



Contribution of Plant Breeding to the Food Supply in Japan

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Sharing a healthy future





Family company

- Family owned; 100% vegetable; international
- Turnover 400 million euro's; 2.800 employees
- 32 Subsidiaries; breeding stations in all important climate zones
- Yearly investment R&D -> 30% of turnover



100% Focused on vegetables

- 28 Crops with more than 1,200 varieties
- Crops for protected cultivation, such as tomato, sweet and hot pepper, cucumber
- Open field crops, such as spinach, carrot, cabbage
- World leader in lettuce



Seeds & Services

- Customers in more than 100 countries
- Growers, processors, trade, retail and consumers
- High quality seeds with appropriate characteristics
- Services regarding crop-management and chain-management



Chain management

- To find out the requirements for all chain partners,
including consumers
- To introduce innovations and new products to
the chain partners, including consumers



Salanova.



Examples of market innovations



- TY resistance in pink tomato
- KNOX at lettuce

Examples of product innovations





Rijk Zwaan in Japan



- Active since early nineties
- Exclusive partnership with Takada Seeds in Osaka



Key products Japan



- Lettuce
 - Multi leaf Salanova
 - Iceberg
- Pink Beef Tomato with TYLCV
- Tomato specialties
 - Eg TYLCV resistant Cherry Tomato
- Spinach
- Sweet Pepper (Paprika)
- Cucumber
 - Japanese
 - Snack





What can Rijk Zwaan offer to the Japanese horticulture?

- Excellent varieties
- Crop management services
- Chain management services
- Advice regarding high tech horticultural projects
- Input in new ways of vegetable production such as plant factories and vertical growing



A vibrant outdoor vegetable market scene. In the foreground, a woman with glasses and a patterned shirt is selecting red tomatoes from a large pile. Next to her, another woman in a striped shirt is also reaching for produce. The market stall is overflowing with various vegetables, including large piles of red tomatoes, green leafy vegetables, and yellow corn cobs. In the background, a dense crowd of people is seen browsing and shopping, creating a lively atmosphere. The text is overlaid in white, bold font across the center of the image.

**Together with our partners,
we want to actively contribute
to the world's food supply
and stimulate
vegetable consumption
by laying the foundations
for healthy and appealing
vegetables.**