



PRESS RELEASE

New Enza Zaden varieties bring High Resistance to ToBRFV

Enkhuizen, 9 May 2023 – **With over 1000 ha of High Resistance by Enza Zaden (HREZ) varieties successfully cultivated around the world, tomato growers are looking forward to a brighter future. Today, Enza Zaden offers 18 varieties with High Resistance to Tomato Brown Rugose Fruit Virus (ToBRFV). The varieties are available in all significant tomato types, and do not compromise on taste, yield or quality. The trust and dedication of our valued grower, shipper and retailer partners has contributed greatly to the success and fast adoption rate of HREZ varieties in all major tomato production regions.**

Until now the only controls against ToBRFV have been strict phytosanitary measures, such as more frequent crop rotations and extra cleaning, resulting in higher labour costs. Now, High Resistance from Enza Zaden (HREZ) offers growers a vital tool to tackle this devastating disease.

The growing collection of HREZ varieties is available in roma, beef, grape, cherry, cocktail and tomatoes-on-the-vine (TOV) tomato types. As the varieties complete their first season of commercial production in The Netherlands, Mexico, Canada and other key production regions, their strong performance has been applauded, particularly in terms of delivering the quality and yield that growers expect from Enza Zaden.

HREZ actively blocks progression of the virus

While resistant varieties are not a substitute for good phytosanitary controls, they provide additional confidence to growers. This is partly due to the unique resistance identified in HREZ varieties, which actively blocks progression of the virus in the plant under normal virus pressure. After the virus enters a HREZ tomato plant and starts replicating, the plant defence system will be activated. As a result, the infected cell will be killed thereby preventing the disease from spreading.

“Just as islands are insulated from diseases and pests, HREZ varieties highly restrict virus accumulation. This is why HREZ varieties are named after islands around the world,” explains Jean-François Thomin, Regional Marketing Manager at Enza Zaden. Thomin adds that HREZ varieties have created a sense of relief in the tomato industry. “There is light at the end of the tunnel as growers now have a chance to return to preferred planting dates and regular harvest cycles. In turn, growers, shippers and retailers can expect a return to predictable supply planning and consistent product quality,” he says.



The effectiveness of this unique resistance was illustrated in Dutch crops with HREZ varieties grown in greenhouses located in areas known for high ToBRFV pressure. The same is true of commercial crops in Mexico and Canada, where growers are increasing their area of HREZ tomatoes this year as they become more familiar with the HREZ varieties.

In Mexico the availability of High Resistance to ToBRFV has created excitement amongst growers and agronomists. “As a company, our goal is to bring innovation and solutions to growers, and it is a privilege to be involved in the HREZ project that benefits not just growers, but the whole tomato supply chain, all the way to consumers,” says Enza Zaden Commercial Director Antonio De Sainz.

Jaap Mazereeuw, Chief Executive Officer at Enza Zaden, comments: “As a family business we have always stood shoulder-to-shoulder with partners in realizing our ambition of providing people all over the world with access to a wide range of healthy vegetables. We work to help producers grow. With HREZ we can help producers achieve reliable profitability while ensuring continuous supply of healthy vegetables.”

For more information about HREZ please refer to: [HREZ: High Resistance by Enza Zaden | ToBRFV | Enza Zaden](#)

-END OF RELEASE -

About Enza Zaden

Enza Zaden develops new vegetable varieties that are grown, sold and eaten all over the world. Worldwide, the family business has more than 2,500 employees with 45 branches in 25 countries. The company's goal is to provide people, anywhere in the world, access to healthy and varied vegetables. www.enzazaden.com. Vitalis Organic Seeds is the certified organic seed division of Enza Zaden www.biovitalis.eu.

For more information about HREZ

Enza Zaden

Jean-Francois Thomin (Marketing Manager North Europe)

+33 6 29 23 52 69

j.thomin@enzazaden.com

**Media enquiries:**

Enza Zaden, Global Corporate Communications

Marco Zantingh/Jessica van Dijk

0228 – 35 01 00

Communications@enzazaden.nl

Notes to editors

Photo 1: High Resistance by Enza Zaden (HREZ) is available in a number of new varieties across a range of fruit types (plum, beef, cherry plum, round cherry, cocktail and on-the-vine tomatoes). Image rights waved for publication purposes.

Photo 2: From L-R: Adrian Delgado – Sales Rep Enza Zaden at Central South Mexico and grower Antonio Enriquez looking together at High Resistance indeterminate plum variety Cedros in a greenhouse in Tehuacan, Puebla, Mexico. Image rights waved for publication purposes.