

# Quality seed production for resilient and sustainable agriculture

## Diversity of crops for future needs

5 July 2024 | Marco van Leeuwen – Managing Director of Rijk Zwaan



A photograph of two men crouching in a field of green leafy vegetables. The man on the left is wearing a plaid shirt and a green cap, while the man on the right is wearing a maroon polo shirt, blue jeans, and a grey cap. They are both looking towards the camera. The background shows a clear blue sky and a range of mountains.

Every day, millions of people eat vegetables grown from our seeds.

It is a responsibility that inspires us to always think ahead.



# The importance of **fruits and vegetables**

- Essential source of **vitamins and minerals**
- **Variation** in our diet
- Offer local households and SME's **business perspective**
- Our strive:  
Availability of **fresh produce**  
for consumers worldwide



# Facing future challenges

## Societal

- World population growth and demographic shifts
- Changing consumer demands
- Climate change: Resistant and strong crops
- New modern growing methods
- Waste management: shelf life





# Facing future challenges

## Economic and political

- Labour shifts
- Trade barriers
- Protectionism
- Geopolitical conflicts
- Intellectual property rights
- Absence of level playing field





# Facing future challenges

## Agriculture

- Increasing disease pressure
- Climate extremes
- Resource scarcity
- Growing more with less in a sustainable way



# Seed breeding (Part of) The solution

- **Adaptation** to climate change, value chain and consumer needs
- **Breeding** for resilient, sustainable crops
- **Crop differentiation** reduces risks, enhances quality of diet and business opportunities
- **Enhancing biodiversity** through development of new varieties and seed multiplication gene banks
- **Access** to genetic resources, technology and markets is crucial





# Our contribution

## Clean Leaf aubergine

- A new generation of aubergine varieties **with very few trichomes**
- Improved integrated pest management (less chemicals)
- Better working conditions
- Appealing clean fruits
- Better shelf life





# Our contribution

## Defense programmes

- Pests and pathogens are a threat for **food security**
- Rijk Zwaan develops **resistance** in multiple crops, reducing need for chemicals
- **People, planet and profit** all benefit



# Moving forward **Together**

- Solutions on abstract level: **partnerships**
- Breeding is part of a **ecosystem** of actors, all contributing to **sustainable food access**
- All parties need to work **together** to keep **moving forward** and to ensure access to quality seed, contributing to global food production and security







**RIJK ZWAAN**