



Pepper



Hazera
Seeds of Growth



**Who
we are**



Hazera – Committed to growing together

Hazera is a global leader in the seed industry. Hazera brings expertise, commitment and support, combining decades of experience with state-of-the-art technology. Hazera breeds, develops, produces and markets varieties and seeds in a wide range of vegetable crops around the world. Hazera's headquarters are situated in Israel and in The Netherlands, with subsidiaries in twelve countries and an extensive distribution network providing services in over 100 additional markets. This worldwide presence enables us to be close to our customers. It allows us to offer technical support and to anticipate and respond to local needs by creating varieties that fit specific climates, growing conditions and market requirements.

A complete range of crops

Hazera offers varieties in a wide range of crops including tomato, onion, pepper, watermelon, cabbage, cauliflower, broccoli, melon, cucumber, radish, leek and lettuce - covering all major segments for these crops.

Member of the Limagrain Group

Hazera is part of the Limagrain Group, an international agri-business based in France. Being a farmers' cooperative, the Limagrain Group understands the needs of its customers and has grown to become the largest seed company in Europe, specializing in vegetables, field crops and cereal products. Limagrain's vegetable seed division is the second largest company in the industry.

Pepper protected growing system

Pepper





Peppers offer a diverse world of colors, shapes and flavors, making them one of the most popular vegetable crops in the world, second only to tomatoes, with a global market value of about 170 million Euro.

Strategic Crop

Hazera's pepper portfolio is the result of years of intensive research and development to create sweet pepper varieties of all types. Our advanced R&D is combined with an in-depth understanding of regional needs gained through local partners, enabling us to offer varieties that are a perfectly suited for various regions, climates, countries and growing conditions.

We are committed to the continuous improvement of our pepper portfolio, offering new varieties with better yields, disease resistances, fruit quality and more.



Hazera's stringent quality control is designed to ensure that growers realize the benefits of the varieties. We seek to offer high yield potentials, year-round production, with pepper varieties suited for both indoor and outdoor growing conditions, while maintaining high fruit quality and consistent performance.

By matching the product to local needs, we help our customers maximize their profits, while cutting their growing costs.

At Hazera, we constantly keep up to date with grower needs, with different market demands and with shifting customer preferences, and expand our offerings accordingly with peppers of different colors, shapes and fruit sizes.

Multicolored Quality!



Fresh Produce

Our pepper operations have expanded, together with our partners, to include the fresh produce supply chain and its requirements, all the way down to the final consumer. In line with the global fresh produce trend, our goal is for consumers to identify our pepper varieties in the markets as quality products.

Peppers for the food industry

Hazera offers pepper varieties with very uniform shapes and sizes, properties that make them especially fitting for the food industry, that requires uniform fruit for the production lines.

As of today, there are several collaborations between Hazera and industrial food companies, primarily in the US, who find our varieties suitable for their needs.





Sweet Pepper



Blocky Type



The square shaped Blocky pepper typically has fruit with similar length and width, and 3-4 lobes. It is the most widespread pepper type, and is very popular in many cultures. Blocky peppers are available in a rainbow of colors: mainly green when young, as they mature they become red, yellow or orange. These are the types most popular in the Western World, while white blocky peppers are common primarily in Eastern Europe and Balkan countries.

Blocky



Lamuyo Type



Classic Lamuyo peppers have a length that is at least 1.5 times the width, and 3-4 lobes. These peppers are grown mainly in Mediterranean countries and in Central and South America. Red colored Lamuyo peppers are the most popular.

Lamuyo



Horn Type



Horn pepper type has fruit with an elongated pointed shape. These peppers are popular in Turkey, Greece and in the Balkan countries. The three main types of Horn peppers come in different colors: the Hungarian Waxy type is white, the Charlston type is green and the Kapia type is red.

Horn



Pepper open feild growing system

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