



Hazera
Seeds of Growth

A photograph of a whole green watermelon with dark green stripes, resting on a rustic, weathered wooden surface. The watermelon is positioned on the right side of the frame. Overlaid on the left side of the watermelon is the text "Who we are" in a large, white, sans-serif font. The text is split into two lines: "Who" on the top line and "we are" on the bottom line. A solid green horizontal bar is located at the very top of the image.

**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.







Hazera's watermelon

Hazera considers all stakeholders within the fresh chain as their customer. With watermelon it means that we draw attention to all requirements needed for watermelon at each stage from grower up to consumer. As market leader in seedless mini watermelon we understand customer needs and translate them to required benefits. The key to success is innovating through dedicated research introducing the required qualities for today and the future aiming for flexibility towards changing market demands.

Every link in the chain is fundamental in order to innovate in future varieties. Through our partners in the market we get a clear direction in order to select the required traits for their needs and therefore trust is based on long term partnerships.

The grower

An important focus of our breeding is adapting our varieties to environmental conditions for example different climates and soil types, yield consistency, fruit quality, uniformity and endurance. Other important grower beneficial targets on which we select our varieties are labour cost reduction, multiple disease resistances, earliness and easy fruit setting. The trend towards grafting requires selection on adaptability and compatibility on different rootstock types.

Post-harvest stage: the fresh chain

Much happens with watermelons after harvesting: packing, shipping, storage, processing and selling to the consumer. Based on identifying needs we look at different traits required per stage. Important are sizes required by the markets and household size, appearance like shape and rind color, shipping qualities, shelf life, flesh consistency and flesh qualities. The future trend towards fresh cut requires qualities like flesh consistency and low waste.

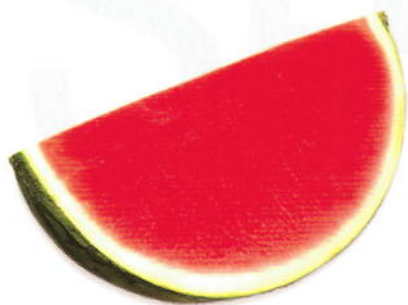
The consumer

The consumer makes the final decision.

Consumer preferences like taste, flesh firmness, crispiness and flesh color are vital elements of breeding. Hazera develops convenient size ranges in order to satisfy consumer purchase preferences. A big benefit of our mini watermelon range is that it contains a high proportion of the powerful antioxidant lycopene.

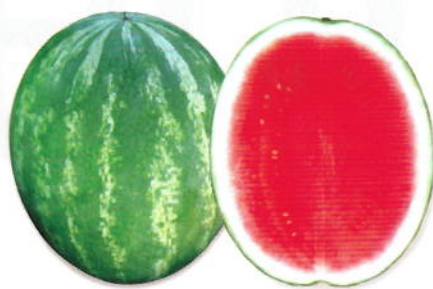


Quality all the way!



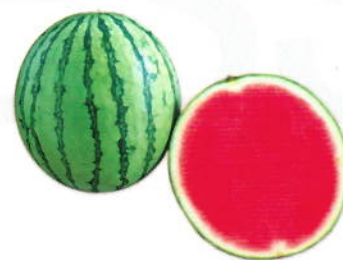
Seedless watermelon

The watermelon is undergoing a very dynamic trend, after the shift of OP varieties towards seeded hybrid varieties the global market is evolving today towards seedless watermelons being more suitable for the consumer. Within seedless watermelon markets like North America and Europe the demand for more convenient sizes and fresh cut produce is increasing as well.



Large seedless

The large seedless watermelons are a very convenient product for big families and for picnics. Large seedless watermelon fits both for whole and as fresh cut sold in halves, chunks, cups, spears and mixes. Varieties suited for dual purpose use (whole, fresh cut) will be very efficient for both grower and the fresh chain. Important criteria we select are yield, yield stability, adaptability to changing growing conditions and flesh quality. We screen our varieties in different climate conditions, checking their consistent performance all along and targeting stability of the internal quality.



Mini seedless

Our leadership in mini seedless is achieved with long shelf life varieties of convenient size adapted for long distance shipping combined with exceptional flesh qualities in terms of flesh color, texture and taste. This rapidly growing market requires size ranges from 1 to 5 kg pending market and packing standards. Especially quality consistency and easy to carry varieties are gaining popularity. We aim for year round concepts with varieties that are adaptable in different climates where they are being cultivated.



Seeded watermelon

Hazera offers a variety of choices pending the market standards, both round oval types and oblong types, targeting all seasons. Our breeding selects varieties in dry as well as humid conditions in order to obtain adaptable varieties providing stable fruit sizes and qualities. Major advantages are early yield with good size fruits, field standing ability and shipping quality for long distance transport. Our new range features outstanding fruit qualities, keeping a firm texture and high brix during all season. Our new generation will offer growers better disease resistances in order to keep endurance in the field in harsh conditions.

Pollinator

In order to optimize yield and fruit setting of our seedless watermelon range we offer edible pollinators which are distinguishable on rind pattern, strong disease resistance and extended flowering capabilities.

Rootstock

Grafting on rootstock is an important trend globally especially to withstand root diseases like *Fusarium*. We offer rootstock for early season production in greenhouse or tunnels and open field; important criteria are disease resistances, vigour, fruit quality performance and extended endurance of the crop in the field.



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