

# 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.

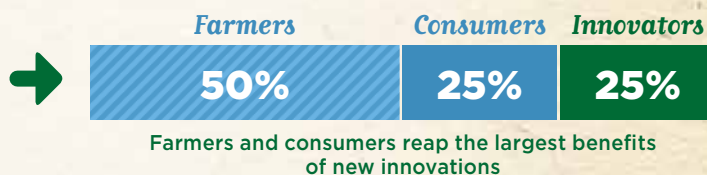


## Results

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

**320,000 Tons** higher annual production of oilseed rape

Total societal benefits: **€1.0 billion**



## 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.