



Rijk Zwaan in Company



- Daily working on new vegetables
- Creating added value in the entire chain
- Innovating using natural diversity
- Strict checks offer certainty
- Reaping success together with partners

Seeds & Services



**[The management team:
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As the management of Rijk Zwaan we would like to state the primary objective of Rijk Zwaan: to offer our employees an enjoyable and lasting job with good terms of employment.



Nature is abundant but not inexhaustible. At Rijk Zwaan we are acutely aware of this. We want to develop the very best vegetable varieties and seed while not upsetting the balance in Nature. After all, we aim to go on creating new top varieties in the future as well.

An enjoyable job requires a pleasant, motivating environment. That is one of the reasons why we feel that our company culture is so very important.

It is characterised by especially the following elements:

- Reliability.
- An entrepreneurial spirit, with plenty of room for creativity and innovation.
- Business ethics of the highest order.
- A pleasant atmosphere, achieved in particular by

openness and honesty; respect for other people; a team spirit and high moral norms and values.

And what do those who are involved externally with Rijk Zwaan notice of these objectives? Well, the trust that we give our employees is rewarded with loyalty, high motivation, enormous dedication and close involvement. Our employees regard Rijk Zwaan in fact as their own business.

Rijk Zwaan: daily working on new and healthy vegetables



And we see that in the way our employees handle our customers, suppliers, the authorities and all other business partners. They can count on a top product and a high level of service. They can also experience that Rijk Zwaan is a reliable partner. Apart from our commercial activities, we also know our social responsibilities: as in setting up Afrisem, for example, where we transfer our specific knowledge in the areas of plant breeding and growing vegetables to the local population. In this way we can be more than just another profit-making company.

Facts and figures

Rijk Zwaan focuses on the development and sales of high-quality vegetable varieties and seed for professional growers in food-producing horticulture, be that in glass-houses or outdoors. The company belongs to the top 5 largest vegetable breeding companies in the world.

Range: 25 vegetable crops; approx. 850 varieties

Annual turnover: approx. € 200 million

Sales: in more than 100 countries

Subsidiaries: 25

Employees: approx. 1,600

Head office: De Lier, the Netherlands



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We use the rich, genetic diversity in Nature as the basis for our breeding work and link it with our topical and high-quality knowledge of plants and seeds.

Innovation found in Nature





Without innovation no new varieties. And without new varieties no progress in the cultivation, trade and sales of vegetables. That is why fundamental research forms the essential basis at Rijk Zwaan for all further processes. Rijk Zwaan has at its disposal

over the world. Together with three other international vegetable-breeding companies, Rijk Zwaan is a shareholder in biotech company KeyGene in Wageningen. The fundamental research we carry out serves to improve and accelerate our breeding processes. For each

limits. And our creative breeders eventually translate this knowledge and technique into new vegetable varieties. That is how problems at the germination stage are solved and new plant diseases are quickly picked up and linked with a resistance. Flavour and phytochemicals are analysed and built into new varieties. In this way we can continuously supply our customers with the most up-to-date products.

High-level research in physiology, breeding techniques and seed technology.

highly specialised laboratories in the areas of biochemistry, cell biology and molecular biology, phytopathology and seed technology. Our breeders maintain close contact with renowned plant-scientific institutes and universities all

crop, around 30,000 different genes and their interaction on the one hand and hundreds of desired variety traits on the other, play a role. Passionate researchers are forever re-defining the boundaries of what is possible within natural

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Creating added value with our knowledge and genetics

As breeders of vegetables we continuously create new, unique combinations of traits to create successful business further up the chain.

Vegetables are grown, traded and eaten everywhere on earth. But climates differ, growing methods evolve and tastes change. And, with them, the demands made of vegetables also change. A still higher production, extra resistance,

holds just the right genetic information. A plant, crop or product with this new, improved combination of traits subsequently leads to a higher return for our partners. For example, these varieties would enable growers to reduce

know what traits are desired, now and, more particularly, in the future, we regularly carry out market research and we talk daily with our customers. Whether it be the beginning or the end of the chain, wherever in the world: Rijk Zwaan's knowledge and genetics provide the optimal starting position for doing successful business.

[Our varieties can reduce costs, increase production and give differentiation on the shop shelves.]

an efficient shape, a perfect flavour. Rijk Zwaan ensures that all these traits come together in one tiny seed, which

costs or increase production. Having a unique product can also create differentiation on the shop shelves. In order to



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[Fast, accurate and
efficient means profit
for our customers.]



High demands and stringent checks offer certainty



Modern checking techniques, combined with a high degree of skill and commitment add a unique quality guarantee to our products.

We sell our genetics in the form of seed. But not just the genetics are pure Nature, so is our seed. That is why their production takes place in the most ideal conditions and in

and packing the seed no mistakes are allowed, either. Daily supplying sufficient vegetable seed of the best quality, at the right time – in the desired form and of the

Every single action between harvest and delivery is painstakingly recorded.

accordance with the most stringent phytosanitary rules and regulations: because a perfect start is the best guarantee for the desired end quality. But between harvesting

right variety – and all that worldwide. That demands tight planning and the most stringent quality checks. By means of accurate tracking and tracing, clever sampling

and an eye for detail from our employees, Rijk Zwaan distinguishes itself with its high-quality vegetable seed. Each lot of seed is given a unique barcode and each stage between harvest and delivery is painstakingly recorded. This allows us to always be able to tell our customers in detail about the origins of the seed supplied. From product development to delivery, Rijk Zwaan works fast, accurately and efficiently. After all, any improvement in production or quality control can only be of benefit not just to Rijk Zwaan, but also to all our customers.

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Together with our partners we reap success

Our involvement does not stop once we have sold our seed. Together with our business partners we work on new possibilities in the cultivation, trade, sales and consumption of vegetables all over the world.

Rijk Zwaan is where our customers are: all over the world.

That is how we know the local situation: the climate, the crop, the harvest, sales.

assess how it is doing but we are also on the shop floor to see how our varieties perform on the shelves. With our specialist knowledge and our worldwide network we can

level with growers, merchants and supermarkets, varieties, crops and concepts can be harmonised. All this is done with the objective of getting as much value from the chain with our genetics as possible, for all our partners. Innovating is something we do together, we carry out our ideas together and, ultimately, we all reap the successes together. That's what we are partners for.

**We are not just to be found
among crops, but on the
shop floor as well.**

And that is also how we can make progress in our business, together with our partners. After all, we are right at the heart of a crop to

provide the growers of our varieties with crop information and tips at crucial moments during the growing season. By collaborating at international



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Rijk Zwaan Group

De Lier | The Netherlands

www.rijkszwaan.com