



WHO WE ARE

Committed to the success of our customers and partners

As a global leader in the breeding and propagation of high-quality flowers and plants, we are committed to the success of our customers and partners. It is with our expert knowledge and innovative mind-set that we help our customers grow. We are proud of being a frontrunner in new breeding, rooting, and growing techniques. The many Plant Breeders Rights and Intellectual Property Rights we hold are proof of our capabilities and commitments to our customers.

A leading breeder in floriculture

We've expanded through the years by bringing outstanding companies under one roof and endorsing one joint mission: being a leading breeder in floriculture by intimate customer understanding and developing innovative products & services that add sustainable value. Creating a better, more beautiful world together, through the language of flowers and plants, is what drives us, today and tomorrow.

The largest floricultural laboratory in the world

We firmly believe in building long-term relationships and creating deep customer understanding. Our diversified network operates from around the globe, with over 7,300 passionate co-workers in breeding, research, sales, and production. Our Breeding Technology Centre in the Netherlands is the largest floricultural laboratory in the world.

In this home for scientists and breeders, specialists significantly contribute to setting new industry standards in genetics and breeding excellence. This enables us to develop stronger and healthier flowers and plants that help our customers perform even better.

Sustainable business practices

Care for the environment and sustainability are at the core of everything we do; this ranges from integrated pest management to lowering our carbon footprint and actively steering CSR programs in the communities we work with. We want to stand out as the value chain partner that takes action in sustainable business practices and social community engagement.

Focus and dedication

With focus and dedication, we aim to become the undisputed business partner for growers and retailers worldwide. Therefore, we've set up Business Units with ambitious goals to further increase customer experiences with personal and digital services. We will continuously expand our product portfolio on ornamental and horticultural value, high production traits, and next-generation varieties with resilience against pests, diseases, and adverse climate conditions. Our teams work continuously to improve our reliable and sustainable supply chain and efficient operating model so that our customers receive our high-quality products in the right place, at the right time.