



PRESS RELEASE

Enza Zaden UK looks back on a successful first Brassica Open Days

SUTTERTON, Lincolnshire, 12 October 2026 - Enza Zaden UK welcomed visitors to a diverse demonstration field during its debut at the Brassica Open Days in week 41. The field featured cauliflower, spinach, iceberg lettuce, romaine lettuce, baby leaf, pumpkin and kohlrabi, giving visitors the opportunity to view a broad range of crops and exchange insights with the Enza Zaden team.

The event followed a demanding growing season shaped by prolonged drought. Considerable time and effort went into preparing the field, while uncertainty remained over whether the crops would be ready for the event.

“This year was extremely challenging. After the prolonged drought, we were unsure whether the crops would be ready in time,” said Carl Skelton, Sales Specialist and Product Developer at Enza Zaden UK. *“By carrying out all the fieldwork myself, I experienced first-hand the difficulties and challenges growers face every day. We learned a great deal, and these insights will undoubtedly support future conversations with our customers.”*

Rain arrived on the opening day after months of dry weather, but visitors still turned out for valuable discussions with the team. Cooler temperatures, sunshine and clear skies on the second day provided ideal conditions for exploring the demonstration field. Following the positive response and the insights gained from its first edition, Enza Zaden UK will use the experience to explore the possibilities for future editions of the Brassica Open Days.

We would like to thank all who assisted in making our debut at the Lincolnshire Brassica open days such a great success.

More information about Enza Zaden UK and the diverse portfolio? Please visit the website:

www.enzazaden.co.uk

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