

Introduction

Dear customer,

Welcome to our latest international vegetable seed catalogue!

We have the pleasure in presenting to you a comprehensive assortment of the most up-to-date vegetable seed varieties on offer today to professional growers throughout the whole world. We recommend you take your time to browse through the catalogue and take note of our many standard reference market leader varieties and our many new hybrids. We have put a lot of attention on the quality of the information presented, but for further additional information you may wish to refer to our website **www.enzazaden.com**.

Enza Zaden has invested in the establishment of research stations in the key vegetable production markets in the world. You can see the exact locations on the world map further on in the catalogue. Co-ordinated research programmes, using our worldwide facilities for breeding and testing, are the source of our new varieties and competitive edge in the markets. We have chosen to breed in selected species only, preferring to concentrate our efforts into being a renowned, leading company in the world in all markets where these species are grown and produced.

Our international team of technical sales experts is on hand at all times to provide you with assistance, support and advice.

We have local staff in many of the major markets, willing and able to work closely with customers at all levels. The high degree of individual entrepreneurship you find in the people working for **Enza Zaden** ensures we are loyal to our customers and conscientious in applying practical solutions to problems.

Enza Zaden has built its reputation and position in both large and small crops on product quality and integrity. Our investment in systems and techniques to monitor and improve seed quality are second to none. Our laboratory facilities in Enkhuizen are equipped and geared up to providing you with the type of quality assurance you have come to expect from a professional seed company.

As we move further into the 21st century we are faced with many new problems and challenges in the global seed business. The strength we have built into our relationships with our customers, our companies business ethics and vision for the long term future, gives us confidence we can, together with you, forge a very successful future together with **Enza Zaden** vegetable seeds.

We wish you successful growth with **Enza Zaden vegetable seeds!**

Rob Keene
Director, Enza Zaden Export BV.

