



Vitalis[®]
Organic Seeds

Success stories with new organic varieties and consumer brands

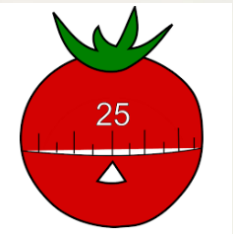
Christof Flörchinger
Regional Sales Director
22 October 2020 Biofruit Congress

Vitalis Organic Seeds

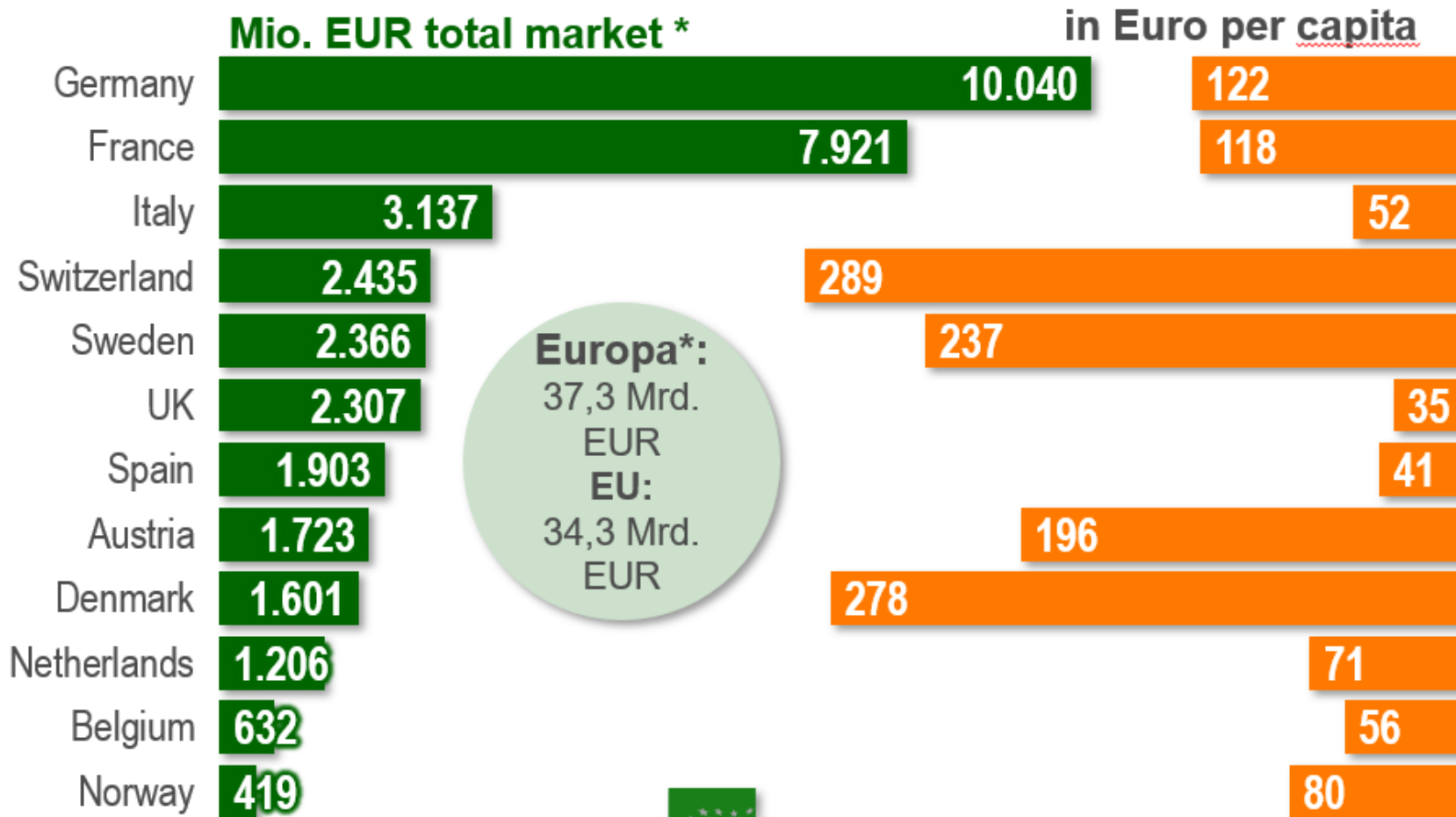


Drivers Food Trends

- Taste – different flavours and culinary diversity
- Sharing experiences
- Reduction in time to cook, increased snacking
- Healthy, nutritious foods, grown fairly



Sale of Organic Food in Europe



- incl. Russia + Turkey
- Excl out of Home



Note: general higher food prices in N EU and Switzerland

- Germany and France largest organic food market (17.961 Mio euro)
- Comparatively, USA total organic food market is 47.000 Mio euro



Market Demands

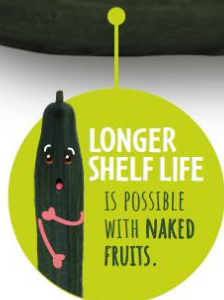
- Reducing food waste
- No-GMO
- No pesticide
- Traceability
- Organic
- Plastic-free
- Flavor
- Nutritious
- Diversity
- Low on Food Chain



greenCumbers



**Levantino · Poniente · Braganza
Montano · Oktan**



- Genetics with extended shelf-life will help to reduce plastic waste

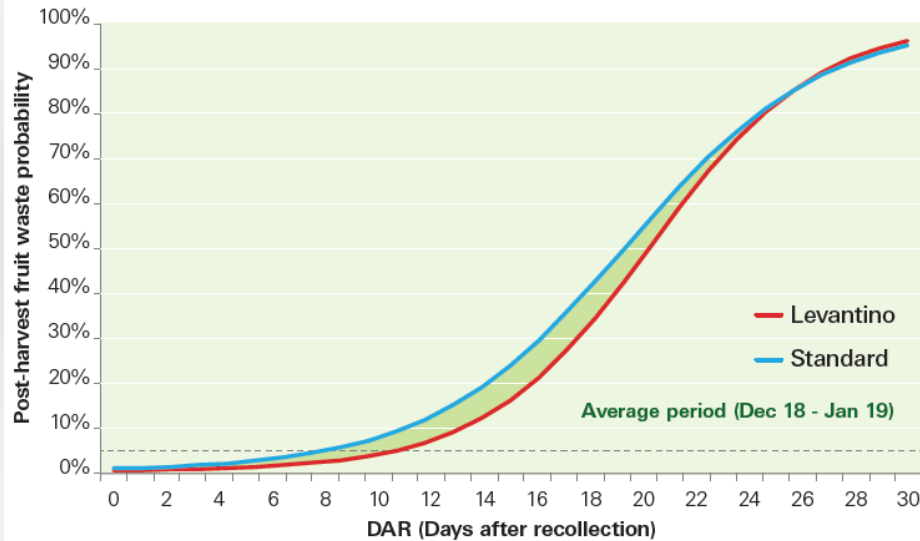


greenCumbers

Post-harvest fruit waste probability is twice likely with the standard variety (4%) than with **Levantino** (2%) after 7 days from the recollection.

Levantino maintains a higher probability of marketability reaching the 5% of waste probability 2 days later than the standard variety.

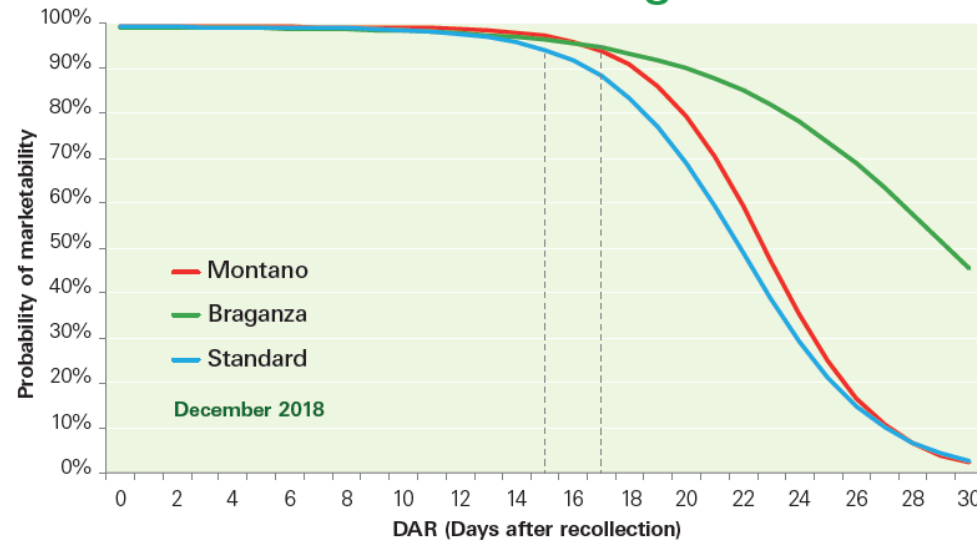
Levantino



Source: Universidad de Almería

Braganza and **Montano** maintain a probability of marketability of fruits higher than 95%

Montano · Braganza



Source: Universidad de Almería

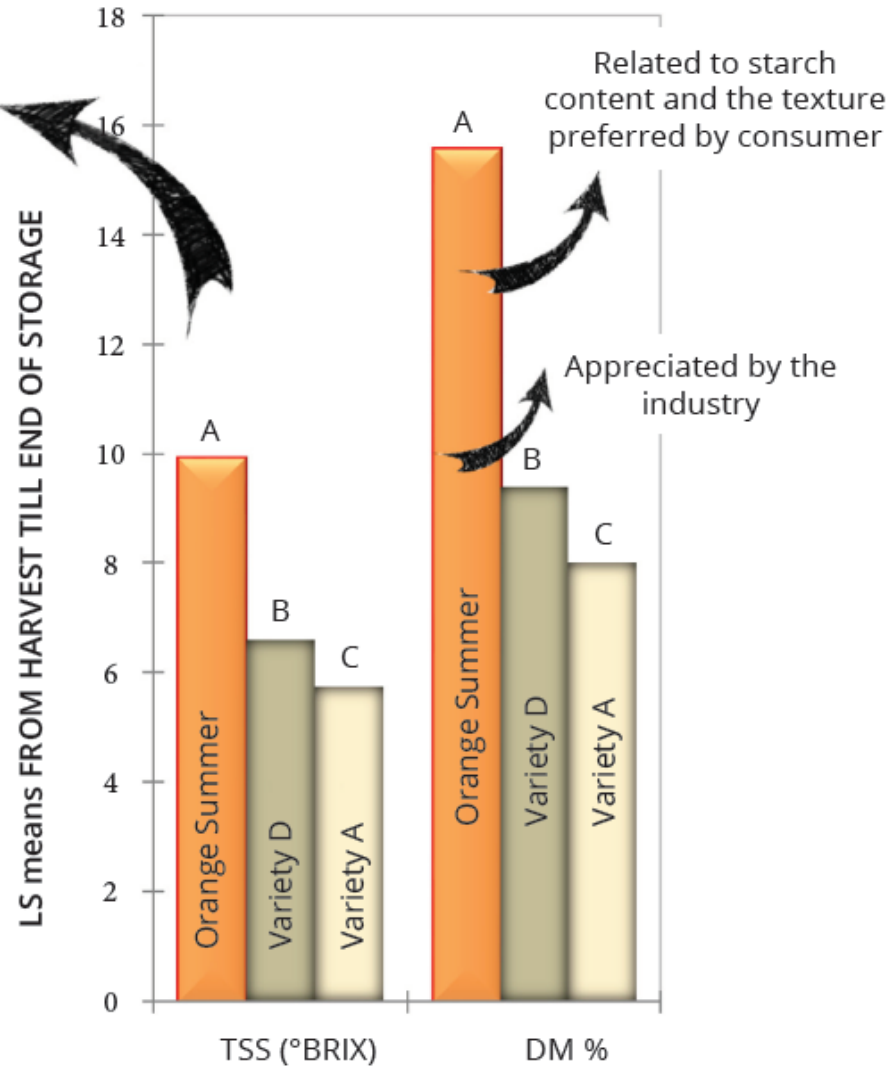
Orange Summer F1

- Excellent taste
- Produced worldwide
- Year round supply
- Good storage
- Good yield

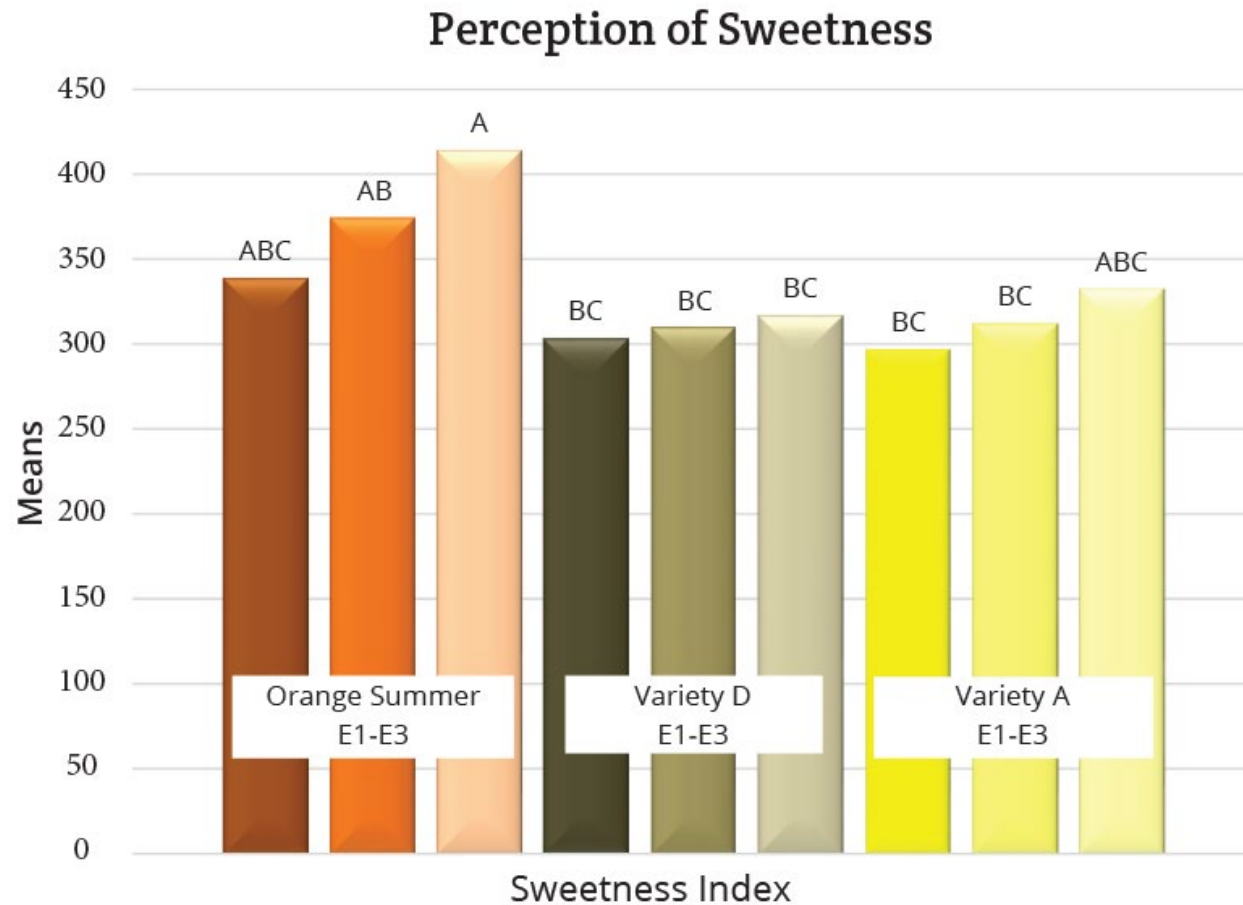


Orange Summer F1

Brix is the reference value for growers to measure when the fruit is ready



Orange Summer F1



E1 = harvest

E2 = 1 month after harvest

E3 = 3 months after harvest

Already sweet at harvest, pumpkins convert starch into sucrose, especially Orange Summer.

Why Organic Seed & Breeding?

- Organic integrity
- Regulated input
- Nutrient use efficiency
- Disease resistance
- Resistance to soil - and seed -borne diseases
- Plant architecture
- Early emergence (weed competition)
- Early maturing
- Unique genetic diversity requirements



Real organic products start with real organic seed

