



# Working with nature



**NEW**

**TASTE**



**HEALTH**



**EASY**



**ORGANIC**



*Vegetable seeds for professionals*

# Food for thought...

[www.bejo.com](http://www.bejo.com)

Working with nature is literally in our genes. We use the genetic variation that occurs in nature to breed unique vegetable varieties. It's simply a question of selecting and combining. The result: varieties with added value for innovative food products!

# Working with nature

## Food for thought...

### NEW



Exciting and funky: two words that describe our product range perfectly. Take our multi-coloured carrots, they are eye-catchingly different and also delicious and nutritious. Something that the consumer will really enjoy.

### TASTE



We are working to meet the demand for vegetable varieties that have a superb taste. The kind of taste consumers want. Therefore we use professional tasting panels to help us develop the best tasting varieties. Our delicious Cumulus asparagus is just one tasty example.

### HEALTH



We test our varieties for their content of health-beneficial nutrients, but we don't stop there. Our researchers are constantly on the lookout for genetic sources containing these nutrients in even higher amounts. We use these genetics to develop varieties with extra-high levels of nutrients. Like our Santee: a purple sprouting broccoli that is simply bursting with antioxidants.

### EASY



What is the net result in the processing plant? Are the flavour, structure and colour retained? These are just some of the many challenging questions we ask ourselves to create even better varieties for prepared vegetables.

### ORGANIC



We are the world leader in hybrid organic seed of cabbage, carrot and onion. We have selected more than 100 varieties for our organic seed production programme, covering many crops. Varieties that meet the demands of organic growers. Our mildew resistant onion Yankee is a perfect example.



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Bejo is a specialist company, which focuses entirely on the breeding, production and sales of vegetable seed for professional outdoor cultivation. Combining cutting edge technology with traditional breeding techniques has made Bejo what it is today. A leading vegetable seed company based in Holland and with representation in over 100 countries, offering more than 40 different crop species.

The comprehensive network of our international companies puts us in a position where we can find the right partners for producing top quality vegetables all over the world. This is of course supported worldwide by the technical advice from our product specialists.