

**Press Release**

**Plants for Europe join ProVaR**

The directors of ProVaR, Protected Varieties Ltd are delighted to announce that Graham Spencer has joined ProVaR, his business Plants for Europe specialises in royalty management and he brings a portfolio of interesting plants to the range.



We are pleased to welcome Graham as his experience will no doubt enhance the organisation and he is a key member of the new plant community. It is testament to the success that ProVaR has achieved in the last 4 years since starting that so many breeders from the UK and abroad are now adding their products to our ever expanding range.

“Plants For Europe is very pleased to have joined ProVaR. Graham Spencer, company director, said: ‘PFE has joined ProVaR so that selected non-exclusive varieties from the PFE portfolio can be licensed by growers through the ProVaR organisation. It allows us to reach many smaller and medium sized growers effectively and will give greater access to these varieties – which will certainly increase royalty revenue for the breeders.’ From 2010-11, growers will be able to obtain licenses for ten exciting varieties from PFE through ProVaR, including varieties of Cytisus, Lysimachia, Phlox, Phygelius, Prunella and Pulmonaria. These are all first class plants that are deserving of a wider audience.”

The plants will not be added to the full range until June 2010, but growers wishing to obtain test material in advance of this can contact Graham or ProVaR.

For further information contact Wendy Staniforth on 01483 475 251-  
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