



Stronger together

for healthy growth
in organics

organic



by Rijk Zwaan

Sharing a healthy future





Innovating for progress

The global demand for organic vegetables is growing, and that places extra demands on organic partners in the chain. At Rijk Zwaan, we are responding to these challenges in various ways: by expanding our product range with new innovations and concepts, by gathering market information and consumer insights, and by cooperating with partners to further stimulate the organic vegetable category.

Working together to boost your business

When expanding our organic range, our focus is on quality.

We introduce top-class seeds specifically for the organic food market. All these varieties have in common that they have strong resistances combined with a good yield. Besides, the organic varieties have been bred for a broad spectrum of local farming situations, attracting consumers thanks to their distinctive shape, visual appeal and/or flavour.

Our organic vegetable portfolio enables you as an organic farmer to profitably capitalise on the growing demand for such products, with a crop that always meets your requirements.



Knowledge

“Healthy and profitable growth in organics requires specific knowledge relating not only to vegetable production, but also to market developments, consumer expectations and product performance.”



Quality

“Our focus on quality guides us in everything we do. Setting the bar high enables us to truly innovate and to guarantee sustainable growth of our organic range.”



Partnerships

“Intensive collaboration is firmly anchored in our mission. We are continuously investing in our relationships with growers, retailers, trading companies and partners. That helps everyone to move forward.”

Responding to consumer needs

We are continuously working together with our partners to devise new marketing concepts in response to global trends and ever-changing consumer demands. Such support includes the development of attractive packaging and the creation of in-store promotional materials.



Little & Fresh

In collaboration with The Greenery and Dutch grocery retailer Jumbo, we recently introduced Little & Fresh: a range of a smaller-sized organic vegetables that are perfect for one- or two-person households.

Sweet Palermo

We also have Sweet Palermo organic! The sweeter, richer flavour makes this pointed pepper ideal for many more occasions and uses than the regular pointed or blocky pepper, including as a healthy snack, and its soft skin and fewer seeds open up even more opportunities.



MyCubies

The demand for organic vegetables is rising within the snack category too. Our MyCubies product line of snack cucumbers offers a range of organic varieties, including sustainable packaging options.

Red/green-striped aubergine

As a follow-up to Angela RZ, a striped aubergine, we have extended the range with a red/green-striped version. This variety is only available for organic production, so it is unique to the organic vegetable category!



Meet our Organics Team

From our enthusiastic breeders to our chain managers: We are happy to help. That's how we become stronger together towards healthy growth in organics. Would you like to know more about our organic assortment and approach towards the market? Let's keep in touch!

organic.rijkzwaan.com

Twitter @OrganicsRZ

LinkedIn Organics at Rijk Zwaan

Marketing Specialist Organics

Heleen Bos

h.bos@rijkzwaan.nl



Rijk Zwaan's descriptions, illustrations, growing advice and any other information in whatever form – e.g. on expiry, sowing, planting and harvesting dates – are based as precisely as possible on experiences in trials and in practice. However, Rijk Zwaan does not accept in any case liability for damages resulting from the use of such descriptions, illustrations, growing advice and information. The buyers/users themselves are responsible for proper storage of the seeds and will be deemed to determine whether the products and growing advice are suitable to be used for the intended cultivations and under the local conditions.

Rijk Zwaan Distribution B.V. | P.O. Box 40 | 2678 ZG De Lier | The Netherlands | www.rijkzwaan.com