trade designations (incl. Trademarks)



## Use of series and mixtures

- Series or mix of different cultivars or seedlings that share morphological characters and lineage
- Often used by breeder as a marketing tool
- Sometimes (forced) treated as Group names
- Mainly for bedding plants and seed-perennials
- Examples
  - *Agapanthus* Headburn Hybrids
  - *Alcea rosea* Powderpuffs Mixture
  - *Aquilegia* Songbird Series (e.g. 'Cardinal', 'Dove', etc.)



### Use of provenances

- Seedlings of a certain population of a species with certain positive characteristics (incl. to indicate autochthonous sources)
- Comparable with cultivar, but often not enough uniform
- Mainly used in forestry
- Examples
  - *Acer campestre* Uppsala
  - *Betula pendula* Julitta
  - *Fagus sylvatica* Park 't Loo-01



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### Use of cultivar-types

- Types of a certain cultivar with very small genetic differences (too small to recognize a different cultivar)
- Mainly used in fruit industry (very well-known cultivars)
- Examples
  - *Malus domestica* 'Elstar' -Armhold
  - *Malus domestica* 'Elstar' -Bougie
  - *Malus domestica* 'Elstar' -Michelsen



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### Use of trade designations (trade names)

- For cultivars (false identifying tool)
  - *Potentilla fruticosa* 'Pink Beauty' (LOVELY PINK)
- For cultivars with code names (attractive identifying tool)
  - E.g. *Rosa* 'KORbin' (ICEBERG)
  - E.g. *Syringa* 'SMSJBP7' (DARK PURPLE)
- For series of cultivars or as marketing concepts
  - E.g. *Hydrangea* ENDLESS SUMMER or GARVINEA Gerbera's



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### Conflicting interests

- Science
  - One name for one plant
  - Names should be free to use by everyone
  - The best system that represents genetic relationships
  - Names can change by new scientific knowledge
- Industry
  - Commercial use of names (selling tools)
  - One plant can have more names
  - Names can be protected
  - No (taxonomical) changes of names



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### Motivation to use trade designations

- Commercial reasons
  - Choose the best name for a certain market
  - Part of marketing concept
  - Avoid use of their name by others (trademarks)
- Avoid strict rules of ICNCP or statutory offices
  - E.g. *Clematis* 'Zopre' (PRETTY IN BLUE)
- Modern tradition (or unknowing)



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### Practical examples in registration of plant names (use and misuse)



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### Practice 1: no mention of cultivar name



Should be:

*Caryopteris xclandonensis* 'Inoveris' (GRAND BLEU) or  
*Caryopteris xclandonensis* GRAND BLEU ('Inoveris')



Should be:

*Rosa* 'KORbin' (SCHNEEWITTCHEN) or  
*Rosa* SCHNEEWITTCHEN ('KORbin')

>> For PBR-cultivars risky; for non-protected cultivars no legal sanctions (not yet....)

### Practice 2: One cultivar with many trade names

- *Rosa* 'KORbin'
- *Rosa* ICEBERG ('KORbin')
- *Rosa* SCHNEEWITTCHEN ('KORbin')
- *Rosa* FEE DES NEIGES ('KORbin')
- *Rosa* BIANCANEVES ('KORbin')



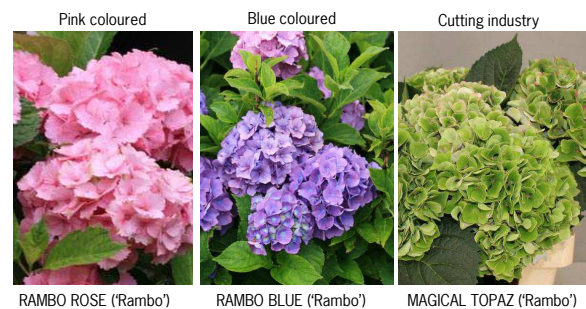
### Practice 3: Companies give their own trade names

- Sometimes to existing cultivars
  - *Symphoricarpos* 'Kolmgala' (SNOW BLIZZARD; MAGICAL GALAXY)
  - *Syringa* (Villosae Group) '???' MISS JAPAN
- Watch out for too many trade names
- Recommendation:
  - Only when cultivar is mentioned
  - In principle only breeder can ask for it



### Practice 4: Different names for different appearances

#### *Hydrangea macrophylla* 'Rambo'



RAMBO ROSE ('Rambo')

RAMBO BLUE ('Rambo')

MAGICAL TOPAZ ('Rambo')

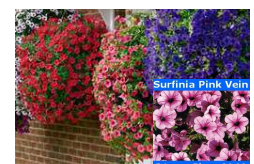
### Practice 5: Trade names for series of cultivars

- *Rosa* FLOWER CARPET
  - Series of cultivars for ground covering and rich flowering roses
  - 'Noare' (ALCANTARE), etc.
- *Syringa* BLOOMERANG
  - Series of re-blooming lilacs
  - E.g. *Syringa* 'Penda', 'SMSJBP7' (DARK PURPLE)
- *Hydrangea macrophylla* ENDLESS SUMMER
  - Series of re-blooming Hydrangea's
  - E.g. 'Bailmer' (original), 'Blushing Bride', 'PIIHM-I' (TWIST 'N' SHOUT)
  - New: also for *H. arborescens*



### Practice 6: Trade names for a concept within genus

NAME SEND	NAME CORRECTED
Garvinea 'Sophie'	<i>Gerbera</i> 'Sophie' (GARVINEA SOPHIE)
Garvinea 'Sunny'	<i>Gerbera</i> 'Sunny' <sup>®</sup> PBR (GARVINEA SUNNY)
Garvinea 'Sylvana'	<i>Gerbera</i> 'Garsylvana' <sup>®</sup> PBR (GARVINEA SYLVANA)



GARVINEA Gerbera's

SURFINIA Petunia's

### Practice 7: Different names by statutory offices

- *Hydrangea arborescens* 'Spirit' PP (PP USA) =
- *Hydrangea arborescens* 'NCHAI' PBR (CPVO)
- *Lonicera* 'Honey Baby' PBR (CPVO) =
- *Lonicera* 'Novso' PBR (Canada)
- *Clematis* 'Dustar' PBR (CPVO) =
- *Clematis* 'Cadson1' PBR (New Zealand)
- *Cercis canadensis* 'Litwo' PBR (CPVO) =
- *Cercis canadensis* 'Little Woody' PP (PP USA)



### Practice 8: One Trade name for two cultivars or more

- Origin recognisable
  - *Hydrangea macrophylla* 'Hobella' (HOVARIA)
  - *Hydrangea macrophylla* 'Homigo' (HOVARIA)
- Keeping (well known) name for new cultivars
  - *Vinca minor* ILLUMINATION ('Cahill')
  - *Vinca minor* ILLUMINATION ('Cahilll')



### Practices with protection of names or cultivars:

- Pretend protection (Trademark or PBR)
  - E.g. get cheap trademark protection and pretend expensive PBR protection
- Trademark protection of (existing) cultivar names
  - Often happens
  - *Vitis* 'Boskoop Glorie'



### New reality

#### Fictional example:

- *Geranium* 'FTS001' PBR eu
- *Geranium* LUSI ® nl (= 'FTS001' PBR)
- *Geranium* MAGICAL TOPAZ ® uk (= 'FTS001' PBR)
- *Geranium* BLAUER HEINZ ® D (= 'FTS001' PBR)
- *Geranium* PETIT FILE ® F (= 'FTS001' PBR)
- *Geranium* 'Fuji' PBR Japan
- *Geranium* 'Miss USA' PP USA
- *Geranium* MAGICAL TOPAZ ® uk (= 'FTS002' PBR NL)
- *Geranium* BLAUER HEINZ = ?????

>> Nomenclature gets rather complicated.....



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What can ICNCP and ICRA's do to be more compatible to the industry?



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### Actual status of not-recognized categories

	Mixtures & series	Provenances	Cultivar-types	Trade names
Cultivated plants	++	+(+)	++	++
Used in practise	+(+)	+	+	++
International regulation	—	—	—	—
Misuse	(+)	(+)	(+)	++
ICNCP-phylosophy	Yes/no	yes	yes	no
Status ICNCP	mentioned	mentioned	no	Recommend. for ICRA's

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## Advice for not recognized categories

Category	Advice / position for discussion
<b>Series &amp; mixtures</b>	Explain the category and make recommendations
<b>Provenances</b>	Explain the category and make recommendations. Maybe accept it.
<b>Cultivar-types</b>	Accept the category and make rules and recommendations
<b>Trade designations</b>	Tolerate the category, expand the recommendations and give it a more prominent place in the ICNCP

## Concluding remarks

- Optimal communication and tuning between science (ICNCP), statutory offices and industry
- Make rules as logical and flexible as possible to the benefit of the industry
- We have to deal with trade designations, they became too important to neglect them
- By the increasing complexity of nomenclature, clear registration becomes even more important



Thank you for your attention!

