

# Stronger together

for healthy growth  
in organics

organic



by Rijk Zwaan



RIJK ZWAAN

# Innovating for progress

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

## Working together to boost your business

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

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



### Knowledge

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



### Quality

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



### Partnerships

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

# Responding to consumer needs

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

## Sweet Palermo

Our pointed pepper has a deliciously subtle sweetness and a softer skin and very few seeds.



## Red/green-striped aubergine

Only available for organic production, so it is unique to the organic vegetable category!



## Wok cucumber

Wokcuc RZ is a Chinese-type cucumber with a small cavity excellent for stir-frying.



## MyCubies

This snack cucumber line offers a range of organic varieties, including sustainable packaging options.



## Squash

Delhi Defense offers protection against the ToLCNDV virus (or New Delhi virus).





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

Marketing Specialist Organics

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