

# 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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- 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*



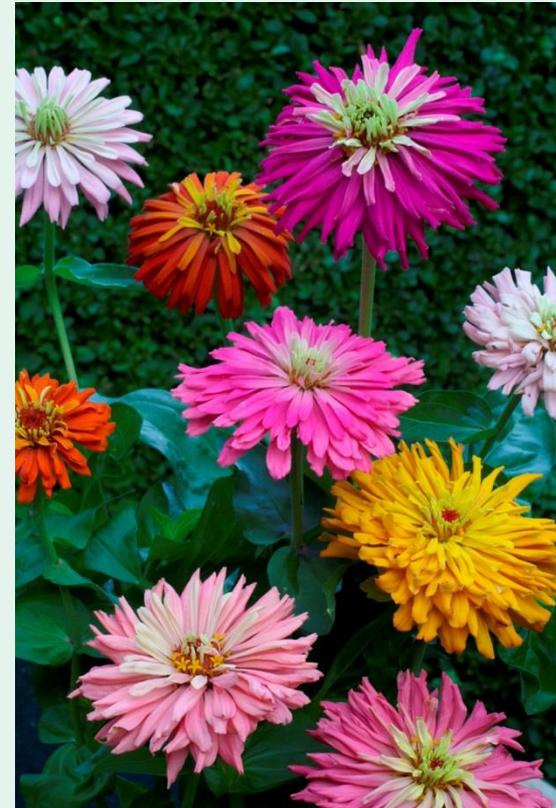
Matthiola dwarf  
*ten weeks*



# Open pollinated varieties



Zinnia  
*dahliflowered mix*



Zinnia  
*cactusflowered mix*



# 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*



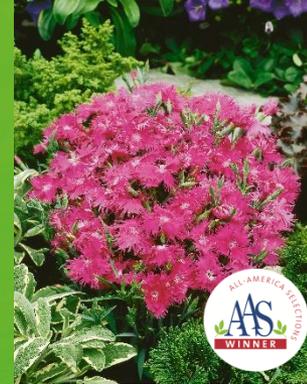
## Early flowering



Ageratum  
*Aloha series*



Dianthus  
*Diana series*



Dianthus  
*Diana Supra series*



Dianthus  
*Diana Chiba series*



Gazania  
*Enorma series*



Pelargonium  
*Apache series*

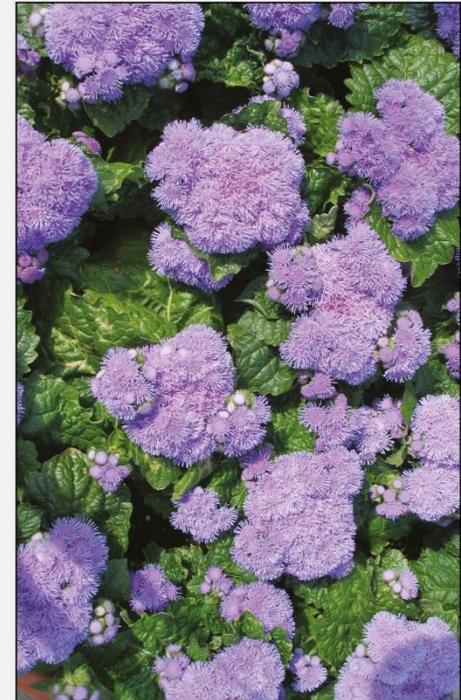


Viola  
*Corina series*



Antirrhinum  
*Snappy series*

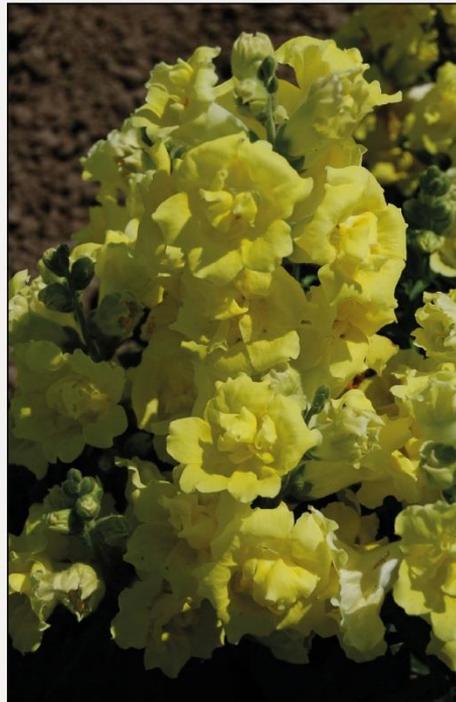
## Ageratum triploid Blue Diamond



## Ageratum triploid Blue Planet



## Antirrhinum doubleflowered Twinnie



## 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)

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



## Indonesia



# Seed production



Indonesia





# 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*



## Dianthus F1 Diana Series

Improved colors:



*Crimson Picotee*



*Scarlet Picotee*

## Lavandula multifida Blue Torch



## 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*



## Pansy F1 Xtrada

New color:

- *Peach Shades w Blotch*



## 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*



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

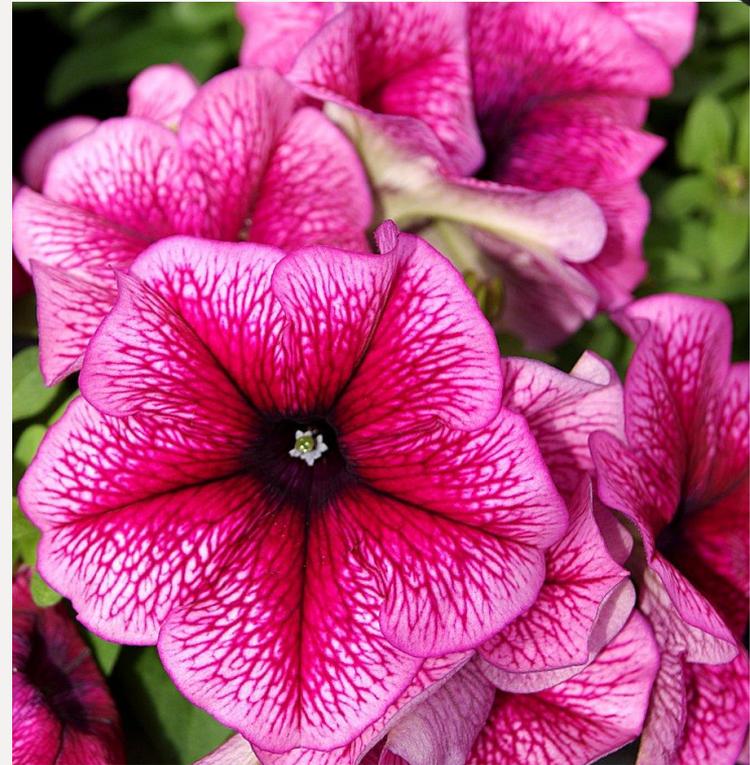


## Petunia multiflora F1 Dwarf Mambo\*GP\*

New colors:



*Blue Veined*



*Plum*

## 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*

## 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



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