

# Organic

catalogue | **Retail & Trade**

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# Welcome

**The Organic range forms an integrated and essential part of Rijk Zwaan. As an increasing proportion of professional growers turn to organic growing practises, consumers continue to drive demand for organic produce. Organics will attract more and more consumers as people search for a greater connection with their food. Consumers are becoming more mindful about where their food comes from and how it is produced. They are interested in their health, the people producing their food, their environment and the planet. People – worldwide – are paying attention to sustainability. This sentiment resonates with our values, vision and mission: Sharing a healthy future!**

Since 1992, we have been working towards developing a wider range of organically produced vegetable seeds, which fully meet the organic seed requirements. We also have a broad range of non-chemically treated (NCT) seeds and we constantly invest significant effort into widening our range. We think it is important to pay special attention to organic horticulture. After all, organic growing demands specific varieties, with good resistances and sometimes other consumer preferences.

That is why our breeders always take into account the specific wishes of this customer group in their selection work. We also have several demo fields and glasshouses designated for organic crops only.

Rijk Zwaan supports organic horticulture as an environmentally friendly and healthy cultivation system. We offer a wide range of organically produced vegetable seeds which fully meet the organic seed requirements as recognized by all European certification bodies and the NOP/USDA certification for the USA. Our high quality vegetable seed has been thoroughly tested and offers professional organic growers the latest advances in pest and disease resistance, robustness, taste and shelf life. Our rigorous process convinces us that our organic range will help contribute to an optimal organic production and product. In the last decade alone, we have seen a tremendous growth of double digit sales at retail level of organic products. Not only in Europe and USA and Canada, but also in other markets, including upcoming markets.

We work closely and intensively with a broad network of partners at different levels within the supply chain and we will continue to cooperate closely with our partners and provide product knowledge and advice. We aim at providing year round availability for our products.

This catalogue is aimed at retail and trade partners in the organic world and contains the main varieties per crop only. We show you the wide range of products and innovations and their specific attributes that our company has available for organic markets.

### Contact

To discuss your choice of variety, please contact our organic specialists or your local RZ representative who can advise you on your regional conditions and requirements.



Heleen Bos, Specialist Organics, January 2017



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Legend	
	= Blueleaf label
	= BonDefense label (CGMMV resistance)
	= Fresh market
	= Green house
	= Outdoor
	= Storage
	= Indoor
(t)	= Trial seeds
	= Productline Convenience
	= Productline Industry
	= Productline Sensational Flavour
	= Productline Sensational Ingredients
	= Productline Sensational Snacks
N	= North; temperate climate
S	= South; warm climate



# Eggplant



Eggplants can be grown all year round. Rijk Zwaan offers a broad range of productive oval, round and cylindrical varieties, all with an excellent shelf life, plus a number of specialties: striped eggplants with very tasty white flesh, for example, and the purple round eggplant. Our eggplants have a dark purple colour and a calyx that retains its nice green colour after harvesting. We also strive for perfect internal and external quality to optimise consumer satisfaction. Shelf life is a particular strength of Rijk Zwaan’s eggplants.

Purple round eggplant is aimed at food-lovers. This ‘Italian delight’ is highly attractive thanks to the colour contrast between skin and calyx, with a flavoursome flesh and a soft melt-in-the-mouth texture. Furthermore its rounded shape makes it ideal for baking or frying.



Organic eggplants are available all year round from various production regions. Thanks to their characteristic structure, striped eggplants with white flesh absorb significantly less oil, making them more suitable for frying. They also have a slightly sweeter taste. Mediterranean consumers have known this for years and hence these types – often called ‘zebra’, ‘graffiti’ or ‘listada’ – are the firm favourite there. They are now gaining in popularity elsewhere too.

White oval eggplant type is a specialty in many markets and its unusual colour forms the basis for a product range with special characteristics. It tastes similar to black eggplant, but its white skin adds an extra visual dimension to culinary creations.

Long/Cylindrical, black	Oval, black	Oval, green	Oval, striped	Oval, white	Round, black	Round, purple				
							spring	summer	autumn	winter
Variety name	Product description		Market information		Consumer/processing traits		Growing period			
Long/cylindrical, black										
Brigitte RZ	300-450 g, Ø 6-8 cm, L 25-35 cm Spineless calyx		All-round variety Good quality				S		S	
Martina RZ	Very cylindrical, large calyx		Uniform				S	S	S	
Nilo RZ	Long, straight, almost spineless						S	S	S	   
Oval, black										
Adele RZ	300-340 g, high weight Drop-shaped, sturdy Small calyx Traditional green flesh		Very uniform High quality Less damage during transport Excellent shelf life		Very good taste Easy to peel when roasted		N	N		
Beyonce RZ	360 g, dark and shiny		Good shelf life				N	N		
Jaylo RZ	350 g; firm spineless fruits Dark and shiny, soft flesh		Good shelf life High quality Uniform		Mild taste		N	N		
Leticia RZ	Shiny spineless fruits Intense dark colour		Good shelf life				S		S	
Monarca RZ	Deep purple colour		Excellent quality				S	N	N	
Thelma RZ	Heavy, shiny fruits Excellent colour		Good shelf life Excellent quality Ideal for long distance				S	S	S	 
Oval, green										
Samantha RZ	300-500 g, Ø 9-11 cm, L 20-25 cm Spineless calyx Medium green		Good shelf life				S		S	
Oval, striped										
Angela RZ	350-400 g, Ø 6-9 cm, L 22-25 cm Purple and white stripes White flesh with few spines		Very good shelf life Traditional and very appealing		Mild and sweeter taste Absorbs significantly less oil Suitable for stir fry and BBQ		S	N	S	 
Leire RZ	Good fruit quality Few spines						S	S		 
Lydia RZ	Very dark (more purple than white), shiny colour Few spines Unique flesh structure		Very good shelf life Traditional and very appealing		Absorbs significantly less oil, Suitable for stir-frying and BBQ				S	
Oval, white										
Lato RZ	300-350 g Smooth white skin and flesh Spineless, medium-dense flesh		Straight and uniform fruits		Less oil absorption Less shrinkage during stir-frying		S	S	S	
Round, black										
Cheryl RZ	Big size > 500 g Shiny black fruits Strong calyx		All-round variety				S	S		 
Fantastic RZ	350 - 500 g, good fruit colour Nice oval round shape						S	S	S	   
Round, purple										
Sabelle RZ	350 g , few spines Mottled purple colour with contrasting white colour at calyx edges				One of the least oil absorbing eggplant Suitable for grilling and roasting		S	S	N	   



# Tomato

Tomatoes are healthy and tasty, and many different types are available. At Rijk Zwaan, we offer a good range of all types and are at the forefront of further expanding the assortment. In addition, Rijk Zwaan’s tomatoes are widely recognised as delivering great flavour and high yields.

Rijk Zwaan offers tomatoes for various target groups and applications. For instance, some of our tomatoes are specifically developed to be sold as truss tomatoes. We can also supply bite-sized tomatoes that represent a healthy snack alternative, especially for younger consumers.

Rijk Zwaan is known for its unwavering focus on flavour and on minimising the workload for growers. Other important traits when selecting our varieties are a nice red colour, firmness and a long shelf life.

The organic tomato category is becoming increasingly diverse, with numerous specialties and snack options such as the very flavoursome Solarino or the delicious Confetto with its beautiful blocky shape. In many stores, the organic tomato stands out in terms of shape, colour and appearance.

Some of our products also have application-specific traits – such as our truss tomatoes with their attractive green stems, or our varieties that are ideal for the processing industry.

For the organic market, Rijk Zwaan is additionally committed to building a broad spectrum of natural resistances against the major diseases that can occur in a tomato crop.



Cherry, loose and truss		Cocktail	Plum specialties Mini/large plum, Blocky, Pear					
								
					spring	summer	autumn	winter
Variety name	Product description	Market	Consumer/processing traits	Growing period				
Cherry, loose								
Cheramy RZ	14 g on average Greenback, firm	Not susceptible to splitting	Tasty	N	N			
Guindo RZ	12-15 g Good colour	Homogeneous fruits	Good taste	S	S			
Nancy RZ	16-18 g	Strong against cracking Good shelf life	Good taste Brix level can be around 8.5 Ideal for snacks and salads			S	S	
Sassari RZ	14-16 g Greenback, shiny deep red	Early productive variety	Good flavour, refreshing taste Crunchy bite Very good outer appearance	N	N			
Cherry, truss								
Tastery RZ	18-20 g Nicely shaped trusses Very good green parts	Very strong against splitting High-quality fruits Less susceptible to cracking	Flavourful and aromatic Crisp bite	N	N			
Cocktail								
Amoroso RZ	35-40 g Nice, flat trusses	Good shelf life Uniform colour Ideal for retail packs	Sweet flavour	N	N			
Brioso RZ	35-45 g Very nice truss structure Striking contrast between dark red colour and green parts	Strong against splitting and cracking	Aromatic fruits High in lycopene	N	N			
Calioso RZ	35 g on average Intense red colour	Very uniform truss shape	Sweet, aromatic taste Brix 6.2 average			S	S	
Promoso RZ	35-45 g	Very good quality Good shelf life	Good taste	N	N			
Plum, specialty								
Florantino RZ	9 g on average Mini plum Dark red and shiny fruits Strong green parts	Uniform fruit Very long shelf life Excellent addition to any snack assortment	Very sweet taste Ideal for premium snack concepts	N	N	S		
Ternetto RZ	10 g on average Small, slightly blocky Characteristic dentations	Good shelf life Strong fruit attachments Minimal fruit drop	Tasty and sweet Brix around 9.0 Snack tomato	N	N			
Operino RZ	12-14 g Orange pear Light-coloured belly and dark orange neck		Nice appearance Fruity 'lemonade' taste Perfect for tomato pick & mix	N	N	S	S	
Confetto RZ	14-16 g (loose) Mini, slightly blocky fruits Nice shiny dark red colour Strong and vital green parts	Very suitable for retail packs	Perfect for culinary use Aromatic taste Brix up to 9.3	N	N			
Papeletto RZ	45-50 g Midi blocky with authentic shape Strong, slightly compact trusses		Perfect for creative culinary use Best tomato for stuffing as starter or side dish	S	N			



# Tomato

Plum, oval		Intermediate					
							
Variety name	Product description	Market information	Consumer/processing traits	Growing period			
Plum, oval							
Pareso RZ	14 - 17 g	Nice trusses of up to 15 fruits Suitable for 250 g packs		N	N		
Marola RZ	80 - 100 g Very nice red colour Oval-shaped	Also suitable for loose segment	Flavourful Unique appearance	N	N		
Intermediate							
Senserno RZ	90 - 100 g Deep red internal colour	Part of 'Internal red' label	Adds colour to salads, burgers, sandwiches	S	S	S	
Arvento RZ	95 - 105 g Medium, loose type	Truss often has 8 fruits Uniform shape		N	N		
Lyterno RZ	100 - 110 g Nice red fruit colour Well-shaped small flat trusses Good green parts	Suitable for flow-pack packaging Good shelf life	Good flavour High lycopene content Brix 5.3 on average Excellent appearance	N	N		
Redvira RZ	100 - 120 g Deep red internal colour	Part of Internal red label	Adds colour to salads, burgers, sandwiches	N	N		
Mecano RZ	110 - 120 g Round and firm Shiny colour	Good cluster shape Fruits are not susceptible to splitting	All-round versatile truss tomato	N	N		
Tradicia RZ	110 - 120 g Nicely round, flat fruit Good colour and firmness Good green parts	Good cluster shape		N	N		
Cappricia RZ	110 - 120 g Nicely round shaped Shiny with good firmness Good green parts	Flat trusses offers good packaging options Strong against splitting Good shelf life	Aromatic taste Brix 4.7 on average	N	N		
Albis RZ	110 - 130 g Uniform colour, firm	8 - 10 fruits per truss Good quality		N	N		
Gaheris RZ	120 - 140 g Uniform colour, firm			N	N	N	
Barbados RZ	140 - 160 g Uniform colour, firm Intense shiny red colour	Good quality Productive, regular long cluster Uniform shape		N	N		
Gloriette RZ	130 - 150 g on average			N	N		
Endeavour RZ	140 - 160 g High-domed, firm/strong fruits, well attached to green parts Nice red colour	Excellent (flat) truss quality Strong against fruit cracking Excellent shelf life	Attractive appearance Brix 4.4 on average	N	N		
Sakhiya RZ	230 g on average					S S	



Round		Cuor di Bue		Beef			
							
Variety name	Product description	Market information	Consumer/processing traits	Growing period			
Round							
Dometica RZ	80 - 90 g Very shiny Uniform colour	Uniform		N	N		
Roterno RZ	90 - 100 g	Small trusses (total weight about 500 g)	High lycopene content Excellent flavour, very good taste Juicy and crunchy	N	N	 	
Delyca RZ	100 - 120 g Round and smooth Uniform colour	Good shelf life Uniform Regular clusters with very evenly shaped trusses				S	S 
Ramyle RZ	110 - 120 g Very strong green parts No colouring or wilting	Good shelf life				S	S 
Rayosol RZ	100 - 120 g Shiny red colour	Regular cluster Very uniform fruits Very good shelf life	Attractive presentation combined with a good taste	S	S	S	S 
Razymo RZ	100 - 120 g Uniform colour Firm fruits, long clusters	Long shelf life				S	
Syrine RZ	130 - 140 g High firmness	Long shelf life		S		S	
Cuor di Bue							
Meneghino RZ	200 - 240 g Large size, nicely ribbed	Good internal/external quality	Aromatic taste, soft skin Excellent in combination with mozzarella and for salads	S	S		
Rugantino RZ	200 - 240 g	Easy fruit setting Uniform fruits	Refreshing slightly acidic taste Perfect for tomato carpaccio Thinly sliced in salads for a sense of the Mediterranean	S			
Beef							
Montenegro RZ	200 - 250 g Large strongly ribbed Prominent shoulders Star-shaped blush on the base	Good shelf life Uniform, firm fruits Strong greenback	Good taste Traditional Mediterranean fruit			S	  
Guayana RZ	220 g on average Flat and round Nice shiny colour			N	N		
Taymyr RZ	250 - 300 g			N	N		



 **InternalRed** Visibly tastier



# Cucumber











































Rijk Zwaan offers a wide range of different cucumber types: long, mini, midi, slicer, snack and Asian cucumbers. This range of cucumber varieties enables the production of organic cucumbers with an excellent yield and quality. Rijk Zwaan is continuously developing new varieties that are adapted for organic production in various climate conditions. Resistance against pests and diseases are important requirements for all cucumber varieties, but especially for the organic market which is why Rijk Zwaan is working on the further development of varieties within the Blueleaf and BonDefense label.

Some of our newer Rijk Zwaan cucumber varieties include the Blueleaf trait. While it is not a form of resistance, the Blueleaf trait helps growers to keep their crops healthier. Blueleaf gives the crop a dark-green and hence healthier appearance and also extends the cultivation time of the relevant variety.



Key priorities when breeding cucumbers in our organic range are yield, resistance, robustness, flavour and innovation. Minis and midis are popular cucumbers among organic consumers thanks to their fresh taste and crunchiness. Our snack cucumbers are also gaining in popularity as a welcome, healthy alternative to sugary snacks in between meals.

Although not completely immune, BonDefense cucumber varieties have a higher resistance (HR) to mosaic virus (CGMMV). This trait is not yet available for varieties for all planting periods but we are of course working hard at Rijk Zwaan to develop new BonDefense varieties to facilitate year-round production.

	Snack	Mini	Midi	Slicer	Long					
							spring	summer	autumn	winter
Variety name	Product description		Market information		Consumer/processing traits		Growing period			
Snack										
Bakuja RZ	9 - 11 cm, Ø 2 cm Medium green, slightly ribbed Straight, nicely rounded bottom				Attractively shiny and slender		N	N	N	
Quarto RZ	9 - 11 cm, 30 - 60 g Shiny green, smoothly ribbed Straight and well filled		Good shelf life Uniform, good consistency Suitable for mixed snack concept		Tasty and crispy, very aromatic Ideal for snacking		N S	N S	N S	 
Quinton RZ	9 - 11 cm Creamy-white colour		Good shelf life Suitable for mixed snack concept				N	N	N	 
Mini										
Picowell RZ	15 cm approx. Dark green, straight		Good shelf life		Nicely shaped		N	N	N	
Deltastar RZ	16 - 18 cm Dark green, slightly ribbed		Excellent shelf life		Good flavour		N	N		
Khassib RZ	18 - 20 cm, shiny Dark green, slightly ribbed		Good shelf life Good quality		Very good flavour Nicely shaped		N	N	N	
Midi										
Mertus RZ	18 - 22 cm, 180 - 280 g Shiny dark green Straight and nicely ribbed		Strong internal quality		Good consistency Crisp bite Ideal for processing into sticks		N	N	N	 
Slicer										
Adrian RZ	19 - 23 cm Dark green, nicely spined		Good shelf life Very good internal quality				N	N	N	
Touareg RZ	20 cm, cylindrical Dark green, spined		High quality				S	S	S	 
Long										
Addison RZ	Well-filled, slightly longer fruits		Nice quality, uniform size				N	N		
Aramon RZ	Straight, dark green and shiny Good length and well-filled		Good quality				N			
Bonnet RZ	Long						N	N	N	 
Bonbon RZ	Attractive dark colour		Long shelf life, high quality		Good taste		N	N		 
Boreal RZ	Dark green, strongly ribbed, with a short neck						S	S	S	 
Cadence RZ	Dark green, ribbed and well-filled		Uniform, good quality				N	N	N	
Carambole RZ	Short, well-filled						N			
Cumlaude RZ	Dark green, ribbed and well-filled		Uniform				N	N	N	
Diapason RZ	Long		Excellent shelf life, good quality				N S	N S	N S	
Eminentia RZ	Dark green, ribbed and well-filled		Good shelf life, uniform				N	N	N	
Litoral RZ	Dark and strongly ribbed all season long		Uniform					S	S	 
Manglar RZ	Nice fruit type						S		S	 
Paisaje RZ	Slender fruits, fewer spined							S	S	 
Pradera RZ	400 - 600 g						S	S	S	 
Proloog RZ	Dark green, heavy Good shape/colour		Good shelf life Uniform, high quality				N	N	N	
Stelvio RZ	Dark green		Uniform, high quality				N	N		
Verdon RZ	400 - 600 g dark green		Good shelf life				N	N	N	





















# Peppers

Peppers are grown all year round, and many different shapes, sizes and types are available in response to local taste and colour preferences. In the Rijk Zwaan pepper range, quality is our top priority. For our organic range we have developed several varieties of the blocky types in red, yellow and orange. The tasty red Lamuyo type, which could be described as an elongated blocky, is particularly popular in Spain.

Rijk Zwaan’s peppers are characterised by their excellent firmness and bright, glossy colour. In addition to maximising the

yield for all our products, in our breeding work for customers in northwest Europe we ensure that our varieties are less susceptible to internal rot.



Hot pepper, mediterranean type		Sweet pepper, blocky Green/Red		Sweet pepper, blocky Orange		Sweet pepper, blocky Yellow					
											
Variety name	Product description	Market information		Consumer/process facts		Growing period					
Hot pepper, med type											
Daredevil RZ	125 g on average Straight with strong tip	Excellent shelf life and quality				N	N				
Sweet pepper, blocky Green/Red											
Nagano RZ	180 g on average, 85 mm Quick to colour Nicely glossy colour	Good shelf life High quality fruits Very uniform		Tasty and appealing sweetness Perfect stuffed or in salads-, stir-fries and casseroles Rich in vitamins, e.g. C, B1, B2		N	N	   			
Sapporo RZ	180 g on average					N	N				
Davos RZ	185 g on average	Uniform, good quality				N	N				
Nirvin RZ	200 g on average, large	Uniform with high quality						S			
Acorde RZ	200 - 220 g, large blocky Dark red colour	High uniformity						S			
Redline RZ	210 g on average, large					N	N				
Zamboni RZ	210 g on average, large					S	S				
Redwing RZ	220 g on average, large					N	N				
Gospel RZ	250 g on average Very large blocky Dark red colour					S		S			
Souleria RZ	250 g on average Available in red and green	Very uniform Very good quality						S			
Traviatta RZ	250 g average Available in red and green	Excellent fruit quality				S		S	 		
Sweet pepper, blocky Orange											
Boogie RZ	185 g on average	Good shelf life Extremely beautiful quality				N	N				
Arancia RZ	215 g on average Consistent colour	Very uniform				S		S			
Sympathy RZ	215 g average, large Intense bright colour	Long shelf life		Very good taste		N	N	S	S		
Sweet pepper, blocky Yellow											
Helsinki RZ	185 g on average Good shape and colour	Very uniform and blocky fruits				N	N				
Sven RZ	190 g on average Excellent shape and nicely blocky Very good glossy colour	Good shelf life Excellent quality Uniform		Tasty and appealing with mild sweetness Perfect stuffed or in salads-, stir-fries and casseroles Rich in vitamins, e.g. C, B1, B2		N	N	   			
Allrounder RZ	200 g on average					N	N				
Stayer RZ	200 g on average					N	N				
Bachata RZ	200 - 250 g Stable shape and colour	Good shelf life				N	N	S	S		
Lirica RZ	250 g on average Intense yellow colour	Highly strong against cracking and spotting						S			

# Peppers

With Sweet Palermo we are responding to the increasing trend towards fruit and vegetables with a naturally sweet taste. This demand has already been addressed successfully by product innovations such as snack tomatoes and snack cucumbers.

The sweeter, richer flavour makes this pointed pepper ideal for many more occasions than the other long red pointed pepper – the Kapya type, which is often confused with the real Sweet Palermo – including as a healthy snack. Its soft skin and fewer seeds open up even more opportunities.

Our sweet pointed pepper called Sweet Palermo is a particularly tasty treasure in the pepper range. A red and a yellow version are available, both with the same distinct characteristics. Sweet Palermo is gaining popularity among organic consumers who love the exceptionally sweet flavour plus the versatility that it offers. It is a real all-rounder since it is perfect for snacking, grilling, roasting as well as being a delicious ingredient in fresh salads.

This makes the Sweet Palermo a premium product that the market is ready for. By working together on this success as chain partners, we can combine our competitive strengths and secure a preferred position.

To ensure identification at the point of sale and for the foodservice sector, we have designed a packaging concept for the Sweet Palermo range.



Dulce Italiano (red, yellow)		Lamuyo (red)		Kapya (red)		Hungarian wax		Snack					
													
Variety name		Product description		Market information		Consumer/processing traits		Growing period					
<b>Dulce Italiano (red)</b>													
Palermo RZ		100 - 130 g Length 17-25 cm Eye-catching pointed shape Red harvest		Excellent shelf life Can be sold loose or in duo-pack		Aromatic and very attractive Excellent flavour Outstandingly sweet, juicy fruits Brix 7 - 10 Ideal in salads as well as grilled		N S		N S		S 	
<b>Dulce Italiano (yellow)</b>													
Palermo YeliberRZ		100 - 130 g Brilliant yellow colour		Can be sold loose, in duo or tri-packs		Excellent flavour Outstandingly sweet, juicy fruits Brix 7 - 10 Ideal in salads as well as grilled		S		S			
Palermo Yosemite RZ		125 g on average Long and pointed		Very good shelf life Duo-pack with Palermo RZ (same shape/size)		Excellent taste		N S		N S		S 	
<b>Lamuyo (red)</b>													
Crucero RZ		17 cm long						S				S 	
Optimist RZ		Smooth skin Nice fruit colour		Uniform				S					
<b>Kapya (red)</b>													
Belissa RZ		90 g on average, small		Very good shelf life High quality, firm		Good taste Brix 6 - 7 on average						S 	
<b>Hungarian wax</b>													
Century RZ		110 - 130 g, conical shape Long, smooth light green						N S		N S			
<b>Snack</b>													
Triora RZ		80 g, orange Short, conical shape		Suited for mixed pack with Triorosso RZ and Triyello RZ		Nice, sweet flavour		S		S		S S 	
Triorosso RZ		80 g, red Short, conical shape		Suited for mixed pack with Triora RZ and Triyello RZ		Nice, sweet flavour		S		S		S S 	
Triyello RZ		80 g, yellow Short, conical shape		Suited for mixed pack with Triora RZ and Triorosso RZ		Nice, sweet flavour		S		S		S S 	





Geert-Jan Smits, Retail Formula Manager at Ekoplaza in The Netherlands:

“What began as a single local organic store in Amsterdam in 1980 has grown to become the largest organic chain in the Benelux region. Over the years, thanks to a sustainable approach to collaboration and a strong vision about healthy yet great-tasting food, Ekoplaza has expanded into a chain of around 70 shops across the Netherlands.

“The nice thing about our stores is our position in the retail landscape. In the midst of all the turmoil relating to food, we are a safe haven for everyone who wants to make conscious food choices. The keys to Ekoplaza’s success are our transparency, collaboration with suppliers and our conscious decision to carry a 100%-organic product range.”

“We differ from other retailers that also offer organic products in that we have direct contact with our suppliers. As a result, there is complete reliability with respect to the product and the supplier alike. The major challenges for Ekoplaza are ensuring the availability of fresh products and the right quality of both the product and the grower. Thanks to its varieties, technical expertise and international network, Rijk Zwaan can play a significant role in this.”

“Another way that Rijk Zwaan adds value is by sharing its knowledge of the product on sale in stores. Where has it come from? Which nutrients does it contain? How can it be used? This ensures that shoppers learn more about the product and become even more inspired to eat healthily and tastily.”

**“Our knowledge of the product enables us to inspire our visitors”**



# “Rijk Zwaan’s innovative products enable diverse & colourful box schemes”



John Richards, Farm Manager at Riverford Organic Vegetables Ltd in the United Kingdom:

Box schemes have always been popular in the UK. After a dip because of the economic recession, box scheme companies are now seeing their weekly number of boxes and their turnover increasing. In the UK, organic-vegetable box schemes have increased in popularity over the past few years. This is due to a change in consumer attitudes to how food is sourced coupled with the hectic pace of modern life.

Today, many people want fresh, high-quality food that is produced in a sustainable and responsible way. Box schemes optimally fill this trend. The boxes contain a wide variety of fresh fruit and vegetables produced by the box scheme companies and their affiliated growers. Many suppliers are

more than happy to tailor to the contents to individual needs. Some smaller organic farmers operate their own box schemes locally. The boxes are delivered to customers' homes or to a nearby pick-up point on a weekly basis. Many of the boxes also include recipe ideas to provide a little extra inspiration.

The box schemes are continually evolving. Box scheme operators have access to a diverse base of customers who are keen to try new things, giving growers the perfect opportunity to try out their latest innovations. Furthermore, the flexible nature of the contents themselves enables box scheme companies to rapidly respond to market trends. Some growers now produce a box of products specifically for juicing, for example. Box schemes are becoming more and more popular in the Netherlands, too, as consumers increasingly appreciate having fresh local products, sourced from the farmer down the road, delivered to their doorstep.



Francisco Belmonte, President at Biosabor in Spain, is seated in a black office chair at a desk. He is wearing a light pink button-down shirt and looking towards the camera. Behind him is a large, modern industrial facility with a high ceiling and multiple levels. The facility appears to be a vegetable processing plant, with various conveyor belts, sorting stations, and storage areas visible. The lighting is bright, coming from large windows and overhead fixtures.

Francisco Belmonte, President at Biosabor in Spain:

Biosabor is a family business located in Cabo de Gata-Níjar's Natural Park, a unique environment in the south of Spain. The company has been producing organic vegetables since 2008. It is the goal of Paco Belmonte, owner and director of Biosabor, to produce top-quality vegetables while treating both people and the environment with respect.

“Undoubtedly, 100% organic agriculture is the best strategy to reach that goal. Although Biosabor was originally devoted to the production of the organic truss tomato, we are currently focused on the development of more flavourful varieties. This will enable us to offer a completely organic product with a supreme taste, together with the guarantee of total transparency in our growing methods.” “At Biosabor, we grow organic products close to our central office. We have developed

a unique way of producing, processing and packaging our products at our new central facilities in the heart of Níjar to ensure maximum freshness. We produce tomatoes, sweet pepper, cucumber, watermelon and squash and also have a range of processed products like organic gazpacho, organic salmorejo and several fresh juices.”

“The collaboration with Rijk Zwaan is very valuable for Biosabor; Rijk Zwaan informs our technical staff about new varieties at an early stage and also shares details of new product and marketing concepts with us, such as Sweet Palermo organic for example. In addition, Rijk Zwaan has contact with chain partners and knowledge of the northern European market, which is the export destination for our organic products.”

**“Valuable contacts within the chain in our destination market”**





**“More chain collaboration will help us to strengthen our position”**

Sven Henze, purchasing manager for fresh fruit and vegetables at Udea BV in The Netherlands:

**Udea is an organic wholesaler that supplies a complete range of organic food products. Among the company's top priorities are honest collaboration and continuity.**

**“I really enjoy our collaboration with organic farmers and growers: promises are lived up to and there are lots of long-term relationships between suppliers and customers. As Udea we can depend on good products, and growers know they receive a fair price from us.”**

**“Looking to the future, we see breeding companies such as Rijk Zwaan playing an ever-bigger role. They have a very broad view of the possibilities that varieties offer, both now and in the years ahead. By this I mean flavour and resistances, for**

**example, both of which I consider to be important pillars for the future.”**

**“Together with our growers and other partners, we ultimately want to strengthen the position of the organic supermarket. Transparency plays an important role in this. We – the sector as a whole – must keep telling and showing consumers that we supply good, honest products, with respect for humans and the environment.**

**Furthermore, we will of course continue to work on quality, while maintaining a good balance between appearance and shelf life. We can make good use of Rijk Zwaan's knowledge in that respect too. At the end of the day we share a common goal, and that goal is also the basis for Udea's motto: putting organic within everyone's reach and working together to create a healthier world.”**





**“For us organic farming is the only truly sustainable form of farming”**

Paolo Fontanabona, member of Cooperativa Agricola La Primavera in Italy:

Primavera is a cooperative established in Verona, Northern Italy, in 1989 to stimulate organic crop farming. Today, La Primavera has 89 member companies – all organic farms that export their products throughout Europe.

“I am a second-generation organic grower, following in the footsteps of my father who began organic production in 1982. It felt logical to continue doing something which I believe is right for myself, the environment, consumers, society and the future of my own children. I believe that organic farming is the only truly sustainable form of farming – it guarantees clean growing methods and healthy, tasty products. We’re living proof that it can also be cost-efficient and provide a livelihood without affecting the fertility of the land.” I sell all my produce to Cooperativa Agricola La Primavera, of which I am a member.

The products are then distributed both in Italy and abroad through Brio spa, a marketing company owned by the cooperatives Agrintesa and La Primavera.

The international market is strong, plus demand is increasingly shifting towards products from high-quality growers. In Italy, organic products have a much lower market share than in foreign markets so that can be challenging for us. However, the situation is improving as consumers are becoming increasingly convinced that traditional cultivation methods have no future – both because the resulting crops are less healthy and because organic methods are more respectful of the land, which is everybody’s heritage.” “Rijk Zwaan helps me by creating varieties that are specifically tailored to organic production in terms of strong roots for effective nutrition and leaves that are resistant to viruses and diseases. Taste is obviously another critical consideration.”



# Beetroot & Celery

**Beetroot**

With its good shelf life and distinct taste, beetroot is a popular vegetable worldwide. Rijk Zwaan is keeping pace with the rapid growth resulting from the development of specific hybrid varieties for different segments.

We offer size and shape variations to meet market demands in the key segments: small and round for the fresh market, elongated for processing efficiency, and even a white variety for use in baby food or salads. In addition to achieving a good yield per hectare, our beetroot varieties are characterised by high quality in terms of their attractive colour, regular shape and flawless external appearance, from the root to the foliage.



**Our beetroot Betty RZ F1 (13-2015) is a relatively new high-yielding variety suitable for versatile segments, from temperate to subtropical and from fresh market to industry. Betty can be used as mini beet, loose or bunched.**

**Celery**

Celery is grown worldwide, mainly outdoors but also in greenhouses and tunnels. At Rijk Zwaan we offer reliable varieties for the fresh market, including for use in convenience concepts.

Rijk Zwaan has a number of strong varieties for the green segment, which is the most widely produced of the two celery types. Because celery is often eaten raw, it is our priority to ensure the retention of the characteristic flavour combined with a long shelf life to maximise on-shelf freshness.



Variety name	Product description	Market information	Consumer/processing traits	Growing period			
Beetroot, long							
Carillon RZ	Red Good internal colour		Good for slicing and pickling	N	N		❄️
Beetroot, round							
Akela RZ	Dark red Good internal colour	Good storage capacity	High sugar content	N	N	S	❄️📦
Libero RZ	Very smooth Intense red colour	Very nice internal quality Good fresh-market quality		N S	N S		❄️📦
Monty RZ	Slightly rougher skin	Good storage capacity Very good internal quality	High brix and betanin content	N	N		❄️📦
Betty RZ	Smooth skin Vigorous and healthy leaves Small root and leaf implant	Remarkable uniform Good storage capacity Very versatile	Suited for mini and fresh market Ideal for slicing e.g. for vegetable carpaccio Excellent presentation	N	N	S	❄️📦
Zeppo RZ	Smooth Good red colour Subtle internal white rings		Good flavour	N	N		📦

Celery, blanched							
Imperial RZ	Darker green variety Upright growing habit	Uniform sticks Ideal for presentation in retail packs	Nice taste Strings under control Not too stringy		N	N	S
Kelvin RZ	Dark leaves and petioles Longer and thinner petioles	Long stems Ideal for presentation in retail packs	Good taste	S		S	
Kylian RZ	Vigorous variety Good upright shape Nice stem colour	Uniform	Good taste	S	S	S	S

# Carrot & Celeriac

Carrot

Carrots are grown worldwide and consumed in many different ways: fresh, dried, frozen, juiced and as a convenience product. Building on Rijk Zwaan’s strong position in the industrial segment, we now also offer varieties for other market segments and applications. For the organic market, our focus is on disease and pest resistance in addition to good product quality, flavour and dry-matter content.

Carrots are the most popular vegetable among organic consumers. They are often eaten raw, as a snack, or as an ingredient in fresh juices and smoothies. Celeriac is often used in soups, but more and more people are discovering how delicious celeriac fries and wedges can be as a side dish or appetiser.

Celeriac

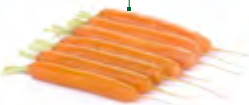















Grown mainly in Europe as an outdoor crop, celeriac is sold fresh or processed into salads, tinned soups or dry soup mixes. After harvesting the roots are put into cold storage for the winter, which is why an excellent storage life is a key focus of our breeding work for celeriac varieties. Another ongoing breeding objective is to develop varieties that retain their whiteness after processing.

To extend the harvesting period and ultimately give growers more flexibility, we are focused on further improving the bolting resistance and hence reliability of the crop. Meanwhile, resistances to pests and diseases are essential traits for the organic market and we conduct ongoing top-level research in these and other areas.



Rijk Zwaan



Carrot, bunching		Carrot, pre-packed		Carrot, processing		Celeriac					
											
Variety name	Product description	Market information		Consumer/processing traits		Growing period					
Carrot, bunching											
Crofton RZ	18 - 20 cm Intense internal colour Very smooth	Bunching		Very good taste		N					
Chipiona RZ	18 - 22 cm, 50 - 150 g Fine	Excellent shelf life Uniform in length, shape and diameter		Appealing, mildly sweet taste Crunchy		S	N	S			
Carrot, pre-packed											
Fidra RZ	17 - 20 cm Very smooth, light conical shape Nice orange shoulder Intense orange-red colour on the exterior and internally	Ideal for pre-packing				N		S			
Morelia RZ	17 - 20 cm, 100 - 200 g	Uniform Long storability both in the field and in cold storage				N S	N S				
Jerada RZ	18-21 cm, 50-150 g Smooth	Excellent shelf life Uniform in length, shape and diameter		Appealing, mildly sweet taste Crunchy Attractive presentation due to strong leaf health		N		S S			
Nantes 5-Monanta RZ	20 cm Cylindrical variety					N		S S			
Warmia RZ	Deep orange colour			High carotene content High dry matter content		N		 			
Carrot, processing											
Karotan RZ	25 cm, Ø 5 cm Specially known for its colour			Dry matter (11%) Very good in cold storage		N		  			
Trafford RZ	Somewhat lighter colour			Low nitrate content Strong against cracking during washing		N		 			

Celeriac, free from anthocian

Merga RZ	Dark green colour Strong leaves	Can also be harvested with leaves		N	N		
Otago RZ	Very white colour, dense, solid Very nice round variety Light green leaves Roots concentrated mainly around the base	Low occurrence of lifting damage	Average dry matter content Easy to harvest and to clean	N	N		
President RZ	Quite large roots White colour Upright and strong dark-green foliage	Very reliable Good internal quality	Average dry matter content	N	S	N S N S	



# Brassicas

Our brassica range includes broccoli, cabbage, cauliflower and kohlrabi.

Broccoli is an extremely healthy vegetable and is popular all over the world. Our breeding programme has resulted in specific varieties for different climate zones and seasons, in addition to a focus on an attractive appearance.



















Within the main types of cabbage – white, red and savoy – we offer numerous varieties for either the fresh market, the processing industry or both. Since diseases and pests are a major concern for growers, especially in the organic sector, we focus on resistance breeding.

When selecting cauliflower, the key traits are reliability, uniformity and good wrapper leaves to cover the curd. We are continually further improving the resistances against pests and diseases, especially for organic production. Our organic range also includes a green cauliflower alongside the traditional white type.

Kohlrabi is particularly popular in Germany, either cooked or raw. Rijk Zwaan’s extensive range comprises specific varieties for each region for year-round production for both the fresh and the industrial markets. Kohlrabi is an erect and uniform crop making it easy to harvest and has minimum susceptibility to basal diseases.

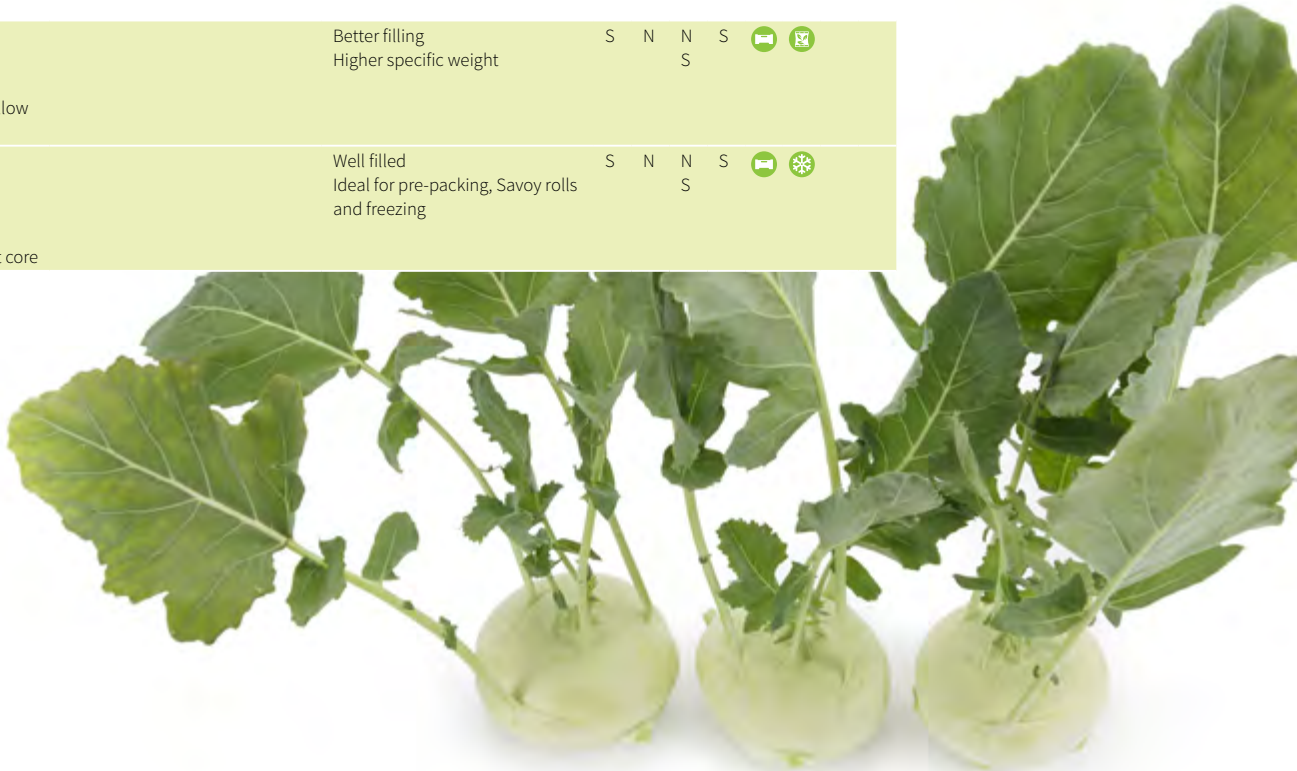
Most brassica vegetables are popular amongst organic consumers, especially in northwest Europe, although kohlrabi is less well-known outside of Germany. This popularity is reinforced by the multitude of ways in which brassicas can be prepared and eaten, such as fermented white cabbage (as sauerkraut), raw cauliflower rosettes as a snack, cabbage wraps, etc.



Broccoli		Cauliflower, white		Cauliflower, green					
						<div>springsummerautumnwinter</div>			
Variety name	Product description	Market information	Consumer/processing traits	Growing period					
Broccoli									
25-733 RZ (t)	Good dome shape, nice florets Dark green 400 - 700 g	Good post-harvest shelf life	Mainly for fresh market Easy to clean	S	S				
Agassi RZ	Smooth, dense and high-domed main curd 300 - 350 g			N					
Cauliflower, white									
Adelanto RZ	Beautiful white head Good selfcover	High percentage class I	For fresh market Very nice presentation	N					
Casper RZ	Very smooth, white and dense head Strong self cover	Very stable curd quality under variable climate conditions	For both fresh and industry markets Good presentation Nice rounded florets for industry Low wastage	N	N	N	  		
Chambord RZ	Heavy curds	Very stable summer curd	For fresh market Very good harvest planning Adapted to warm conditions in moderate climate zones	N	N	N			
Dexter RZ	Nice curd with good presentation Very strong self cover		For both fresh and industry markets Very uniform harvest Very nice product as mini		N	N	N   		
Divita RZ	Nice dense curds Good self cover		For fresh market Very nice presentation	N					
Miramonte RZ	Good self cover and dense curd	stable curd quality in heat and stress conditions	For fresh market Uniform harvest	N					
Opaal RZ	Nice white colour		For fresh market	N					
Santamaria RZ	Heavy and dense curd Nicely rounded florets Good presentation		For both fresh and industry markets		N	N	 		
Cauliflower, green									
Vitaverde RZ	Excellent curd quality (dense) Appealing colour Quick and stable development	Long shelf life First green hybrid that can be grown through moderate summers without loss of quality Stable quality	Suitable for fresh market Good quality in summer Easy to harvest High vitamin C content Very good taste	N	N	N	S 		

# Brassicas

Kohlrabi, white		Cabbage, red		Cabbage, savoy									
													
								winter autumn summer spring					
Variety name	Product description	Market information	Consumer/processing info	Growing period									
Kohlrabi, white													
Cindy RZ	Round-to-flat bulb shape Smooth	High percentage of uniform bulbs	Recommended for fresh market	N									
Eder RZ	Excellent inner quality		For fresh, processing and convenience markets Very uniform field performance Easy to harvest	N S	N	N			 				
Eltville RZ	Upright leaves	Uniform	For fresh market only Fast harvest Good labour efficiency	N	N				 				
Lech RZ	Maintains flat bulb shape	Excellent reliability	For fresh and processing markets Long harvest window	N					 				
Morre RZ	Round-to-flat bulb shape		Mainly for fresh market	S	S	S							
Segura RZ	Nice flat bulb shape Shiny colour		For fresh market only Perfect hold under difficult conditions	N	N S	S							
Terek RZ	Blue, medium-sized leaves Well-balanced leaf/stem set-up Very good internal quality	Very uniform	Suitable for all purposes Good yield opportunities	S N	N	N			  				
Cabbage, red													
Futurima RZ	Oval head shape, intense red Weight range 2.0 – 5.0 kg Compact filling, short core	Good medium-term storability	Large size Ideal red/white contrast High internal colour intensity	N	N S	S			  				
Resima RZ	Round head shape, dark red Weight range 1.0 – 3.0 kg Compact filling, short core	Very good long-term storability Uniform	Easy cleaning	N	S				 				
Cabbage, savoy													
Estrema RZ	Round-to-flat head shape Fresh green colour Weight range 1.7 – 3.5 kg Smooth blistering, white/yellow Medium dense		Better filling Higher specific weight	S	N	N S	S		 				
Madlene RZ	Round head shape Fresh green colour Internal yellow Weight range 1.3 – 2.8 kg Compact head setting, short core		Well filled Ideal for pre-packing, Savoy rolls and freezing	S	N	N S	S		 				



Cabbage, white										
										
							spring	summer	autumn	winter
Variety name	Product description	Market information	Consumer/processing	Growing period						
Cabbage, white										
Cilema RZ	Round shape Fresh green colour Weight range 1.5 – 3.5 kg Reliable filling to full maturity		Early voluminous cabbage Interesting for early campaigning For fresh-cut and fermentation	N	N		S			
Flexima RZ	Round shape Dark green colour Weight range 1.2 - 3.5 kg Early compact filling, short core	Medium-term storability Very uniform	Easy handling and cleaning Available for several months Leaves are suitable for wrapping		N	N	S			
Jetma RZ	Round shape Fresh green colour Weight range 0.8 – 2.0 kg Early filling, slow bolting	Early availability	Sweet taste Nice volume	N	S					
Kalorama RZ	Round shape Fresh green colour Weight range 1.0 – 3.5 kg Compact filling	Long-term storability Very uniform	Easy grading and packaging Available for several months			N				
Mucsuma RZ	Balloon shap Green colour Weight range 2.0 – 5.0 kg Compact filling	Long-term storability	Large size Available for several months For fresh-cut and fermentation			N	S			
Oriema RZ	Oval/round shape Green colour Weight range 1.0 – 3.0 kg Medium compact, short core		Versatile pre-packing Leaves are attractive for wrapping	N	N		S			
Secoma RZ	Round shape Waxy green colour Weight range 2.0 – 5.5 kg Large size, short core		Mild taste Mid-early fermentation		N	N	S			
Septima RZ	Semi-flat shape Blue-green colour Weight range 3.5 – 7.0 kg (depending on internal filling) Medium-dense fine structure, early whitening	Strong wax layer	Large size Attractive shape Very suitable for fermentation and cabbage rolls Single leaves easy to remove			N	N			
Sonsma RZ	Pointed shape Fresh green colour Weight range 0.8 – 2.0 kg Early filling, short core		Sweet taste Attractive pre-packing product Suitable for salad mixes	N	N	N	S			
Storema RZ	Pear shape Dark green colour Weight range 1.5 – 4.0 kg Compact filling High specific weight	Long-term storability	Easy cleaning Available for several months For fresh-cut market			N				
Tacoma RZ	Flat-to-round shape Blue-green colour Weight range 1.5 – 3.5 kg Starting loose, white-yellow, thin leaves		Variable sizes Attractive semi-flat shape Suitable for fermentation and small cabbage rolls	N	N	N	S			
Toughma RZ	Flat-round shape Fresh green colour Weight range 0.5 – 2.5 kg Early filling, very dense, short core	Uniform	Broad range of sizes, including mini's Uniform grading for different packaging options	N	N	N	S			



# Endive, Corn salad & Swiss chard

Endive

Endive has a more robust, slightly more bitter taste than other leafy vegetables. It can be eaten either raw, in salads, or cooked. There are three distinct types: smooth-leaved, curly and tres fine maraichere endive. Rijk Zwaan occupies a strong position in this crop and offers varieties for indoor as well as outdoor cultivation.


















Endive is popular among organic consumers and is often used in potato stew. Swiss chard is a popular leafy vegetable in the UK, where leaves of various sizes and colours often feature as an ingredient in fresh meal-box schemes. Meanwhile corn salad, with its attractive green colour and soft leaves, is becoming a firm favourite in mixed salads.

Corn salad

Corn salad can be harvested as a whole plant (a rosette) or as loose leaves, which are often sold in salad bags. The ideal corn salad leaves are dark green and 5-10 cm, although some markets prefer even shorter leaves. Our breeding work is focused primarily on resistances, but good production, labour-friendliness and ease of harvesting for growers are also important.

Swiss Chard

We have specially developed our Charlie variety of Swiss chard for baby leaf. It is a fast grower with strong, shiny, oval-shaped green leaves that are medium savoy. The strong, slender stems and also the veins have an attractive red colour. Disease resistance is a necessary trait for the organic growers.

Endive, curly	Endive, smooth	Endive, TFM	Cornsalad	Swiss chard				
								
					spring	summer	autumn	winter
Variety name	Product description	Market information	Consumer/processing traits	Growing period				
Endive, curly								
Cigal RZ	Standard frisee type	Strong against tip burn		N	N	S		
Katral RZ	Coarse frisee type, upright					S	S	
Wallonne-Monaco RZ	Coarsely curled	Very strong against tip burn				S		
Endive, smooth								
Berlotti RZ						S		
Geante Maraichere-Torino RZ						S	 	
Kethel RZ	Smooth leaves Large heads	Strong against tip burn and discolouration		N	N	S		
Nummer Vijf 2-Mikado RZ	Upright					S	 	
Nummer Vijf 2-Stratego RZ	Compact heads			N	N	N		
Seychel RZ	Light colour but not blond Smaller than the standard varieties			N	N			
Endive, Tres Fine Maraichere								
Galanti RZ	Large			S		S	S	
Korbi RZ	Finely incised leaves	Very reliable High quality	Produces high quality fine leaves	N S	N S	N S	S	

Corn salad

Calarasi RZ	Bright green with full heart Nicely filled rosette Thick leaves Upright growth	Very uniform Good storability	Aromatic nutty taste High contents of minerals, nutrients and vitamins Appealing variety	N	N	N		
Cirilla RZ	Dark green and smooth Nice round leaves	Strong against spooning		N	N			
Pulsar RZ	Dark green, smooth Upright growth			N		N	N	
Revelle RZ	Thick round leaves Upright growth, attractive rosette			N		N	N	

Swiss Chard

Charlie RZ	Baby leaf, oval shape Strong, shiny green leaves Nice red stem and vein Strong yet slender stem	Good contrast between red and green No discolouring of green leaves		N S	N S	N S	S	
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# Lettuce

Its healthy characteristics make lettuce popular among consumers all over the world. From butterhead to iceberg and from oakleaf to Salanova, Rijk Zwaan has always led the way in lettuce. And we are continuing to add new, innovative types and varieties all the time.

As the biggest player in lettuce, our company offers an extremely diverse lettuce range in terms of shape, colour and flavour. Our breeding work further increases the diversity, enabling us to meet customers’ needs with specific varieties for every production region and every season.

Growers can depend on our lettuce varieties to deliver a good yield, shelf life, colour and texture with minimal problems from bolting or tipburn. Thanks to our extensive experience, we are quick to act whenever new strains of downy mildew are discovered.

In addition to continuing to improve our existing varieties, we actively seek to develop new products in order to further expand our market-leading position in lettuce. One recent example is Salanova®, which conveniently separates into countless small leaves based on the ‘one cut, ready’ principle.

Lettuce is very popular among organic consumers, although different countries have different preferences. French consumers like batavias the most, whereas Spanish consumers favour the mini cos (Little Gem) and this is also popular among Scandinavian consumers. Iceberg lettuce is successful too, especially for whole-head consumption and convenience. Last but not least, consumers appreciate the butterhead lettuce for its soft leaves and good flavour.

Red leaf	Batavia	Lolla Rossa	Red Incised	Red Oak	Green Oak				
									
Variety name	Product description	Market	Consumer/processing traits		Growing period				
Babyleaf									
Antoria RZ	Red leaf lettuce	Lolla rossa type	Year-round production		S	S	S	S	
Lomeria RZ	Batavia green lettuce		Year-round production		N	N	N	N	  
Lidivia RZ	Red leaf lettuce Triple red, curly leaves		Year-round production		N	N	N	N	
Saravia RZ	Red incised leaf lettuce		Year-round production		S	S	S	S	
					N	N	N	N	
Solavia RZ	Red oak leaf lettuce Triple red		Year-round production		S	S	S	S	
					N	N	N	N	
Tranvia RZ	Green oak leaf lettuce Attractive green colour		Year-round production		S	S	S	S	
					N	N	N	N	

<b>Knox™</b>									
Knox™ 41-503 RZ (1)	Open Heart Cos variety					N	N	N	
Knox™ 41-544 RZ (1)	Open Heart Cos variety					N	N	N	
Knox™ EXAM RZ	Green incised leaf lettuce of the Salanova crispy type					N	N	N	S
						S			







**Delayed pinking**  
in fresh cut lettuce

















# Lettuce

Batavia, green		Batavia, red		Butterhead, red		Butterhead, green									
															
										spring		summer		autumn	











































Cos, green	Cos, red	Gem, green	Gem, red	Iceberg, green				
								
					spring	summer	autumn	winter
Variety name	Product description	Market information		Consumer/processing traits	Growing period			
Cos, green								
Patrona RZ	Large, dark green cos Open heart Nice dark green colour	Uniform		For fresh whole-head market as well as for processing and machine harvesting	N	N		
Riopar RZ	Small, green cos			Nice presentation	S	N	S	
					N		N	
Victorinus RZ	Large, dark green cos Closed on top Nice dark green leaves			For fresh whole-head market Nice shape	S	S	S	
					N		N	
Cos, red								
Thurinus RZ	Large Shiny, very red colour				S	N	S	
Gem, green								
Olite RZ	Dark green baby cos				S		S	
Tarifa RZ	Nice, well-closed baby vcos Shiny dark green colour				S		S	
Gem, red								
Maraine RZ	Red Rougette du Midi type Great colour				S	N	S	
					N			
Iceberg, green								
Cornelianas RZ	Saladin type Nice round head, good base				N	N		
Diamantinas RZ	Saladin type Perfect shape Fresh-looking green colour	Uniform		Upright base (easy harvesting)	N	N	N	 
Faunas RZ	Saladin type Large frame Nice shape and base				S	N	S	
						N		
Gustinas RZ	Saladin type Round head Limited outer leaves	Very good field uniformity			N	N	S	
Jasperinas RZ	Saladin type			Long harvest window	N	N	N	





# Lettuce

Lolla Bionda	Lolla Rossa	Oak leaf, green	Oak leaf, red						
									
					spring	summer	autumn	winter	
Variety name	Product description	Market information	Consumer/processing traits	Growing period					
Leaf lettuce, green									
Langero RZ	Lollo Bionda Slow bolting and vigorous			S	N		S		
Libeccio RZ	Lollo Bionda Slow bolting and strong against tip burn			S	N	S	S		
Lozano RZ	Lollo Bionda Light green nice blond colour Nicely dented		Suitable for convenience market	S		N	S	 	
Mercato RZ	Lollo Bionda						S		
Leaf lettuce, red									
Antonet RZ	Lollo Rossa, double red Sturdy leaves		Suitable for convenience and fresh markets	S	S	S		 	
Corentine RZ	Lolla Rossa, triple red Thicker leaves		Suitable for convenience market	S	N	S	S		
Orville RZ	Lolla Rossa, double red Very strong against tip burn and bolting		Suitable for convenience market	S	N	S	N		
Wilbur RZ	Lolla Rossa, double red			S	N	S	N		
Oak leaf, green									
Kikerino RZ	Green oak leaf Strong, stable colour				N	N			
Kilervi RZ	Blond oak leaf Strong leaf and a stable colour		Medium upright base resulting in a clean and easy harvest	S		S			
Kirinia RZ	Blond oak leaf Relatively thick leaves Very strong against tip burn			N	S	S		 	
Kisheri RZ	Green oak leaf			N	N	S	S		
Oak leaf, red									
Macai RZ	Red oak leaf, triple red			S	S		S		
Nuansai RZ	Red oak leaf, double red Nice dark red colour			N	N	N			

Salanova® Crispy, green	Salanova® Crispy, red	Multi-leaf green, Butterhead	Multi-leaf green, Oak leaf	Multi-leaf red Batavia	Multi-leaf, red Butterhead	Multi-leaf red Oak leaf				
										
							spring	summer	autumn	winter
Variety name	Product description	Market information	Consumer/processing traits	Growing period						
Salanova® Batavia, red										
Bobal RZ	Thick leaves with a somewhat red-brownish colour		When cut, the leaves have a nice colour contrast	N	N	S	S			
Salanova® Butter, green										
Aquino RZ	Medium-green multileaf lettuce of the butterhead leaf type Thin, supple ribs and leaves Fresh green colour	Many uniform, small leaves Attractive on-shelf presentation Fresh green colour	Very suitable for processing Round base and an open, non-folded leaf habit, which makes it easy to wash Crunchy bite combined with sweet and subtle flavour	S	N	S	S			
Hilbert RZ	Rounded base			N	N	S	S			
Salanova® Butter, red										
Barlach RZ	Salanova red butterhead Medium to large in size Nice contrast between red and green	Very uniform top side Rounded base		N	N			 		
Salanova® Crispy, green										
Anguilla RZ	Incised leaf lettuce, green					S	S	 		
Salanova® Crispy, red										
Codex RZ	Incised leaf lettuce, red Nice red-green contrast in the leaves			N	N			 		
Duplex RZ	Incised leaf lettuce, red Vibrant colour contrast Nicely-frilled leaves Deeply-incised leaves	Very good shelf life Deeply-incised leaves; excellent shelf life	Suitable for mechanical harvest Very crunchy bite	S	S	S	S	 		
Salanova® Oak leaf, green										
Cousteau RZ	Slightly darker green Coarse shaped leaves		Nice presentation		N					
Salanova® Oak Leaf, red										
Xandra RZ	Deep red colour Nice colour contrast between red and green.			N	N					





# Melon & Watermelon

Rijk Zwaan is currently a major player in Cantaloupe (orange-fleshed) melons and yellow melons. However, we have launched several new breeding programmes for different types in different markets in recent years, and our range of other melons such as galia and piel-de-sapo is now also expanding.

Because melons are shipped over vast distances from the production regions to the sales markets, shelf life is becoming an increasingly important aspect. Therefore, the Rijk Zwaan varieties combine long shelf life with a good flavour, attractive appearance and excellent quality. Our selection work for growers concentrates on achieving a good yield and disease resistance. Additionally, our work is increasingly focusing on important traits for processing companies involved in the convenience market.

These customers require larger fruits with a thin rind and small seed cavity, for example, while the fruit structure, firmness and shelf life after processing are other important considerations. Watermelons are a true summer crop. They love plenty of sun and warm temperatures, so the main production regions are in China, Turkey and the Balkans as well as in the Mediterranean countries.

Rijk Zwaan focuses on breeding two watermelon types: SugarBaby and Crimson. We are creating an international range containing specific varieties for different growing regions so that a strong crop and good fruit characteristics are guaranteed everywhere. We are also working on developing seedless fruits for a number of specific markets.

Originally a true summer product, melons have experienced a small revolution in recent years; intensive breeding efforts have resulted in a longer shelf life without compromising on flavour. Watermelons are popular thanks to their sweeter, juicy flesh. The organic melon and watermelon markets are still limited but consumer interest is growing worldwide.



Harper Western shipper	Piel de Sapo	Yellow Amarillo	Micro seeded	Seeded	Non-Seeded	
Variety name	Product description		Market information		Consumer/processing information	Growing period
Harper - Western shipper long life						
Caribbean Gold RZ	Characteristic creamish-grey colour Fully netted Bright orange flesh	Solid product	Easy to eat	All year round		
Caribbean King RZ		Good on-shelf presentation Suitable for long-distance shipping Grows well in several climates	For fresh market as well as fresh-cut market			
Charentais - Charentais aromatic						
Ellington RZ	Typical French melon	Important French consumption market	Great flavour experience	All year round		
Grappelli RZ	Sutured, round fruits		Combination of aroma's & sugars			
Saswing RZ	Mature fruits change colour to creamy yellow		Attractive type			
Piel de Sapo - PDS						
Dolsura RZ	Mostly oval fruits	Traditionally produced in Spain for the Spanish market Other regions are starting to produce for the Spanish winter market Rising consumption in NW Europe	Flavourful melon type	All year round		
Finura RZ	From rather smooth to light and even heavy netting, depending on the preferences in the various regions		Good bite			
Mesura RZ			Balanced sweetness			
Ricura RZ			Interesting green skin colour Worth a try!			
Yellow - Amarillo						
Ducral RZ	Bright yellow skin	Consumed around the world Mostly grown locally Suitable for long-distance shipping	Refreshing melon	All year round		
Gladiol RZ	Mostly oval		Very subtle aroma			
Natal RZ	Regional preferences vary from smooth-skinned types to very ribbed fruits		Good sugar levels Crispy bite			
Pekin RZ						
Tikal RZ						
Mirco seeded watermelon						
Conguita RZ	Small to medium in size	Grown in many countries Dual purpose: used as a pollinator and as a market variety	Scores well in consumer tests	All year round		
Gatinho RZ	Bright red flesh		Good taste			
Tigrinho RZ	Available skin types: Sugar baby, Crimson and Tiger stripe		Convenient size			
Titania RZ						
Seeded						
Baronesa RZ	Medium to very large in size	Produced and consumed worldwide	Refreshing sweetness	All year round		
Huelva RZ	Available in oval and round shapes		Typical summer fruit			
Oneida RZ	Bright red flesh					
	Available skin types: Sugar baby, Crimson and Tiger stripe					
Non-Seeded						
Himalia RZ	Available in oval and round shapes	Western countries are rapidly switching from the seeded varieties to seedless options Growing popularity in fresh-cut industry	Easy to eat so convenient for consumers	Year-round		
	Bright red flesh		Easier to process for fresh-cut market			
	Available skin types: Sugar baby, Crimson and Tiger stripe		Almost equally flavoursome as seeded sister varieties			



# Spinach


































Spinach is prepared in various different ways around the world: stir-fried in the Far East, cooked in most of Europe, and often eaten raw in English-speaking countries. In order to capitalise on growth potential in the raw segment, Rijk Zwaan is developing specific varieties and types specifically for the fresh market. This means achieving a longer shelf life, for example, and creating an attractive appearance. We already have a red-veined spinach type in our range, for instance.

Much of the breeding work in spinach revolves around resistances. Our goal is to ensure a reliable crop for growers and a clean and healthy product for consumers. Because almost all spinach is harvested mechanically, we also pay attention to uniformity, a good germination percentage and slow bolting, which is a particular strength of the Rijk Zwaan varieties.

Spinach is regarded as a very healthy vegetable, partly because of its high content of lutein and vitamin C. The crop is grown in temperate climate zones all over the world – sometimes in polytunnels but mainly outdoors. Rijk Zwaan has occupied a strong position in this crop for many years, including in the organic market.



In the future, we will continue to focus on resistances in our breeding work while also responding to market needs and opportunities. In addition, we are striving to achieve year-round supplies of our red-veined type.

Oriental, green		Savoy, green		Savoy baby leaf, green		Smooth, green		Smooth baby leaf, green		Smooth baby leaf, red			
													
Variety name		Product description		Market information		Consumer/processing		Growing period					
<b>Oriental, green</b>													
Python RZ		Fast-growing Japanese type Very dark in colour						N					
<b>Savoy, green</b>													
Platypus RZ		Semi Savoy Glossy and healthy-looking leaves						N					
<b>Savoy baby leaf, green</b>													
Goanna RZ		Baby leaf semi savoy Round leaves		Uniform leaves				N S					
Kolibri RZ		Oval shaped leaves						N		N 			
<b>Smooth, green</b>													
Boa RZ		Smooth, green leaves		Particularly suitable for organic production		Industry (frozen) market		N		N N 			
Dolphin RZ		Smooth, green leaves				Suitable characteristics for industry market, fresh market and bunching		N		N N  			
Eagle RZ		Elongated leaves				Very good leaf-to-stem ratio		N		N 			
Gorilla RZ		Nice large leaf				Good leaf-to-stem ratio		N		N N 			
Mouflon RZ		Large round, dark leaves		Uniform stem length		For fresh and industry markets Good leaf-to-stem ratio		N		 			
Puma RZ		Relatively large and thick leaves						N		N N   			
Rhino RZ		Smooth leaves Mid-green colour		Very uniform Very good variety for organic		Industry (frozen) market		N		N 			
<b>Smooth baby leaf, green</b>													
Canary RZ		Oval leaf shape Dark in colour						N		N 			
Mandrill RZ		Dark colour Oval leaf shape Upright growing habit								N 			
Meerkat RZ		Nice round leaf shape Dark leaves		Uniform stem length				N		N  			
Silverwhale RZ		Dark in colour Oval/round smooth, glossy leaves				Fresh and industry market		N		N N  			
Whale RZ		Dark in colour Round, smooth glossy leaves		Very uniform leaf shape		Fresh and industry market		N		N N  			
Wilbebeest RZ		Very dark in colour Shiny leaves								N 			
Woodpecker RZ		Oval-round leaf shape Attractively dark colour Thick and firm leaves						N		N 			
<b>Smooth baby leaf, red</b>													
Red Kitten RZ		Round leaves, with deep-red veins						N		N 			



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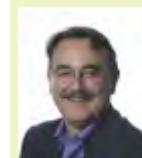
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Alberto Cuadrado



Aureliano Cerezueta Márquez



# Marketing and Sales Statement

Rijk Zwaan is active in breeding, production and sales of vegetable seeds for professional growers worldwide. Rijk Zwaan makes a continuous effort to fulfil the wishes of its customers and other parties concerned.

Rijk Zwaan complies – at least – with the statutory requirements arising from legislation regarding the marketing and sales of standard seed of vegetable crops.

Rijk Zwaan is responsible for the quality of its seeds and checks the quality continuously in an extensive testing programme in the field and in various laboratories. The quality testing programme is audited by the official Netherlands Inspection Service for Horticulture, Naktuinbouw.

In order to supply top quality seeds and the best service, Rijk Zwaan operates in accordance with a quality management system to control and improve the quality of all activities and processes from breeding to sales. This system is audited internally on a regular basis.

Rijk Zwaan furthermore operates in accordance with the following standards:

- NAL (Naktuinbouw Authorized Laboratories): Rijk Zwaan is authorized by Naktuinbouw to perform specific tests, such as germination tests, physical seed purity tests, and specific tests on (seed born) diseases.
- GSPP (Good Seed & Plant Practices): a standard that aims to prevent tomato and tomato rootstock seeds and plant lots from being infected by *Clavibacter michiganensis* subsp. *michiganensis* (Cmm). On the packaging of the seeds is mentioned if the seeds are produced under GSPP conditions.
- Rijk Zwaan is certified by various inspection bodies, to produce and sell organically produced seeds under the quality label for organic products of the respective countries.
- All quality systems mentioned above are audited on a regular basis. Furthermore all our seedlots can be traced throughout the entire process, from production to sales.

All varieties in Rijk Zwaan's present range are obtained without making use of genetic modification techniques which lead to genetically modified organisms (GMOs) to which Directive 2001/18 of the European Parliament and of the Council of the European Communities of 12 March 2001 on the deliberate release into the environment of GMOs applies. The foregoing applies to Rijk Zwaan varieties which have been or will be marketed in the year 2016.

Rijk Zwaan considers the risk of any GMOs being present in the propagating material of its varieties very small. When developing the propagating material of Rijk Zwaan varieties the greatest possible care is exercised based on existing legal requirements relating to the marketing of varieties. Moreover, the methods used in the development and production of this propagating material include procedures to prevent the presence of GMOs.

Much of Rijk Zwaan's research is focused on resistances. The resistance coding applied by Rijk Zwaan is based on guidelines for resistance coding that are developed by the International Seed Federation. It is important, in general to stress that the specificity of pests or pathogens may vary over time and space, depends on environmental factors, and that new pest biotypes or pathogen races capable of overcoming resistance may emerge. The Rijk Zwaan resistance codes and the Rijk Zwaan resistance statement are available on the website [www.rijkszwaan.com](http://www.rijkszwaan.com).

Seed treatment is only applied by Rijk Zwaan in case it considers this the most effective method to control a possible disease and/or pest, and/or to realize a reduction in crop spraying; Rijk Zwaan acts hereby in conformity with the applicable statutory regulations.

Further information on Rijk Zwaan and its varieties is available in our catalogues, pricelists, leaflets and on the website [www.rijkszwaan.com](http://www.rijkszwaan.com).

## Disclaimer

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/user 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.

## Note from author

The overviews in this catalogue contain the main varieties per crop only and may vary within a country/region. To discuss your choice of variety, please contact our organic specialists or your local RZ representative who can advise you on your regional conditions and requirements

## Product lines

Customers' needs have changed considerably over the past 10 years, but by staying close to the market we aim to devise solutions that benefit the entire chain. Nevertheless, all our chain partners have specific demands for their own customers. In response, we are proud to present our product lines based on customer needs. Every product line meets at least one of these needs and offers a range of varieties in line with our partners' requirements.



## Convenience

As the leader in lettuce, we are at the centre of the convenience market. In addition to offering convenience to consumers in the shape of our 'one cut, ready' Salanova® range, we are also in close contact with vegetable processors. Our processing clients have high demands: from an attractive colour for appealing on-shelf presentation to vegetables that can be processed with minimum waste. We have a range of vegetable varieties that allow processors as well as growers to make the maximum profit.

## Industry

By conserving vegetables almost immediately after harvesting, the richness of nature can be optimally preserved. Frozen, canned or dried vegetables enable consumers to prepare a wide variety of healthy meals conveniently and affordably, which is why we support this industry with the right varieties. All these varieties meet the most important traits for industrial produce, like the ability to withstand extreme weather conditions, a long harvesting period and a good storage life after harvesting.

## Sensational Flavours

We are convinced that varieties with an exceptional flavour deserve extra attention. Based on extensive sensory and consumer research, we have selected a number of varieties that guarantee a demonstrably distinctive taste experience: Sensational Flavours. These products offer extra value especially to food-service companies and the higher-end supermarket segment. Ultimately, Sensational Flavours also provides growers with possibilities to open up new markets.

## Sensational Ingredients

With Sensational Ingredients, we want to highlight varieties that score particularly well in terms of certain components, focused around three areas: taste, industrial applications and nutrition. We share our biochemical analysis data with our partners as a way of initiating dialogue about the market interest and the importance of certain food components. We then discuss how these products should be positioned, labelled and promoted, plus which other aspects should be analysed to ensure a successful market launch.

## Sensational Snacks

More and more consumers are discovering the benefits of snacking vegetables as healthy 'between-meal' treats. In response to this trend, we offer an ever-growing range of specific varieties which represent ideal snacks, such as ready-to-eat, honeysweet plum tomatoes and small, handy-sized, crunchy cocktail cucumbers. When developing such varieties, our breeders take all the key characteristics into account: year-round consistent taste, good shelf life and, of course, an attractive appearance.

## Sensational Tradition

Globalisation has affected all aspects of life, including food and nutrition. Such is the extent of standardisation that some products have become classed as 'premium', putting them beyond the reach of local consumers in the areas where they are produced. Fresh products characterised by their uniqueness, aroma, texture and taste are vanishing from points of sale and hence from our lives because they no longer meet the requirements with regard to size, shelf life, seasonality, etc. Rijk Zwaan is keen to see such unique products valued and appreciated once more. Therefore, we have selected a number of varieties which succeed in combining the essence of traditional and authentic products with the guarantees required by today's production and distribution systems.