



N E W S L E T T E R

TOTAM SEEDS

n. 3, December 2021

What's NEW!

- Totam Seeds Meet Growers Event.
- "We have a new look!" New Website.
- SH9133, great interest around this new variety.
- Trials Plan, update.
- Get to know us! Toon van de Ven.
- Mitsui seeds family continues its growth.



Did you miss the event? Watch the video at www.totamseeds.nl, News & Events section.

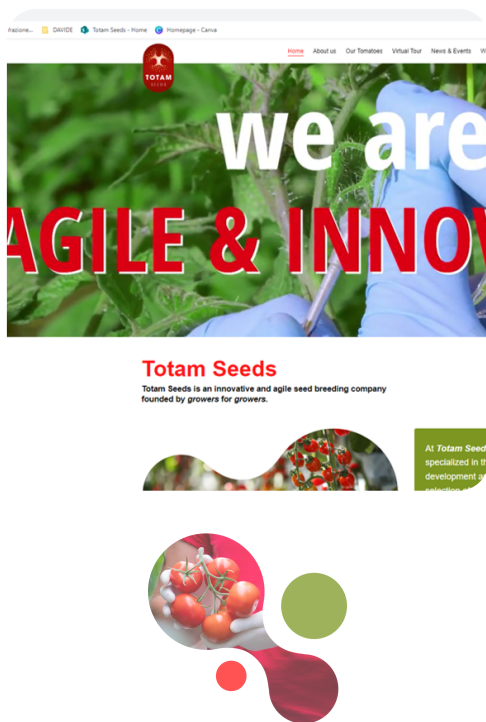
Would you like to be update about the next edition? info@totamseeds.nl

TOTAM SEEDS MEET GROWERS

On October 8th, Totam Seeds welcomed growers and advisors in a dedicated event: an exclusive preview of the new tomato varieties was available in the Cherry, Santa / Mini plum, Cocktail, Medium and Large TOV varieties. It was possible to see the fresh fruits, displayed for the different segments, while the Totam's Experts were sharing information, technical details, and advice on the different varieties.

"It has been a good opportunity to see new material and to have interesting conversations" was the general comment of participants.

The next edition of "Totam Seeds Meet Growers" will take place in summer 2022.



"WE HAVE A NEW LOOK!"

"We have a new look!" With this post on LinkedIn, Totam Seeds announced on November 24th, the launch of the new website, followed by a press release appeared in numerous online trade magazines.

The main focus, during the redesign process, was to provide customers with a more valuable and user-friendly platform, and to allow visitors to get information about Totam Seeds and its products quickly and more effectively.

A fresh design, variety in detail, a virtual tour, history, and the Team: all just in a click distance, in a simple and agile way, in perfect Totam Seeds style.

www.totamseeds.nl

SH 9133, GREAT INTEREST

SH 9133, this is the code of a new yellow cherry variety, in the specialty segment, presented at the Totam Seeds Meet Growers event last October, and which aroused great enthusiasm thanks to its characteristics. A high brix, between 8.4-10, a very pleasant taste and flavour, a wide spectrum of resistances, including Nematodes and Oidium, convinced several producers to make pre orders for delivery on next August 2022.



All information are available at:
<https://www.totamseeds.nl/variety/sh-9133/>
 or contact us at: info@totamseeds.com

TRIALS PLAN

The trials plan continues its expansion, thanks to the interest aroused by the Totam Seeds varieties which have led to an increase in requests.

These are the numbers:

60 varieties, **7** different segments, **940** packages shipped which deployed **56** trials.

The number of countries involved is also increasing, **19** for the precision:

Canada, USA, Mexico, China and Japan in the lead, followed closely by the Netherlands, UK, Germany, Hungary, Russia, Morocco, New Zealand, Australia, Italy, France Spain, Tunisia, Kazakhstan and Armenia.



GET TO KNOW US! TOON VAN DE VEN

Toon van de Ven is the R&D Lead at Totam Seeds.

One of the pillars, and the creative mind of Totam, Toon has a solid over thirty year experience in breeding build up through major international companies.

Always looking for excellence, he is responsible for developing the pipeline and managing the overall breeding strategy.



MITSUI SEEDS FAMILY CONTINUES TO GROWTH

After Top Seeds International in May 2017, and Totam Seeds in November 2020, the seeds family expanded with the new acquisition of ISI Sementi on November, 9th 2021.

ISI is a highly reputed seed company based in Italy, engaged in research, production, and sales of vegetable seeds.

The company has long-standing, favourable relationships with over 1,000 customers operating in key agricultural countries and a strong footprint in the Mediterranean market where Mitsui considers to be strategic in the backdrop of its integral role in global agriculture.

For Mitsui, Nutrition and Agriculture is a business domain with strategic priority - aiming to provide solutions to increase the supply of more nutritious food, tackling challenges such as climate change and the growing population. Vegetable seeds is regarded as one of the key solutions which has long-term potential and Mitsui is committed to do responsible work to build value for our global customers and partners.

