

Rijk Zwaan is a world leading, high quality, highly innovative specialist in creating vegetables. We do this through innovative research & development led by the needs & tastes of our customers. It is our aim to be a knowledgeable, cooperative, high-quality partner, for the whole chain with infinite respect for our environment. Therefore we offer seeds of 25 different vegetable crops, together with our services as sharing knowledge, tailormade solutions and chain management.



Tastery RZ and Sassari RZ make good choices for expansion

Resistance for mosaic virus is not Verdon RZ's only virtue

Redwing RZ strong growing, steady variety with lot of potential

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## Love My Salad achieving steady growth

Ever-expanding coverage in social media, well-attended events and – in the near future – even visibility on supermarket packaging are making it increasingly difficult for consumers to miss 'Love My Salad'.

At the core of Love My Salad is the website, which represents an international platform for anyone who loves vegetables. Recipes are a key feature of the website. On average one salad is posted per day. But it also provides a whole range of other useful information. Recently the site has been fully integrated with Facebook. This has created a tremendous level of interactivity, and as a result our 'social salad network' is expanding rapidly. There are of course already countless recipe websites, but as Rijk Zwaan we have more to offer in the way of extras. We have a real passion for vegetables: we understand how they grow and have contact with all the right people in the chain. Our ultimate aim is to help consumers and growers make contact with one another – yet another service Rijk Zwaan provides to its growers!

In that respect, including a reference to Love My Salad on product packaging is a significant next step. Following on from trials, a larger-scale project is soon due to start in the Netherlands. In collaboration with a growers' association, four growers will include the image of a QR code (a barcode that can be scanned using the camera on a mobile phone) on the packaging of their vine tomatoes. Scanning this code will activate a direct

link, taking the consumer to a web page containing background information about the grower and his family, including recipes and other tips supplied by the grower himself. Consumers can also provide feedback on how much they enjoyed the product's taste, which the grower in turn can use to his advantage.

Another key aspect of Love My Salad are events, where keen 'salad lovers' meet to prepare healthy recipes together.

Ultimately the goal is to stimulate the consumption of fresh vegetables right around the world. We're inviting everyone to join in – submit recipes and share the fun on:

[www.lovemysalad.com](http://www.lovemysalad.com)!



## Wim Grootsholten, manager North and Central America Rijk Zwaan, the Netherlands: "Customizing for your success"



The market in North America is strongly evolving. Not only by investments in new greenhouse projects and more advanced greenhouse technologies, but also by increasing marketing efforts. Rijk Zwaan wants to support these developments optimally.

Almost every growing area in North America has its own specific growing conditions and of course the right varieties that fit these local conditions. Diversification in almost all crops is clearly visible. More and more varieties are developed that are ideal for snacking, but also varieties that distinguish themselves in flavour. Varieties are becoming more convenient to process and easier to eat. To service these developments Rijk Zwaan has developed three product lines: Convenience, Sensational

Snacks and Sensational Flavours. Each of these product lines contains a range of varieties with specific characteristics for the target group.

We not only customize our varieties, but also our services. That is why we are proud to inform you that we recently strengthened our team in North America. Along with John DeVries, who is now responsible for sweet peppers and cucumbers, Marleen van der Torre will specialize in tomatoes and tomato

rootstocks. John and Marleen are now joined by Gretchen Raymond who is the new Sales Manager for the NAFTA region. We have a very motivated team of experienced and skilled people. Together with our partners, RZH in Ontario and Terralink in British Columbia/ Alberta, I am convinced that we can help you to increase your success. I wish you a good cooperation with our team and a successful season.

Convenience

Sensational Snacks

Sensational Flavours

# Cucumbers



CGMMV update:  
Rijk Zwaan research in the last few years resulted in more knowledge about the behaviour of the virus.



During the past few years, we have been aware that Verdon RZ and Addison RZ have offered some resistance to the Cucumber Green Mottle Mosaic Virus. Growers have reported a “cleaner” crop when these varieties are grown next to normal susceptible varieties. When infected with this virus, the resistant varieties are able to continue growing with a better production level comparing to susceptible varieties. The virus multiplies in the plant more slowly and therefore the overall spread of the virus in the greenhouse is slower. Similar to powdery mildew resistant varieties, the grower still needs to take action to reduce the infection pressure and spread

of the disease. The resistance helps a lot, but the infection can still come if the disease pressure is high enough. Proper working hygiene and crop clean up procedures are still necessary. Following on the success of Verdon and Addison, Rijk Zwaan has since introduced two new varieties with the CGMMV resistance; Peloton RZ (24-169) and Bonbon RZ (24-185). Peloton is for the North American market and Bonbon is intended for the Dutch market. We look forward to any opportunity to discuss this new resistance with you.

  
**Bon DEFENSE**

Marco Hoogenboom, owner of Hoogenboom Farms in Otterville Ontario:

## “Less mildew, uniform fruit length”

Intermediate mildew tolerance and uniform fruit length were the main reasons Marco Hoogenboom decided to plant the new medium size cucumber 24-182 RZ as a trial last year. He was not disappointed.

“There was much less mildew present in this trial than in other varieties, which is a big thing for us. Surprisingly the 24-182 RZ showed better resistance for the mosaic virus as well. The virus appeared in our greenhouse for the first time. It was striking that it took much longer for this new variety to show mosaic symptoms than the other varieties I had. The other promise – uniformity – was kept as well: 75 percent of them were sold as medium sized cucumbers between 12.5 and 14.5”. The colour is nice and dark and the diameter fit our market perfectly. As for the cultivation, 24-182 RZ does not require a lot of steering to restrain it. It just seems to regulate itself. Because we use a moving

screen in addition to a fixed poly screen, we don’t water that much in the early season. Watering took just about 125 ml a round. Less water means lower nutritional values, so we aim at a 3.5 drip EC and a slab EC of more than 3 at the start and 2.8 to 3 once the fruit load starts to accelerate. In times of heavy fruit load and lots of sunlight, during pre-nights I tend to drop the temperature for a couple of hours. I compared the production of this new variety with a similar variety growing next to these two rows. In both cases 24-182 RZ did significantly better. Because the mosaic virus appeared, I cut the cultivation period short for some weeks to clean up the greenhouse. If that hadn’t happened, I could still have

been picking fruits for some time. It just kept on producing.”

### 24-182 RZ

Hoogenboom Farms  
Otterville, Ontario

Area:	2 rows 80 m <sup>2</sup> / 50 m <sup>2</sup>
	1,2 ha total nursery
Sowing date:	November 9 <sup>th</sup>
Planting date:	December 7 <sup>th</sup>
Harvest:	Jan 4 <sup>th</sup> to March 30 <sup>th</sup>
Grow medium:	Coco-peat
Planting distance:	1.4 plants every m <sup>2</sup>
Fruit length:	75% 12.5-14.5 inch
Production per m <sup>2</sup> :	row 1: 38.4 per m <sup>2</sup>
	row 2: 39.5 per m <sup>2</sup>



Ron van Marrewyk, co-owner West Coast Greenhouse Ltd., Delta, British Columbia:

## “Resistance for mosaic virus is not Verdon RZ’s only virtue”

Westcoast Greenhouses in British Columbia starts an experiment with growing Verdon RZ as an autumn crop. Co-owner Ron van Marrewyk: “We are one of the first to do so. It is a challenge but I am confident it will work because we usually have enough light here until the end of September for building up speed to last until November.”

Westcoast Greenhouses is owned by Ron van Marrewyk and his brother Ray. Their parents are Dutch immigrants who founded the nursery in 1969, handing it over to their sons in 2007. They still feel the advantage of having Dutch roots. “Holland is where it all happens. When you can read the Dutch magazines and speak to Dutch growers, of course it gives you a head start.” The fact that Rijk Zwaan developed a type of cucumber with resistance to green mottle mosaic virus for the Canadian market before it did for Holland, now gives them the best of both worlds. Ron: “The

cucumber green mottle mosaic virus is spreading fast. Although in our case it has not caused severe losses yet, I have heard what it can do. That is why we decided from now on only to grow varieties that are resistant to this virus. Verdon has shown the potential to be just that variety for the Canadian market.” For summer and autumn crops the traditional umbrella growers now use only Verdon RZ.

### Extra bonus

Verdon RZ turned out to be even more than just mosaic resistant. “It is high



mildew resistant as well, which is an extra bonus. Another thing is that Verdon is very consistent in its performance. It does not need a lot of steering to manipulate it. Also, where other varieties show production flushing up and down from week to week, Verdon shows steady numbers almost all the time. It grows well, when we take the heads out it is very consistent with good lateral development.”

### Umbrella system

The brothers grow their cucumbers under glass, using an umbrella system for training them. “We start watering 90 minutes after sunrise and stop 90 minutes before sunset, typically in 70 ml shots. We do night watering only when picking on the stem. The EC value in feed is from 2 to 2.6, depending on the light intensity, in the perlite bags we aim for a drain EC of 2.8.” The grower stresses that Verdon does not like cold nights when transitioning to the laterals. “Because of too cold nights we had some issues with gummy stem disease. For the fall crop we will keep that in mind and turn the heat on some more.” The grower runs a 24 hour average temperature of about 21.5 to 22.5°C with flat nights.

Albert Cramer, owner of Rolling Acres Greenhouses, Medicine Hat Alberta:

## 24-182 RZ does very well on the aspect of labour

At Rolling Acres Greenhouses Albert Cramer tries out one or two new cucumber varieties every year. It’s not often that a newcomer becomes the standard variety. “But this one stands a chance”, says the grower, even after a small spring trial with 24-182 RZ.

“The most important criterion for me is labour. 24-182 did very well on that aspect so we will try again next spring, this time on half an acre. The 24-182 is not a whole lot different than my standard variety. Size and colour of the fruits are just as good, but the open plant habit of this new variety is even better. The 24-182 seemed to keep in line with the average production of 58 cucumbers per m<sup>2</sup> that the total of crops showed. The fruit length average of up to 80 percent medium size pleased us as well. The new variety is easy to work with and did not give us any unpleasant surprises. Although it looks more generative than vegetative, I was happy with the

balance between the two. We grew this variety in our plastic greenhouse with an umbrella system, which seemed to fit it perfectly. Watering started between 8.30 and 9.00 and stopped between 16.00 and 16.30 hours with a volume of 100 ml per shot.

On cold nights we did an extra watering round. We used EC readings of 2.8 to 3 in feeding and 3.2 to 3.4 in drains. No drastic pre midnight temperature drops were needed in springtime. We give the new variety a second chance to prove itself this coming spring. If it does well again, it may very well replace our standard variety.”

### 24-182 RZ

Rolling Acres Greenhouses, Medicine Hat, Alberta

Area:	4 acres cucumber
	3 acres peppers
Sowing date:	December 6 <sup>th</sup>
Planting date:	January 2 <sup>nd</sup>
Harvest:	1 February to 26 May
Grow medium:	Coconut fibre
Planting distance:	1.5 plants / m <sup>2</sup>
Fruit length:	75-80% medium
Production per m <sup>2</sup> :	58 cucumber per m <sup>2</sup>
	(average of all crops)

### Verdon RZ

Westcoast Greenhouse  
Delta, British Columbia

Area:	18 ha
Sowing summer:	15 April
Planting summer:	9 May
Start harvest summer:	25 May
Sowing date fall:	15 July
Planting date fall:	9 August
Start harvest fall:	25 August
Grow medium:	Perlite
Planting distance:	1,5 stems per m <sup>2</sup>
Average fruit length:	12,5-13 inches
Production per m <sup>2</sup> :	2.7 kilo's a wk/m <sup>2</sup>



## Peppers

Benji Mastronardi, owner of Double Diamond Acres at Leamington, Ontario:

### “Definitely pleased with Baselga RZ”

Double Diamond Acres grows red, yellow and orange bell peppers in the greenhouse heartland of South Western Ontario. “Baselga RZ is our main yellow variety for three years now,” says owner Benji Mastronardi. “We are still very pleased with its production figures and fruits. And not just us. Baselga is just the kind of bell pepper our customers request, sweet and extra large.”

As the grower, packer and shipper, Double Diamond constantly monitors all produce from seed to delivery; ensuring that customers receive the highest quality produce available. In order to survive the competitive market, the company also has its own marketing department that examines wishes and needs of their clients. According to Mastronardi the response to Baselga has always been positive. “Especially in relation to its size and overall quality.”

#### Hot summer

“We grow Baselga on a total area of 12.000 m<sup>2</sup>. Planting date was January the 17th and we planted at a distance of 3,3 plants/m<sup>2</sup>. It’s a strong plant, ideal for growing during the hot summers in this area. Baselga’s vegetative tendencies fit our 2-stem system perfectly. Of course we try to take generative actions but it’s hard to maintain our goals when outside temperatures reach 27 degrees – as a 24 hour average. Nevertheless, the crop produced 17 kilo’s up to week 29. Yes, that’s one of the reasons why Baselga beats the other varieties. My advice to other growers? Baselga isn’t a difficult variety. Just try to steer it in a generative direction and the crop will be a success!”



Adrian Roelands, grower at Enniskillen Pepper Co., Petrolia Ontario:

### “Redwing RZ strong growing, steady variety with lots of potential”



“Redwing RZ gives us 1,5 kilo more per m<sup>2</sup> than our other red pepper varieties, plus very good summer quality. That’s why we decided to stick with Redwing.”

Adrian Roelands is more than satisfied with the first results of his nursery’s latest red pepper, even though there is still a lot to learn about this ‘new kid in town’. About 80 percent of the sweet bell peppers grown by the Enniskillen Pepper Co. are exported to the eastern and mid-west US, where the climate is not suitable for growing peppers. They are sold under the ‘Suntastic’ brand name and compete mainly with peppers grown in Europe and Mexico. The company grows six kinds of pepper, of which Redwing is the latest addition. Having started off as a small trial last year, Redwing now accounts for 3 acres. Next year it will spread out to no less than 7,5 acres, more than half of the nursery’s total size. It’s simply worth it, says Roelands.

#### Very productive

“Until week 29 Redwing produced about 15 kilo’s a square meter, which is a very good result. But because the spring was very dark this year, I am sure it can do even better next year. Most of the year the fruit load was around 30, during the summer it grew to 35.” It is

obvious that Redwing loves light, so the grower has decided to change its surroundings and move the variety from the plastic greenhouse it grows in now, to a glasshouse next year. By giving the plants better access to natural light, Roelands expects even better results. He is getting to know Redwing better by the day. He found out for example that Redwing does best with a pre-night temperature of 16 degrees, as long as the outside temperatures will allow it. “With the spring being very dark this year, we learned we have to steer a bit different to avoid slow ripening fruits.” It’s important to have a well thought out plan for steering this variety in the early season. Some of the Redwing fruits were harvested a bit green, and still coloured quite nice in the box.

#### No blossom-end rot

The weight varies from 230 to 250 grams, which is better than most other varieties Enniskillen grows. The grower mentions that the shape can get a little pointy from time to time, not causing any sales problems though. The shelf life was tested by the grower and turned out to be about a month, which is similar to other strong varieties. Roelands characterizes Redwing as a very strong growing and steady variety with a lot of potential. “It sets well, even during the hot summer. There was no problem with blossom-end rot, whereas other varieties did. Every now and then Redwing looks very vegetative, but it still continues to set.”

#### Redwing RZ

Enniskillen Pepper Co.,  
Petrolia, Ontario

Area:	3 acres
Sowing date:	November 3rd
Planting date:	December 8th

Start harvest:	First week March
Grow medium:	Coco-peat
Planting distance:	7 stems per m <sup>2</sup>
Average fruit weight:	240 grams
Production per m <sup>2</sup> :	15 kilo’s per m <sup>2</sup> (until week 29)
Fruit load curve:	30 to 35

Jos de Groot, grower at West Coast Produce, Delta, British Columbia:

## “Newcomer 35-161 RZ stands out for quality”

Red pepper 35-161RZ is one of ten trials planted at West Coast Produce. On the 4th of November seeds were dropped and Jos de Groot planted the varieties 15th and 16th of December 2010. “Until week 15 we had a lack of light in this part of the country. We measured at least 10 percent less light than other years. During that period I had my doubts; the fruit load was off balance and the plants looked vegetative. When light conditions came back to normal, the variety recovered quickly. Right now the crop still looks vegetative but has generative tendencies. The fruit load builds on very

well and we pick good shaped, uniform peppers.”

### Stable weight

The grower uses a 4-stem system. De Groot: “We use a density of 1,75 plants/m<sup>2</sup> and therefore it’s important for us to grow a crop that can retain four equal heads. 35-161RZ copes nicely. And it also provides a healthy crop. Unlike other varieties we haven’t encountered abnormalities as cracked fruit. The peppers are of high quality; good shape, colour and shelf life. The fruit weight is stable and never drops under 200

grams. Actually, in that respect 35-161RZ is better than our main red variety. These positive characteristics lead us to continue on a larger commercial scale next year, subject to sufficient seed. And that’s quite a big step for us.”

Jos de Groot grows 7 hectares of peppers. Three quarters of this area contains red varieties and one quarter orange pepper Orangery RZ. This year he is trialing 35-161RZ. This red newcomer now stands out for quality and fruit weight. “It can be an asset to our company”, says De Groot.



Ron Moes, senior grower at Windset farms, Vancouver, British Columbia:

## “Vancouver RZ, an impressive newcomer”



It’s just the first season, but Ron Moes, senior Grower at Windset Farms is already impressed by Vancouver RZ. “We’ve never trialed this variety. Last year we saw the crop at some other greenhouses and were very enthusiastic. The excellent quality and size of these peppers just fits our specialty packs perfectly. And so far Vancouver has fulfilled its promises.”

### Vancouver RZ

Windset farms  
Vancouver, British Columbia

Area:	8000 m <sup>2</sup>
Planting date:	December 14th
Grow medium:	Coco
Planting distance:	3,5 plants/m <sup>2</sup>
Average fruit length:	210 gr

Ron Moes planted Vancouver on 8000 m<sup>2</sup>, that’s 1/3 of Windset Farm’s yellow pepper area. Moes: “We felt confident to give it a try. Our other yellow variety is Baselga RZ, also Rijk Zwaan. A good product but we were looking for a slightly smaller pepper. We did some research, visited some colleagues and came up with Vancouver RZ. And yes, compared to Baselga the peppers have a smaller size. During week 29 the Baselga peppers weighed 225 grams and Vancouver 210 grams. A good size for our specialty packs.”

### Labour friendly

“Other differences with Baselga are labour and production. Vancouver has a more open plant. You have less growth and less pruning. Therefore Vancouver needs a little less labour. The yield is slightly higher now, but let’s not prejudge things. Until now the outside conditions have been very dark. We haven’t had a real summer yet. Therefore I need to see how Vancouver reacts to hot and sunny weather.”

### Easy setting

Ron Moes doesn’t grow with large day/night differentials. “Vancouver is a very easy variety. Roughly, we haven’t been lower than 17°C in the night and we aim for 21°C during the day. Watering starts 1,5 hours after sunrise and goes on until 1,5 hours before sunset. We use 100

ml per irrigation and target 3 liters per 1000 joules of light. During these dark conditions the EC in the water reads 2,8. Depending on the light, EC-readings can drop to 2,2 on a very sunny day.”

### Excellent quality

An easy crop and nicely shaped fruits, Windset Farms is very happy with its decision to plant Vancouver. The grower: “The peppers are fairly blocky and four-lobbed. The quality is simply excellent. Until now we haven’t had any issues at all, no cracking or inner rot. If this variety keeps up its good work, we’ll consider planting an extra 8000 m<sup>2</sup> next year.”



Blake Fischer, grower at DelSol Greenhouses, Kingsville, Ontario:

## “Crosby RZ, three years Extra Large fruits”

Grower Blake Fischer can be brief about it, Crosby RZ works for him. “What can I say, we are pleased with this variety. Crosby really stands out for its quality and size. The yellow bell peppers have an excellent shape and they are not affected by cracking or inner rot. The production figures are great as well.”

DelSol Greenhouses planted 2 ha Crosby on the 10th of December on Coconut fibre, using a density of 3,4 plants/m<sup>2</sup> and a 2-stem system. Grower Blake Fischer: “It’s the third year in a row we planted Crosby and it’s our main yellow variety. An easy crop; not too vegetative or generative but a nice, balanced plant. Technical details? Nothing spe-

cial. We’re trying to keep the average temperature under control right now. Unfortunately, due to the hot summer, it’s not possible right now. Watering amounts to 3 to 4 liters per plant for the day, using one night shot because of the heat. The feeding is 2,5 EC and we target EC-readings of 3,4 to 3,8 coming out the drain.”

### Pretty peppers

“Crosby rewards us with pretty peppers. No cracked fruits or inner rot, just great quality. We pick them Extra Large. Last week (29) the average fruit weight was 237 grams. That’s about 10 percent more than our other colors. So yes, we’re happy with this variety.”



Maarten Hendricksen, grower at St. David’s Hydroponics, Niagara-on-the-lake:

## “Gilmour RZ performs great, even during this extreme summer”

“Even during this extreme summer, the hottest one I can remember, Gilmour RZ performs well. When the 24 hour temperatures go to the extreme – we know we have to accept some soft fruits, but overall for us it’s the most reliable orange variety. It doesn’t lose its flowers that easy so it keeps producing as usual,” says Maarten Hendricksen, grower at St. David’s Hydroponics in Niagara-on-the-lake. Within three years Gilmour became the nursery’s number one orange pepper variety.

With 55 acres of bell peppers and eggplants, St. David’s Hydroponics is one of the leading growers and suppliers of fresh vegetables in North America. Attention is very much focused on high quality, good size, colour and taste. Risky experiments are not an option. “We like Gilmour because it never surprises us. It is a variety that steers and gets into balance quite easily. It doesn’t need forcing and once it gets into balance it stays that way. It doesn’t get crazy. No pre-night temperature decreases are necessary to steer the plants and the watering scheme is quite normal, with no need of night watering. In general cultivation of this pepper is as easy-going as is Gilmour itself.” From 50 plants as a test

three years ago, Gilmour now covers 25.000 m<sup>2</sup>. Before Gilmour took over, Orangery RZ was top of the orange pepper list. According to Hendricksen, Gilmour performs better on weight, size and production, whereas the taste is just as good. “Gilmour is more square and blocky. For our customers – supermarkets in Canada and the US – size matters more than anything else, followed by quality and shelf-life. Gilmour performs great on all three criteria, better than most other orange bell peppers.”

### Consistency

Gilmour’s average fruit weight is 220 grams with no significant peaks, even during the hot summer. This consis-

tency is very important to Hendricksen. “It makes Gilmour a reliable and solid variety.” Next year Gilmour will gain importance again, covering even more square meters at the nursery.



### Gilmour RZ

St. David’s Hydroponics  
Niagara-on-the-lake

Area:	6,2 acres
Sowing date:	Mid October
Planting date:	Last week November
Grow medium:	Coco-peat
Planting distance:	2 stems every 47cm <sup>2</sup>
Average fruit length:	220 grams
Production per m <sup>2</sup> :	26,5 kg
Fruit load curve:	28 lowest, 34 highest



## Tomatoes



Phil Tiemstra, grower at Gull Valley Greenhouses, Provence Alberta:

### “A beautiful colour fruit with Confetto RZ”

Grower Phil Tiemstra sells his products mainly at local farmer markets. The nicely shaped Confetto RZ enriches the display of vegetables on the table. “Its colour is absolutely striking. The shiny deep red gives a nice contrast with the green lettuce and beans”, says the grower. “Come by and see for yourself!”

Phil Tiemstra grows tomatoes, beans, lettuce and peppers in a pesticide free way on his company of 3,600 m<sup>2</sup>. This year, on the recommendation of Terralink product specialist Brad Breedveld, Tiemstra tried newcomer Confetto (previously known as 72-151 RZ). “In January we planted a trial on coco-peat bags, one complete row. To date the variety has proven to be a good choice. The plants are nicely balanced and according to my employees it produces better than the other varieties. We don’t keep track of production figures for such a small fruit size, but the employees definitely pick more fruits. They are positive about Confetto’s setting and strong flowers. Well, in order to get this good production, it’s no surprise.”

#### Shiny and red

“For me the two most striking points of Confetto are its shape and colour. The fruits aren’t oval like plum tomatoes or round like cherries, we like to call them strawberry shaped. And when you cut them in half they show a nice pattern. This makes this type of tomato an excellent fresh ingredient for salads. The

average fruit weight is 15 grams. The product’s colour is just beautiful! Other specialty tomatoes sometimes seem to be a bit orangey, but Confetto always remains shiny and red. Everyone is very enthusiastic about the product. The tomatoes sell themselves. All this, combined with a good shelf life, makes Confetto fit well with our company. Therefore, next year we will continue using this variety on a larger scale.”



Fillmore Greenhouses in New York and VL Greenhouses in Pennsylvania, USA:

### “Endeavour RZ accepts higher night temperatures”

Mario van Logten grows truss tomatoes on two locations in the north east United States. After growing Levanzo RZ on a large scale, he knew the variety had a lot to offer in quality and production, but also knew that it needed a high level of attention and steering. That is why he gave a chance to Endeavour RZ.

To check if Endeavour RZ would be easier to keep in balance, van Logten decided to give this variety 50% of the total growing area at each of the companies locations; Fillmore Greenhouses in New York and VL Greenhouses in Pennsylvania. In the beginning of the season light accumulation was much less than usual and Levanzo looked to have an advantage. But Endeavour kept surprising him. “As much as it might have seemed to have smaller fruits, they filled up to the same size or larger than Levanzo’s fruits. This is an important lesson to learn with Endeavour; the truss development and fruit size higher up in the plant can look weak, but that changes as you follow the fruit to harvest; especially the last couple of days before harvest.” For this reason, Mario feels it’s best with Endeavour to use truss supports or treatment later into the spring and start again early in the autumn.

#### Same steering

This year Mario didn’t steer the varieties too different in climate or strategy. In review though, he states he would likely use even more “boost” with Levanzo. Earlier in the year when the 24 hour temperatures are still under con-

trol, he thinks Levanzo can handle a higher than average afternoon temperature, so long as the light is there. This has already been Mario’s strategy, but he still doesn’t think he’s pushed it high enough. “Levanzo and Endeavour are both strong growing varieties, although in the summer heat you can see that Endeavour looks more open and generative, where Levanzo looks more vegetative. Surprisingly, Endeavour has used as much and often more water comparing to Levanzo.”

#### Good fruit setting

Endeavour seems to accept a higher night temperature in the summer, and that may be the largest difference in the two varieties. Mario: “The area where Fillmore Greenhouses is located in New York offers a bit lower night temperatures, so Levanzo might be our choice for that location. On the other hand, at VL Greenhouses, just a few hours south in Pennsylvania, the climate might be better suited to Endeavour RZ. At this location, night temperatures stay higher and the plant has no time to recover, possibly for weeks at a time. So the challenge is to find a variety and a way of growing that results in setting good quality fruits

in this hot period. “We are more than 1 kg ahead this year, but we haven’t seen the full results of the summer yet”. It’s all about the summer!



#### Endeavour RZ

Fillmore Greenhouses,  
New York, USA

Area:	48,500 m <sup>2</sup>
Planting date:	2010-11-26
Rootstock:	Maxifort single stem grafted
Growing medium:	Coco-peat
Stem distance:	3.2 stems/m <sup>2</sup>
Average fruit weight:	153 grams
Yield week 32:	41.68 kg/m <sup>2</sup>

Audrey Boulianne, production manager at Savoura, Les Serres du St-Laurent, Quebec:

## “Year round great taste with Delioso RZ”

Production manager Audrey Boulianne states that 90 percent of Quebec’s population know Savoura. “And they prefer our tomatoes, including cocktail type Delioso RZ. Savoura stands for quality and the Delioso unique sweet flavour fits our slogan: The taste comes out on top.” For five years now the company grows Delioso at the 52,000 m<sup>2</sup> production centre at Saint-Etienne-des-Grès. This year the variety was also planted at the new site in El Sauz, Mexico.

Every year a team of Savoura product specialists visits the different seed companies in Holland to look at their newest tomato varieties. “And taste them ofcourse”, tells Boulianne. “That is how we discovered Delioso, at Rijk Zwaans Demo House in Steenberg. The strong and generative crop, good fruit quality and excellent taste impressed us all. And it still does. No other cocktail variety beats the quality and its production figures, 44 kg/m<sup>2</sup> this year! “ Savoura sells Delioso mainly as tomato on the vine. A clam shell container contains eight to ten tomatoes of 38 gram. The pruned fruits are sold loose.

### Easy crop

Boulianne: “It’s a pleasure to grow Delioso. The variety is a very easy crop to grow, very stable. We grow it all year

long and always start of with a planting distance of 2.4 pl/m<sup>2</sup>. Then we retain extra stems and end with 3,3 stems/m<sup>2</sup> from July to December and 4,8 stems/m<sup>2</sup> from January to June. Delioso has generative tendencies and depending on the season we use pre-night temperatures of 12 to 15°C. This year, for the first time, we use Rockwool instead of Coco-peat.”

### Uniform setting

“Although Delioso is a small type of tomato, watering is never a problem. We just follow the GS curve and try to have a dryback of 10-12 percent. We give 90-100 cc per cycle and we target an EC-reading in the leach of 4,8 to 5,5 EC. Year round the fruit load curve is very stable due to the varieties uniform setting. The tomatoes just keep on coming. Sometimes during a very sunny period

the vines create little bunches at the end. But mostly the tomatoes are nicely clustered on the vine and when picking them, you rarely encounter a cracked fruit. It’s really a beautiful product. And very important, Delioso keeps this nice appearance and good taste all through the year.”

### Market leader

The Savoura greenhouses have a total nursery area of 19 hectares. The 550,000 plants produce over 15.000 tons of tomatoes annually. Boulianne: “Our tomatoes are relatively expensive because of the high costs for feeding and artificial light. Nevertheless, consumers understand that quality has a price. They keep on asking for our product and we remain market leader in Quebec.”



### Delioso RZ

Savoura  
Les Serres du St-Laurent,  
Quebec

Area:	37,138 m <sup>2</sup>
Sowing date:	May 20th
Planting date:	July 5th
Root stock:	Maxifort
Growining medium:	Rockwool
Planting distance:	2.4 pl/m <sup>2</sup>
Average fruit weight:	36 grams
Yield week 30:	44 kg/m <sup>2</sup> per year
	37 kg/m <sup>2</sup> y-t-d

Melina Fillipoff, grower at Gipaanda Greenhouses, Ladner, British Colombia:

## “Tastery RZ and Sassari RZ make good choices for expansion”

Every year Gipaanda Greenhouses selects a substantial section of trial tomatoes. Grower Melina Fillipoff recently discerned two new rising stars amongst the varieties on trial: cherry tomatoes Sassari RZ and Tastery RZ. Sassari leaves a good impression for two years in a row now, Tastery just started showing off now. Melina Fillipoff is enthusiastic about both of them, for different reasons.

Gipaanda Greenhouses in Ladner is a tomato-farm of 18 acres, growing 58 varieties of tomato, hydroponically. Located in the westerly part of the Fraser Valley, the farm enjoys not only lots of sunshine, but also moderate temperatures because of the close-by ocean location: a perfect combination for growing tasty tomatoes. Newcomers Tastery and Sassari enjoy the suitable circumstances to their fullest. Melina: “Sassari is the best tasting loose cherry in its size category. Both in- and outside company testing proved that. It is a very promising variety for the specialty market. Tastery on the other hand could be an ideal truss cherry for our more commercial segment.”

### No yellow stem

“We started testing Tastery because our main truss harvest cherry suffers a lot from yellow stem in fall, which cuts its production short. Tastery does not show any symptoms of yellow stem up till now, but of course we will have to wait for fall to really find out. Tastery is tastier and crunchier than Conchita and fruit cracking seems to be at an acceptable level. It is a little bit behind in production, but I think it will catch up later, which it will do if yellow stem stays away.” If it does perform as planned,

Tastery stands a good chance of becoming Gipaanda’s standard truss cherry variety according to the grower.”

### Sassari needs steering, not fighting

As for Sassari, Melina has mixed feelings. Firstly, “Sassari is an interesting looking crop; tall and open, with a nice habit. It is ahead in flowering compared to the other cherries and produces really even second shoots. Also it is a well balanced variety: it needs steering of course but finds balance easily compared to other cherries. Fruit cracking is very minimal with proper water management. Production figures are very

satisfying as well. Last but not least Sassari has a very nice red colour. It is not as orangey red as others are in its category.” The grower still has some concerns though. “Sassari’s texture is less crunchy, so we have to make sure we test the transport and shelf-life characteristics. We also noticed that the longer the truss length is, the more the truss shows a descending in fruit-size from top to bottom. Since we pick it loose, it has not been a concern for us. I think it can be avoided by fruit pruning, which we did not do because we only had a limited area.”

### Packing

Gipaanda markets its tomatoes market through BC Hot House Foods Inc., a grower owned company based in Langley BC. Through this company Gipaanda’s tomatoes reach customers in Canada and throughout the USA. Sassari is packed loose in clamshells with 227 grams a pack, Tastery is packed on the vine in compostable plastic net bags.

### Tastery RZ / Sassari RZ

Gipaanda Greenhouses  
Ladner, British Colombia

Area Tastery RZ:	370 m <sup>2</sup> (on the vine)
Area Sassari RZ:	183 m <sup>2</sup> (loose fruits)
Sowing date:	November 18th
Planting date:	January 4th
Harvest:	From week 11
	up to November
Grow medium:	Coco fibre
Planting distance:	2,5 plants every m <sup>2</sup>
Avg fruit weight:	17.5 grams
Production Tastery:	18.4 kg/m <sup>2</sup>
Production Sassari:	22.8 kg/m <sup>2</sup>



Leo Meurs, Demo Manager at Trial Center Tomato, The Netherlands:

## Interesting rootstock results in Trial Center Tomato



In Rijk Zwaan's Trial Center Tomato in the Netherlands, some of the varieties are grafted on different rootstocks as a trial. Besides Emperador RZ, which has proven itself already, very interesting results can be seen this season with Bruce RZ and 61-077 RZ.

Demo Manager Leo van Meurs shares his experiences: "Rootstocks have a very important position in a tomato crop", Leo believes. This is underlined by the good results with Bruce at the moment. Although this variety was 'out of the picture' for a while, recently it started to get popular again. "Because of its greater vigour, I think it's suitable for big tomatoes in particular. Under Endeavour RZ we even saw that after a few months it was 1,5 – 2 kilo's ahead in production. Now that we are in the middle of summer it doesn't win extra ground on Emperador anymore, but it keeps its front position." Surprising is also the good results of Bruce under cherry type Sassari RZ, Leo says. "The extra vigour of

Bruce results in more split trusses and therefore a higher production."

Another promising rootstock is the brand new 61-077 RZ. "This rootstock has our attention", says Leo. "Because it gives the fruits of Endeavour a bigger weight, it is gaining extra production at the moment. Also when you look at the crop, the fruits seem to set a little bit easier. Surprisingly, also Arvento RZ does very well grafted on 61-077 RZ. This variety is even 1,5 kilos ahead on the crop grafted on Emperador!"

As an experienced grower, Leo knows that when it comes to rootstocks, the big differences are made in August and

September. Therefore he does not want to jump to conclusions too fast. "Still, at this moment I think that in a modern greenhouse, with good light and generative steering, Bruce eventually has the potential to give a higher production to big tomatoes. Together with 61-077 RZ, they are valuable parts of the Rijk Zwaan rootstock assortment."

## Arnold Verweij, grower at Double Diamond Acres, Leamington Ontario: "Early production with rootstock Stallone RZ"

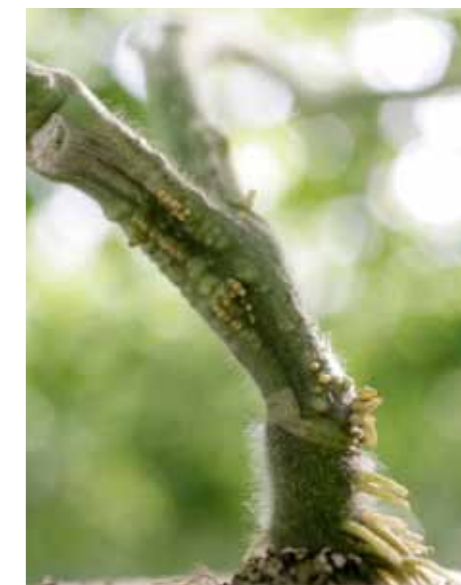
Half of Double Diamond Acres cluster tomato area is grafted on Stallone RZ. Stallone is known as a more generative rootstock and according to grower Arnold Verweij suitable for his vegetative summer and autumn conditions.

Verweij: "Last year we had a small trial of Stallone. We liked what we saw. This rootstock fits our growing conditions and growing method very well. Without a doubt the most positive feature of Stallone is its speed and earliness period: tomatoes grafted on Stallone can be harvested about five days earlier."

"On the 20th of January this year, we planted 24000 m<sup>2</sup> tomato plants grafted on Stallone. The seedlings were pinched and grafted. We started off with 3 plants per m<sup>2</sup> and went to a density of 3.6 heads per m<sup>2</sup>. Compared to the crop grafted

on the standard rootstock, the Stallone plants produced tomatoes that could be picked five to seven days earlier.

Later in the season production figures of Stallone and the standard rootstock are similar. Fruit weight, vigour and labour between the different rootstocks is also similar. In the previous season Arnold tells: "I got the impression that Stallone was less sensitive for yellow stem. But this needs to be tested on a larger scale. All things considered, we prefer Stallone and intend to use this rootstock on all our cluster tomatoes plants next year."



## Tomato rootstocks 2011

### Bruce RZ (61-068 RZ):

More vigorous than Emperador RZ. Use where vigour is most important. Not for use in soil crops.  
HR ToMV:0-2/Ff:2,4/Fol:0,1/For/Pl/Va:0/Vd:0

### Emperador RZ (61-065 RZ):

Resembles Maxifort but gives more generative development of the scion. Same vigour as Maxifort. Can also be used in soil crops.  
HR ToMV:0-2/Fol:0,1/For/Pl/Va:0/Vd:0

### Stallone RZ (61-067 RZ):

More generative acting on the scion than Emperador RZ. Use in small fruited specialties or with a vegetative scion. Not for use in soil crops.  
HR ToMV:0-2/Ff:2,4/Fol:0,1/For/Pl/Va:0/Vd:0

## Into the future with Trial Center Tomato

In recent years the Rijk Zwaan tomato demo in Steenberghe has developed into an indispensable tool within the tomato world. With the start of this brand new demo greenhouse in Kwintsheul, Rijk Zwaan is now setting an even higher standard.

The Trial Center Tomato, as the demo greenhouse is officially called from now on, is 1 ha in size and is run by experienced tomato grower Leo van Meurs. A total of 100 rows are available. Therefore there is plenty of room for trialling the wide tomato range of Rijk Zwaan and comparing all varieties with each other in exactly the same conditions. With a crop height of 6 metres, the same as in most new glasshouses, and equipped with a modern gutter system the glasshouse not only totally meets today's demands but is also ideal for trialling varieties in a practical situation for years to come.

### Worth a visit

Although this new location offers many updates in technology, the principle of the tomato demo has not changed at all. As before, comprehensive records will

be kept of all varieties. Apart from crop-technical data, the Brix value of all varieties will be measured as well. Additionally there will be regular shelf-life tests. This data was also presented during the official opening – on April 28 2011 - and the international open days on June 30 and July 1 recently. On this last occasion, Rijk Zwaan organized an informative program for a group of around 70 customers, all working in the 'high tech' tomato cultivation. The growers were coming from all over the world, including Scandinavia, Mexico, Guatemala and North America. After a reception in the Trial Center Tomato, there was a tour at three Dutch tomato greenhouses. Also, a number of taste tests were organized and presentations were given about taste, breeding and the new hygiene protocol GSPP. The growers were not only impressed by the Trial Center

Tomato, but also by the varieties of Rijk Zwaan. It is expected, therefore, that a large number of these growers will return to the demo location on a regular basis.

### Wide range

During the first year of the Trial Center Tomato no fewer than 71 varieties are on show. All important and promising varieties can be seen, tasted and assessed there, including large truss tomato Endeavour RZ, cherry truss tomato Tastery RZ and flavourful Santa type Confetto RZ.

Also interested in a visit when you are in the Netherlands? Then contact Marleen van der Torre, Advisor Greenhouse Crops Tomato and Tomato rootstock for Canada and USA.

## GSPP accredited tomato seeds available July 1

As of July 1st, Rijk Zwaan sells GSPP-certified tomato seeds. GSPP is the hygiene protocol that has been jointly drawn up by Dutch and French breeding companies and plant breeders.

### What is GSPP?

GSPP stands for "Good Seed and Plant Practices". It is a new international business chain system for hygiene in protected high tech tomato and rootstock seed production and plant raising to prevent infection with pathogens. It follows strictly state of the art standards and protocols with independent audits.

### Background

The origins of the GSPP protocol can be traced back to 2007. At that time, the tomato world was enduring frequent outbreaks of *Clavibacter michiganensis* spp. *michiganensis* (Cmm) bacteria. As a result, hygiene became even more important for all links in the tomato-growing chain – which affected growers, breeding companies and plant breeders alike. Key players in the sector identi-

fied the need for one common hygiene and prevention system which would be based on the production method rather than the production site. After several years of preparation, the GSPP has officially come into force on July 1st.

### Certification of all sites

From now on, all tomato seeds that Rijk Zwaan produces for the protected high tech tomato market carry the GSPP mark. Thanks to Rijk Zwaan being so quick to implement the stricter hygiene standards required for GSPP, every Rijk Zwaan production site involved has already been audited and certified. Every aspect of Rijk Zwaan's chain, from breeding to packaging, has a role to play in the GSPP protocol. Tighter controls on water, staff, materials and propagation material keep the risk of seed-borne

diseases to an absolute minimum.

For a short movie about the production of Rijk Zwaan tomato seeds please visit <http://www.rijkszwaan.com/wps/wcm/connect/RZ+corporate2/Rijk+Zwaan/Home/Additional+content/Detail+info/Production+of+tomato+seeds>.

For additional information about GSPP, please visit: <http://www.gspp.eu/>.



# Results PPO taste test 2011

Variety	Type	April			Juni			Augustus		
		SM	RE	SA	SM	RE	SA	SM	RE	SA
Arvento RZ	Loose	39	4.2	18	37	4.3	27	39	4.5	28
Elanto RZ	Loose	44	4.8	19	49	4.8	37	44	4.8	27
72-386 RZ	Loose	46	4.5	31	50	4.5	43	43	4.4	29
72-387 RZ	Loose	44	4.3	25	41	4.4	30	38	4.2	23
72-388 RZ	Loose	43	4.4	26	41	4.4	24	35	4.2	19
Tomala RZ	Beef				36	4.4	21			
72-528 RZ	Beef				36	4.4	19			
Endeavour RZ	Truss Large				32	4.0	19	34	4.0	21
72-488 RZ	Truss Large				30	3.6	24			
72-489 RZ	Truss Large				35	4.4	25			
72-495 RZ	Truss Large				32	4.0	18	36	4.1	20
72-497 RZ	Truss Large				34	4.0	23	40	4.1	27
Lyterno RZ	Tros fijn				48	4.9	33			
Cappricia RZ	Truss Medium				38	4.5	26	41	4.6	29
Brioso RZ	Cocktail				57	6.1	37			
72-144 RZ	Cocktail				59	6.3	52			
Imperoso RZ (72-146 RZ)	Cocktail				52	6.2	48			
Tastery RZ	Cherry tros				54	6.6	52	56	6.7	55
Pareso RZ	Plum	52	7.1	37	59	7.5	45	58	7.1	39
72-161 RZ	Plum				58	7.6	48	55	7.0	44
Tovale RZ	Plum				54	6.4	37	56	6.7	38
72-155 RZ	Plum				58	5.6	53	59	5.6	53
72-156 RZ	Plum				59	7.0	47	64	7.3	55
Confetto RZ (los)	Santa	51	7.0	33	55	7.0	42	57	7.1	34

°Brix, taste and juice, calculated with the assistance of PPO (Applied Plant Research of Wageningen University) taste model of April, June, August 2011.

SM = Taste

RE = °Brix

SA = Juice

# Specialties in the spotlights

Our dedicated team of breeders continuously develop an ever expanding range of innovative varieties in all our tomato segments. This page highlights some of the interesting newcomers. These varieties are assessed at our Trial Center Tomato in Kwintsheul, where we collect a wide range of data under the latest growing conditions to support your variety choice. And where you are always welcome to visit!

## PLUM MIDI TRUSS

### 72-155 RZ

Striking for this newcomer are it's beautiful oval fruit shape, good quality and it's wonderful taste. 72-155 RZ has an average fruit weight of 35 to 40 gram. It has the highest production in this tomato segment. 72-155 RZ has a slight vegetative plant habit.

Production (kg m2)	28.7
AFW (gr)	39
FT	34.1
RI (Brix)	6.3 *



## COCKTAIL

### IMPEROSO RZ

With an average fruit weight of 25 to 30 gram Imperoso is our smallest jewel in the cocktail segment. Strong against cracking, this variety provides attractive deep red colored fruits on a flat truss. This variety has a very high level of truss initiation.

Production (kg m2)	28.5
AFW (gr)	26
FT	34.6
RI (Brix)	6.4



## PLUM FINE TRUSS

### 72-161 RZ

This lovely little plum variety produces great one-bite-size fruits along the vine.

Production (kg m2)	23.9
AFW (gr)	14
FT	35.2
RI (Brix)	8.4



\*) numbers obtained at RZ Trial Center Tomato up till week 35 2011

AFW = Average Fruit Weight

FT = Flowering Truss

RI = Refractive Index

## Eggplant

### Colourful varieties

The eggplant belongs to the solanaceae family but unlike its cousins the potato, tomato and pepper, its origins are rather mysterious, with its roots somewhere in the east.

Growing the eggplant is similar to growing tomatoes or peppers in the greenhouse. The flowers are large and striking in appearance. It's a specialty crop, but can reward the grower with a good yield and is becoming recognized by a greater number of consumers. One of the nicest ways to enjoy the eggplant is simply by grilling the slices, brushed with olive oil and a pinch of salt and pepper. It's one of our favourite products to bring to a trade show, as it draws the attention of everyone, usually with a lot of questions about the dark colour!



Rob Mastronardi, grower at Cedar Beach Acres, Kingsville, Ontario:

### “Jaylo RZ lifts fruit quality to higher level”

For the second year in a row Rob Mastronardi grows eggplant Jaylo RZ at Cedar Beach Acres. “Without doubt, the biggest advantage of this variety is its fruit quality. The product has a nice dark purple colour and the self life is considerably better than comparable aubergines. No wonder our customers are pretty happy with the product.” Mastronardi markets the eggplants under the ‘Pure Flavour’ brand.

Jaylo is just one of the aubergine varieties and shapes at Cedar Beach Acres. Mastronardi also grows the striped Angela RZ and a white eggplant variety. This way he offers his customers, mainly supermarkets, a wide range of products in this specialty segment. And that is quite a challenge as the climate in this area is not really eggplant friendly. “In the summer temperature rises above 30°C”, tells Mastronardi. “Jaylo can handle the heat. It's got a strong flower and even under stressful conditions it rarely gives dull fruit. The colour stays

nice and dark.”

#### Pleasant crop

“We pick the fruits as baby eggplants, 150 gram. At first the calyx was quite big but later on it came back in proportion. The calyx has got the same shine as the fruit. Next to its good internal and external quality Jaylo also has a pleasant crop to work with. Because of its strong generative growing pattern we steer aggressively, using a pre-night of 15°C. During the day we let the temperature rise to 20°C. This strategy works very well for

us and in week 30 we achieved a production of 19 kg.”

#### Strong variety

“Jaylo is crafted on Maxifort and we use interplanting. It is a strong variety. We dropped seed in the middle of November 2010, planted the first week of January 2011 and will keep on growing the plants till the 15th of December. The plants last a lot longer than our other varieties. This year we grow Jaylo on 0,6 hectare. Next year? Yes, Jaylo stays and we will expand to 1,0 hectare.”





## Tradeshows news

## Visit Rijk Zwaan at the Canadian Greenhouse Conference

The Canadian Greenhouse Conference has moved to Niagara Falls this year. What has not changed is that this year the conference again promises to offer many attractions for the greenhouse vegetable industry. We invite you to visit our booth #357. You will find many of Rijk Zwaan's latest vegetable products on display. So whether

you are looking for some information on a new variety or just want to say hello, we look forward to meeting you in Niagara Falls.

The Canadian Greenhouse Conference runs October 5 and 6, 2011, at the Scotiabank Convention Centre, Niagara Falls, Ontario.

For more information, please visit [www.canadiangreenhouseconference.com](http://www.canadiangreenhouseconference.com)



## Rijk Zwaan back on Horti Fair

Rijk Zwaan will be present again at the international high tech horticultural trade show Horti Fair at the RAI in Amsterdam. The Horti Fair will be held Tuesday 1 till Friday 4 November 2011. The Horti Fair has chosen for a whole new approach, making it more than ever the international platform with knowledge and information for hi-tech horticulture. With 600 participating companies, dozens of seminars, 9 themed pavilions and 30,000

visitors, the Horti Fair is the ultimate opportunity for an effective update.

**Rijk Zwaan the main sponsor**  
Rijk Zwaan is totally behind the new approach of the Horti Fair. That is our motivation for supporting the event as the main sponsor. It is also exactly why we have our own stand at the fair (Hall 8, no. 315), where we look forward to meeting you and exchanging ideas about current developments in

your particular crop.

If you would like to visit the Horti Fair, you can register digitally via the button at our website <http://www.rijkszwaan.com>. Pre-registration entitles you to free entry to the Horti Fair.



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Rijk Zwaan's descriptions, illustrations, growing advices and any other information in whatever form for example 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 advices and information. The buyer itself is responsible for proper storage of the seeds and will be deemed to determine whether the products and growing advices are suitable to be used for the intended cultivations and under the local conditions.



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