




Benelux Society of Horticultural Science

A breeding perspective on Global sourcing

Global Sourcing of Flowers and Food
23rd November 2007

Rijk Zwaan
Jan Doldersum




Content

- ✓ Who/What is Rijk Zwaan
- ✓ Global sourcing
 - ✓ impact for breeding
 - ✓ Market opportunities: services
- ✓ Questions



Rijk Zwaan's start



Rotterdam, 1924



Characteristics Rijk Zwaan

- Independent family owned company
- One of the top 10 vegetable seeds companies in the world
- Active worldwide
- 1200 employees
- 160 million euro annual turnover
- 3 main shareholders
- 14% of shares are with employees



Markets worldwide

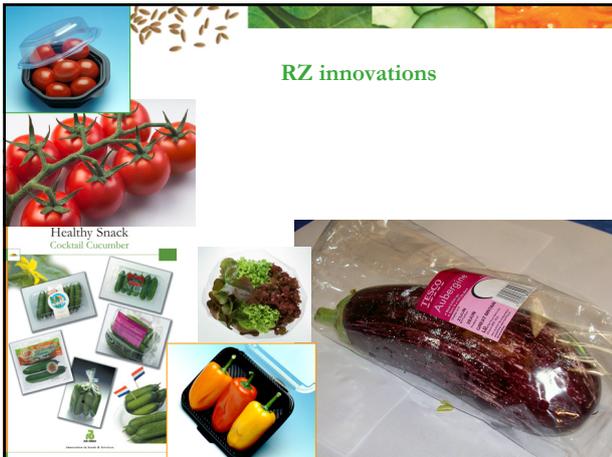
- Professional growers
- Traders + Supermarkets
- Food industry (frozen food, jars, tins)
- Processors of fresh produce




Range

- More than 25 vegetable crops
- Over 750 varieties
- Traditional and organic
- Market leader in lettuce and spinach
- Other important crops: tomatoes, cucumbers, peppers, melons, endive, cauliflower, cabbage



RZ innovations

Healthy Snack
Cocktail Cucumber

The collage features several images: a small bowl of cherry tomatoes, a bunch of red tomatoes, a package of 'SALANOVA' cucumbers, a bowl of mixed salad, and a tray of colorful bell peppers.



Salanova
...one cut, ready!

The salad novelty!!

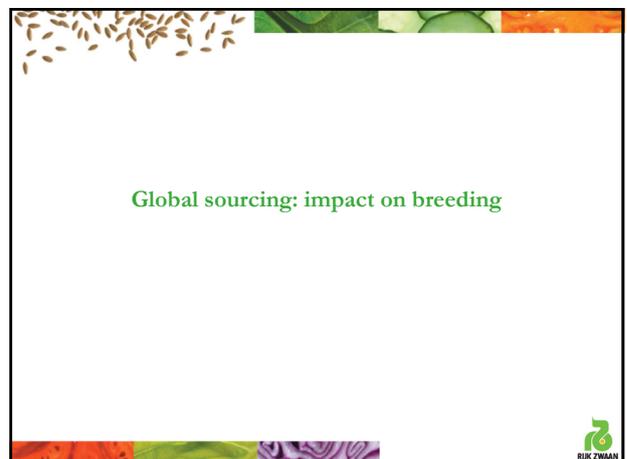
The advertisement shows a hand cutting a head of lettuce, a sandwich, and a bowl of salad. The Rijk Zwaan logo is in the bottom right corner.




Taste the nova way of living

Salanova

The image shows a busy restaurant with many people seated at white tables, eating green salads. The Rijk Zwaan logo is in the bottom right corner.



Global sourcing: impact on breeding

The slide features a decorative leaf border at the top and the Rijk Zwaan logo in the bottom right corner.

Breeding

- Rijk Zwaan specialist in vegetable genetics
- Creatively combining the desired natural characteristics
- Desired by growers, trade, processors, retail, consumers
- Around 150 new varieties every year
- Product development takes 5 - 15 years



Breeding challenge

- Find varieties which offer same consumer perception
- Two solutions:
 - One variety performs similar but grown in different climatical conditions, or
 - Find 'sister' lines and can be produced in different climates but have same perception



Breeding Locations

- **The Netherlands**
 - De Lier: Fruit crops
 - Fijnaart: open field crops
 - Market: North West Europe
- **Germany**
 - Cabbage (Mame)
 - Market: northern hemisphere
- **South France**
 - Summer crops (Continental areas)
 - Market: France, Italy, AU, SA, China



Breeding Locations

- **South Spain**
 - protected crops: Almeria
 - Open field: Murcia
 - Market: Winter crops (Mediterranean areas)
- **South Turkey**
 - Winter crops (Mediterranean areas)
- **Australia (opposite season)**
 - Mainly for lettuce, spinach and brassicas



Trial locations

- Germany: Welper
- Poland: Warschau
- Hungary: Felgyö
- China: Qingdao
- USA: Salinas (CA)
- Guatamala
- Australia: Dalesford



Conclusion: to sell/be present in the world wide market you need to adapt your genetics to the local climatical conditions



Market opportunities for RZ because of Global sourcing



Seeds & Services

- Services
 - Cultural advice
 - Crop recording
 - Point of sales checks
 - Chain management
 - 4-Season concepts




Global sourcing - chainmanagement

- RZ network of 16 chainmanagers
- Responsible for trade, retail, processing market
- Two functions/roles:
 1. Find out market wishes/breeding criteria
 2. Create demand for innovations
- Trend: Retail to expand to new markets
 - Asia
 - Eastern europe
- Example: Partnershiping RZ – Retailer




Project Input - Retail

Information and Know-how about:

- ✓ Products and their specification
- ✓ Price
- ✓ Promotion
- ✓ Packaging
- ✓ Logistic

- Retail project manager
- Retail local manager
- Retail local buying department



Project Input - Rijk Zwaan

Information und Know-how about:

- ✓ Grower/trader and growing areas/conditions
- ✓ Varieties
- ✓ Specification of products
- ✓ Cultural recipes
- ✓ Growing technologies
- ✓ Crops, which are not in the RZ Sortiment

>> RZ – Project Software

- RZ* - Project Manager
- RZ* - local manager
- RZ* - representatives

* RZ employee or through RZ engaged third person



Regular meetings to exchange info/know-how and to train/educate our retail partner



Global sourcing – 4 seasons concept

- Important for yearround consistent supply
- On request of traders/processors/retail
- Find the best quality growers and make match
- Trend:
 - Eastern europe and Asia
 - Central America
 - North Africa
- Two examples: Melons C-A / Sweet pepper Egypt




New Cantaloupe melon



- During winter bad quality melons in supermarket: shelflife and taste
- RZ created yearround concept of melons:
- First with Yellow Honey Dew later with PdS
- New introduction: Caribbean Gold
 - Excellent in taste, presentation and shelf life




Role Rijk Zwaan



- Project coordination
- Created brand
- Link growers in Central America with importers in NW-Europe
- Promote on supermarket level




Sweet pepper from Egypt

- Decreasing interest of sourcing from Spain
- Spread risk
- Growing background
- Blocky market in 5 years: 30 ha -> 500 ha
- RZ:
 - technical knowledge
 - Make link/match
 - Organise tours




End result





Thank you for your attention!

Questions?

