



Services

for horticultural projects

Sharing a healthy future



Rijk Zwaan is a Dutch family-owned vegetable breeding company. We combine the huge genetic diversity that nature has to offer with continuous investments in research and development. This results in plant varieties with ever-better combinations of desired traits. Our seeds are sold in more than 100 countries, where they lay the foundation for healthy and appealing vegetables.



Worldwide		
	25+	Range: more than 25 vegetable crops
	400	Turnover: approx. 400 million euro
	100+	Sales: in over 100 countries
	30	Subsidiaries: 30
	2,800	Employees: approx. 2,800
	NL	Headquarters: De Lier, the Netherlands



Crop advice

Getting the best out of varieties

Selecting the right variety requires tailor-made advice since it depends on the grower's specific growing conditions, their customers' wishes and the latest market developments. It is important to us that our varieties subsequently produce an optimal result. We offer tailor-made crop advice on-site, give personal guided tours on our demo facilities around the world and share reliable trial results. We believe in the value of personal contact, but also make use of modern information technology.

International knowledge and networks

Tailor-made services

Good varieties alone are not enough to be successful in horticulture. Growing vegetables requires tailor-made services and a project approach. That is why our involvement with growers goes beyond merely selling seeds.

Our crop and marketing specialists are right at the heart of the market and give expert advice, tailored to local circumstances. We have a sizeable network within the global vegetable sector and are in close contact with horticultural suppliers, such as greenhouse constructors and technology providers. This enables us to serve as a linking pin. Together with our partners, we can further develop horticulture and serve the worldwide vegetable market even more effectively.



“A win-win situation”

Hans Eigenraam, International Crop Specialist Cucumber Rijk Zwaan: “To make sure that our varieties achieve optimal results, we devote considerable time and effort to sharing knowledge about growing and sales.”

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Worldwide, the agri-food sector is undergoing rapid professionalization. A growing number of high-tech greenhouses are being built and technology and marketing are playing an ever-increasing role.

Rijk Zwaan plays a leading role in these developments by offering its partners a broad range of services that can contribute to a higher return on investment.

2 Chain management

Connecting growers to buyers

In addition to our crop specialists, we also have an international chain team who understand retail and trade. On the one side we try to find new market opportunities for horticulture projects (production driven), on the other hand we help retail and trade customers with reliable sourcing solutions (market driven). Furthermore, we develop new marketing and packaging concepts. Our chain activities enable retailers, processors and other chain partners to ensure year-round availability of a high-quality product.



3 Market intelligence

Sharing consumer and market insights

As developing new varieties takes a long time, a breeding company simply has to look at the future. That is why we keep a thorough overview of general food and retail trends, as well as good insights in the most important macro economic developments. Furthermore, we have extensive market research data at our disposal, that gives insights in market potential and the successes and failures of product introductions. We also execute taste and consumer research ourselves.



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“Close involvement with growers”

Claas van Os, Levarht: “Together with our partners HongFu Agriculture and Rijk Zwaan we successfully entered the Chinese market with Capparicia RZ. We build a high-tech greenhouse and also organized the selling of the tomatoes to more than fifteen supermarkets in China.”

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“Small investments, big future”

Tatiana Ovsyankina started a new processing company in Russia: “As the market leader in lettuce, Rijk Zwaan has a wide overview of the market and an impressive network of specialists. Their local specialist supplied us with a wealth of information, but also helped us to choose an assortment based on market information from the local market.”

More information

Are you involved in the start of a new horticultural project?
And are you looking for a partner in business? We would like to
discuss with you how we can work together.



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