

Presentation



HEM ZADEN BV
SEEDS GRAINES SAMEN CEMEHA



November 30th

Jan Sijm, co-owner Hem Genetics



HEM ZADEN BV

SEEDS GRAINES SAMEN CEMEHA

- Privately owned company
- Production and sales of O.P. flower- and herb seeds
- Geared towards the non-professional market



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SEEDS GRAINES SAMEN CEMEHA

- The owners



Jan Singer



Frank Singer



Maarten Singer



- Breeding, production and sales of F-1 hybrid and O.P. flower varieties for the professional market
- Owners Hem Zaden and Jan Sijm



The early years

- Founded March 25, 1918
- By Jan Singer Dzn
- Production and sales of O.P. vegetable seeds

History

- 1918 Founding Zaadteelt en Handel Hem
- 1970 Aquisition of Van der Ploeg Zaden
- 1995 Aquisition of Royal Sluis O.P. varieties
- 1998 Founding Hem Genetics B.V.
- 2000 Aquisition of Bolier Herbs B.V.
- 2009 Aquisition Bodger Seeds O.P. varieties.

The early years



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Henk and Jan Dirks Zn Singer

The early years



1935



Present situation

- Still family owned company
- Including Hem Genetics BV 70 employees
- 50 FTE



Present situation



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Business

- Production of O.P. flower- and herb seeds
- Sales of a very wide assortment flower- and herbs seeds
- Delivery to wholesale seed distributors
 - 80% of the varieties year round in stock
- Worldwide delivery to packet seed companies
- Seeds available for consumers at garden centers and supermarkets etc.

Facts

- Wide assortment of over 3.500 varieties
- 500 varieties of herb seeds
- Market leader in O.P. flower seed varieties
- Seed production in 20 countries
- Sales to around 70 countries



Seed production

Important:

- Climate
- Farmers
- Price

Seed production



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Production France



Production Zimbabwe

Seed production



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Production Tanzania

Seed production



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Production India



Production The Netherlands



Seed production

- Flowerseed production is Cash Crop
- Gives farmers income for more investments
- Result: Happy Farmers

Seed production



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Open pollinated varieties



Coreopsis
golden globe



Chrysanthemum
white breeze



Open pollinated varieties



Primula acaulis
mix



Matthiola dwarf
ten weeks



Open pollinated varieties



Zinnia
dahliflowered mix



Zinnia
cactusflowered mix



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Open pollinated varieties



French marigold
Champion



French marigold
Champion orange

Herb seed varieties



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Thai Basil
Siam Queen



Mentha spicata
spearmint



- Founded April 1998

- Development, production and sales of pot- and bedding plants targeted at the professional, both generative and vegetative
- Research en development of new crops for this market
- Worldwide sales to distribution companies and young plant producers.



Green genes



None or very little growth retardants



Petunia
Limbo series



Petunia
Mambo series



Salvia
Reddy series



Pelargonium
Nano series



Cineraria
Quicksilver



Lathyrus
Villa Roma



Green genes



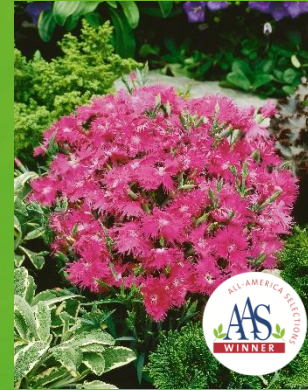
Early flowering



Ageratum
Aloha series



Dianthus
Diana series



Dianthus
Diana Supra series



Dianthus
Diana Chiba series



Gazania
Enorma series



Pelargonium
Apache series

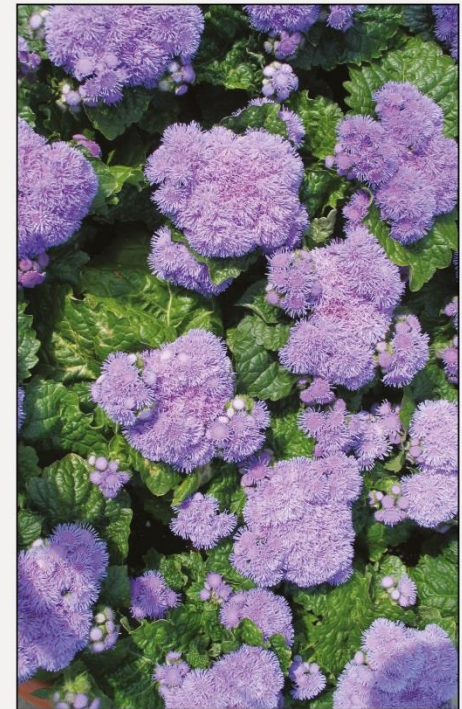


Viola
Corina series



Antirrhinum
Snappy series

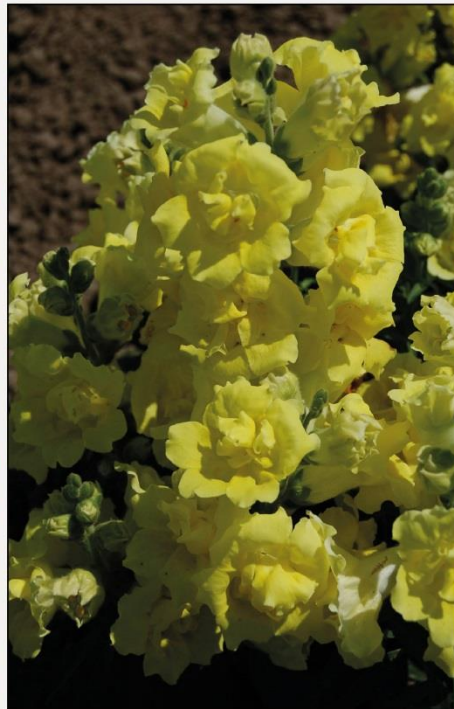
Ageratum triploid Blue Diamond



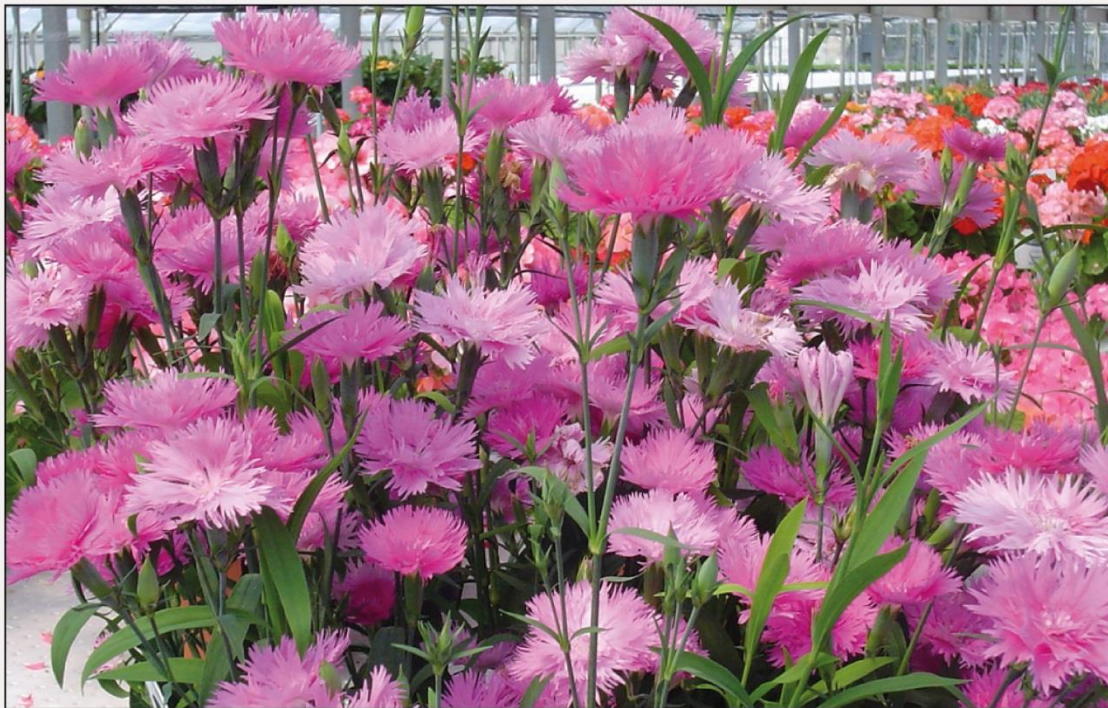
Ageratum triploid Blue Planet



Antirrhinum doubleflowered Twinny



Dianthus semi double Elegance series



Rodochiton Rhodos

Available as profiseeds



Achievements



- Bred over 350 varieties
- Hem Genetics varieties are sold through all major distributors
- Hem Genetics varieties are sold through the major young plant producers
- Hem Genetics varieties have received both



• Research and development



- Breeding team consists of 4 breeders
- Started with 3 employees now 22 for R&D only
- Seed technology (Profi-seeds)

• Research and development



Karin de Jong



Erwin de Jong



Coen de Jong



Walter Sijm



Pollination crew



- 80% of production Global G.A.P. certified
- Production in Indonesia, Sri Lanka, Chile, China, France
- At well respected seed production companies

China



Seed production



China



China



Seed production



Indonesia



Seed production



Indonesia





2017-2018

New Introductions

• 2017-2018 New Introductions



Cineraria maritima/Dusty Miller Quicksilver



Quicksilver

Silverado

2017-2018 New Introductions



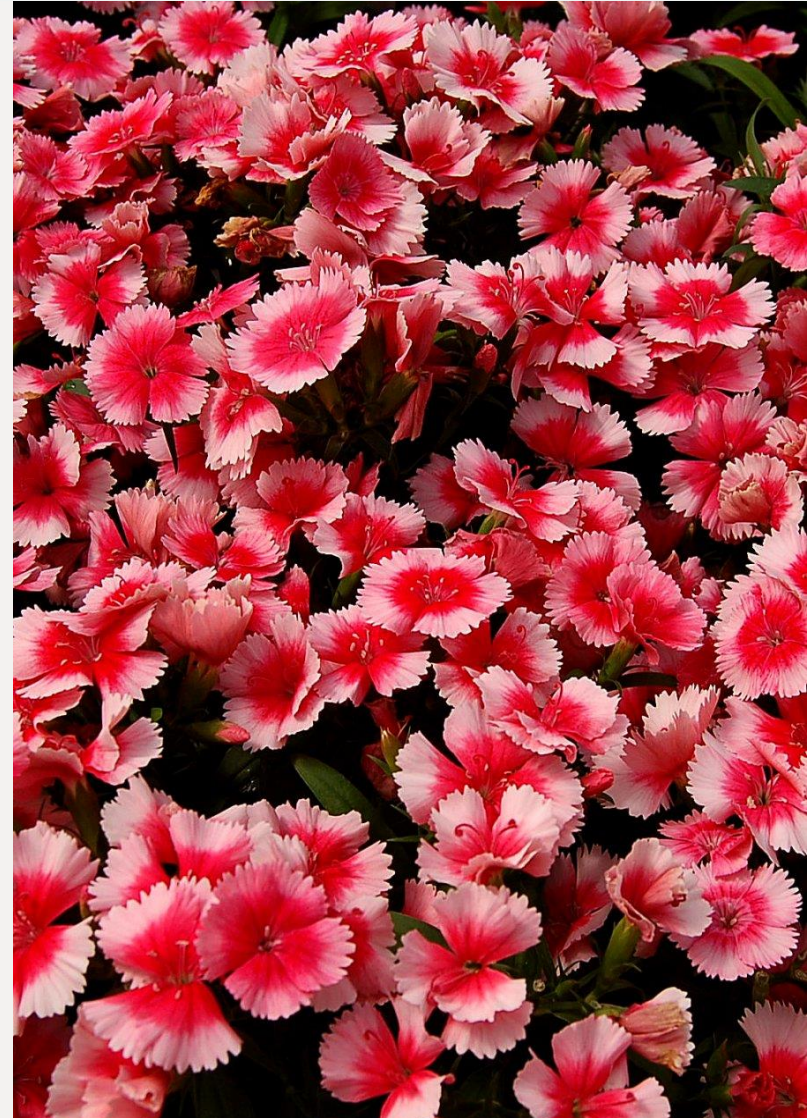
Dianthus F1 Supra Pink



Dianthus F1 Chiba Series

Five improved colors:

- *Scarlet*
- *Strawberry*
- *Crimson*
- *Purple*
- *Purple Picotee*



2017-2018 New Introductions



Dianthus F1 Diana Series

Improved colors:



Crimson Picotee



Scarlet Picotee

• 2017-2018 New Introductions



Lavandula multifida Blue Torch



• 2017-2018 New Introductions



Pansy F1 Cello

New Color:

- *Deep Marina*

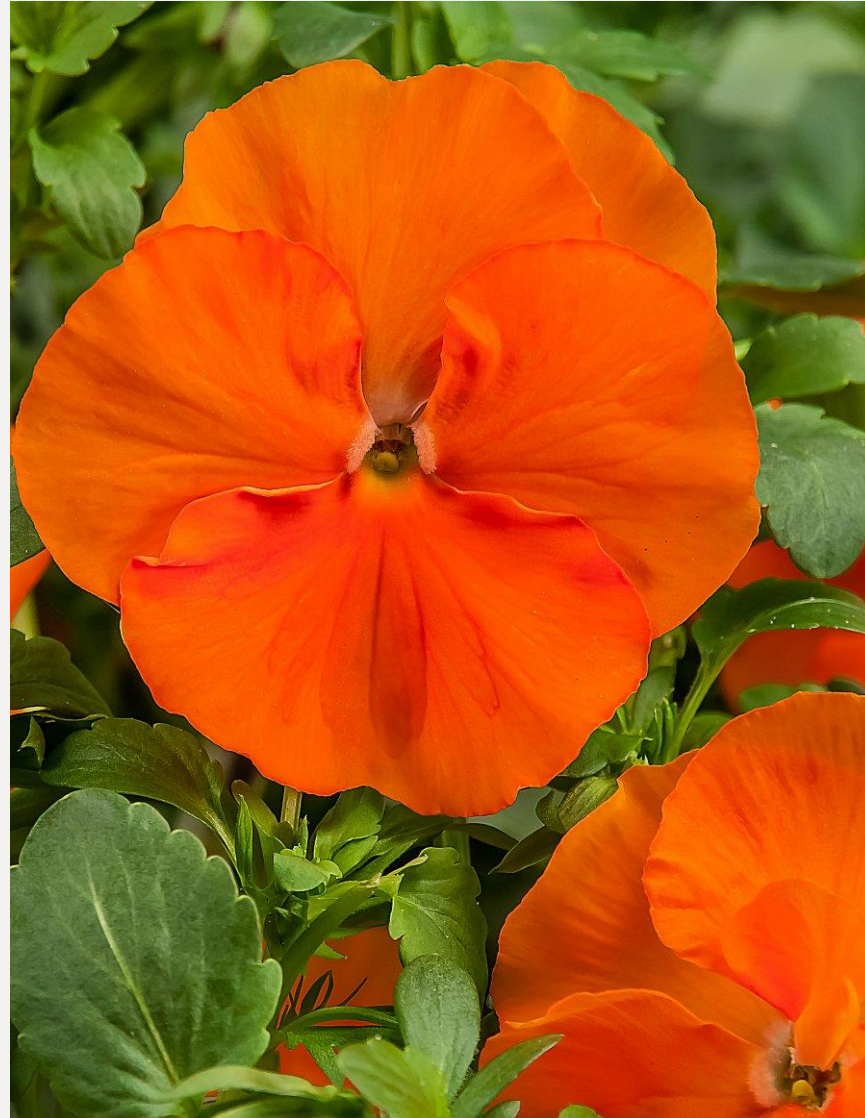


Pansy F1 Cello Series

Improved colors:

- *Deep Orange*
- *Pure Yellow*
- *Pure Mid Blue*
- *Yellow w. Blotch*
- *Rose w. Blotch*

Deep Orange



• 2017-2018 New Introductions



Pansy F1 Xtrada

New color:

- *Peach Shades w Blotch*



• 2017-2018 New Introductions



Pansy F1 Xtrada Series

Improved colors:

- *White w. Blotch*
- *Pink Shades w. Blotch*
- *Red w. Blotch*
- *Blue w. Blotch*

Pink Shades w. Blotch



• 2017-2018 New Introductions



Petunia grandiflora F1 Dwarf Limbo *GP*

New color:

- *Burgundy Picotee*



• 2017-2018 New Introductions



Petunia grandiflora F1 Dwarf Limbo *GP*

New color:

- *Rose Picotee*



• 2017-2018 New Introductions



Petunia grandiflora F1 Dwarf Limbo *GP*

New color:

- *Red Picotee*



• 2017-2018 New Introductions



Petunia grandiflora F1 Dwarf Limbo *GP*

New colors:



Orchid Veined



Pink



• 2017-2018 New Introductions



Petunia multiflora F1
Dwarf Mambo*GP*

New color:

- *Sky Blue*



• 2017-2018 New Introductions

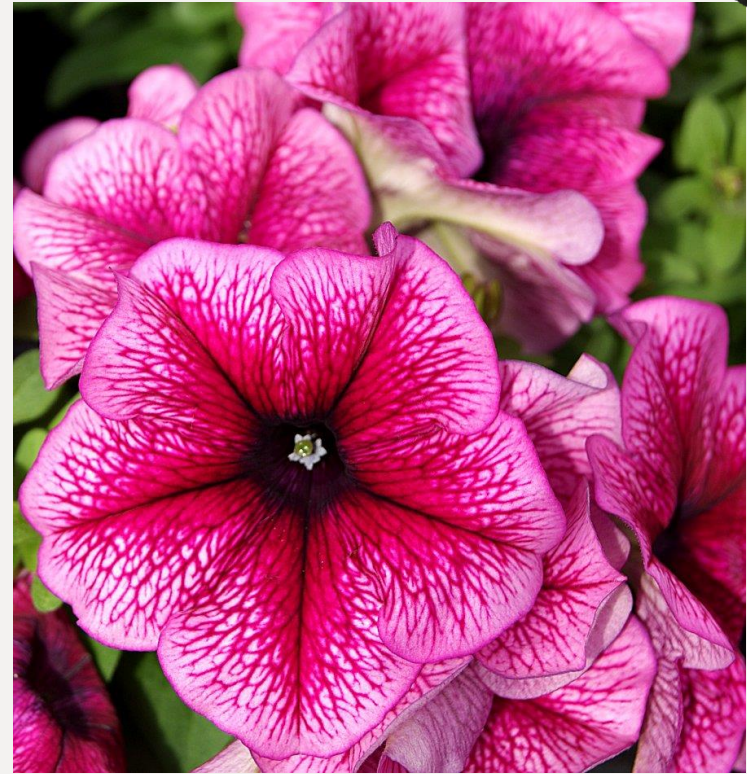


Petunia multiflora F1 Dwarf Mambo*GP*

New colors:



Blue Veined



Plum

• 2017-2018 New Introductions



Viola cornuta F1 Corina Series

New color:

- *Primrose Blotch*



• 2017-2018 New Introductions



Viola cornuta F1 Corina Series New colors:

Lemon Purple Wing



White Purple Wing

Black w. Eye



Mid Blue

• 2017-2018 New Introductions



Viola cornuta F1 Corina Series Improved colors:



Yellow



Marina



Violet

• 2017-2018 New Introductions



Catharanthus/ Vinca F1 Solar

Improved color:

- *Red*





Challenges

- Marketing- renaming
- Legislation- more and more complicated
- Patents



• Future

- Make more crops suitable for the professional market
- New greenhouses
- More research in seed technology

• One more thing....



• Lycopersicum/Tomato F1 Sweet Valentines



- F1 Tomato Sweet Valentines is a very compact, cascading tomato variety with very sweet, tasty heart-shaped tomatoes borne in abundance
- First edible in our Low Grow class of plants, stays compact – under 12-16 in./30-40 cm in height.
- Plant and fruiting habit make it an ideal variety to produce in hanging baskets, or to use in combination pots as the spiller component with herbs and flowers for patio use.
- Winner Fleuroselect Novelty variety!





The End