



"TOGETHER WITH OUR PARTNERS, WE WANT TO ACTIVELY CONTRIBUTE TO THE WORLD'S FOOD SUPPLY AND STIMULATE VEGETABLE CONSUMPTION BY LAYING THE FOUNDATION FOR HEALTHY AND APPEALING VEGETABLES"

### SERVICES

- Developing new vegetable varieties with improved traits
- Delivering high-quality seeds to growers worldwide
- Advising our customers to get the best out of our varieties
- Working together with the entire fresh produce chain to provide consumers with tasty and healthy vegetables
- Capacity-building of farmers in upcoming markets

### BREEDING FOR THE WORLD

Rijk Zwaan is a plant breeding company. We develop new vegetable varieties and sell the seeds produced from them all over the world. We tap into the rich diversity nature offers us, and combine it with our extensive market knowledge and state-of-the-art techniques.

# SHARING A HEALTHY FUTURE

## Solutions

Our seeds form the basis for healthy and appealing vegetables. The world population continues to grow and the demands on food are increasing. That's why our crop specialists and marketing specialists are in close contact with the entire vegetable chain. We discuss market developments, consumer trends and demographic shifts to identify the right priorities for our breeding programmes. This enables us to launch varieties that offer solutions to various societal challenges.



## Partnerships

We cannot contribute to the world's food supply and increase vegetable consumption on our own. Therefore, we are keen to tackle these challenges together with companies, organisations and individuals who share our ambitions. At Rijk Zwaan we treat our customers as partners. We collaborate with all the links in the vegetable chain and also share knowledge and capacity with other companies in the industry, government organisations, knowledge institutes, NGOs and other stakeholders. Typical of working with Rijk Zwaan is our focus on long-term partnerships, high ethical standards, win-win situations, open communication and our personal approach.

## Shouldering our responsibility

Ever since 1924, our motto has been to achieve natural growth by seizing opportunities. Not long after opening his shop selling vegetable seeds, Mr Rijk Zwaan started developing new

varieties of his own. Since then his work has been continued internationally down the generations, always with a focus on entrepreneurialism and market awareness. This has resulted in creative breeding programmes and new activities in many different countries. Rijk Zwaan is growing rapidly, but so too is the world population, bringing with it both opportunities and challenges. Based on the extensive experience of our highly motivated people and our numerous long-standing collaborative partnerships, we are keen to contribute to securing the global supply of healthy food. Within our company, we strive to create pleasant surroundings for everyone. We are environmentally aware and take a sustainable approach to the use of resources and raw materials. This is a natural extension of the high value we place on the well-being of our employees.

# NL-FSA

The NL-Food Security Alliance (NL-FSA) is a network of mainly Dutch companies and institutions developing exclusive and sustainable solutions in the agri-water-food-business.

NL-FSA is a Royal Eijkelkamp initiative

 **Eijkelkamp**  
Meet the difference

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