



**CASE STUDY:
PLANT VARIETY | SOLANUM
LICOPERSICUM L.-KIVU**

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PLANT VARIETY REGISTRATION | SOLANUM LICOPERSICUM L.-KIVU TOMATO

■ 1. INTRODUCTION

This family-owned company based in the Netherlands and founded in 1924 specialises in breeding and developing horticultural varieties and supplying high quality seed around the world. It ranks fourth in the global horticultural seeds market and provides over 3,500 jobs: 1,450 in the Netherlands and 2,050 in other countries.

Commitment to sustainability and social responsibility have been built into the company's business culture, which has identified three sustainable development goals (SDGs):



A **high degree of motivation**, strong **team spirit** and the strictest **business ethics**.

■ 2. RESEARCH AND DEVELOPMENT

40% of employees are involved in research in the areas of plant disease, seed technology, data-driven breeding, cellular and molecular biology and quantitative genetics. This has led to the development of new plant varieties of more than 25 crops with improved productivity standards, allowing the company to place over 1,200 varieties on the market.

R&D is a priority for the company, to which it allocates **30%** of net revenues, or € 475 million in 2019-2020.

Its efforts have won it four awards for product innovation.

■ 3. BRAND DEVELOPMENT AND PLACING ON THE MARKET



KIVU RZ F1 (72-629)

Indeterminate hybrid beef-type tomato (apple). Open, vigorous and productive plant. Fruit of good quality, shape and large size (about 270-300 grams), which allows for very high yields and stable production at the end of the entire growing cycle. With extraordinary firmness and shelf life. Ideal for export and tolerant of powdery mildew.

- * High yield
- * Excellent shelf life
- * Ideal for export
- * Excellent firmness

Sowing period: All year round

Greenhouse production in temperate climate.

Disease resistance:

ToMV:0-2/Ff:A-E/Fol:0,1/For/Va:0/Vd:0 On (ex Ol)

To place its products on the market, the company has commercial establishments in 30 countries and more than 100 distributors worldwide, in addition to 25 fresh produce chain managers, with whom it has built valuable partnerships.

*'Intensive cooperation is a key part of our mission. We invest in our relationships with producers, retailers, trading companies and partners on an ongoing basis. This helps everyone to keep moving forward.'*¹

■ 4. TRADE MARK REGISTRATIONS.

The company considers registration of its IP essential prior to placing its seeds on the market.

'Plant breeder's' rights are important since they allow us to achieve a return on our investment. We invest 30% of our revenues in developing new varieties"

Astrid Schenkeveld | Specialist Plant Breeder's Rights & Variety Registration | Legal

■ 5. ENVIRONMENT

Rijk Zwaan has international certifications for the research and development of certified seeds, such as:

■ **NAL (Naktuinbouw Authorized Laboratories):** Rijk Zwaan is authorised by

¹ Source: <https://organic.rijkszwaan.com/>

Naktuinbouw to carry out specific tests, such as germination tests, physical seed purity tests and specific (seed-born) disease tests.

GSPP (Good Seed & Plant Practices) is a standard that aims to prevent infection of tomato seeds, tomato rootstocks and plant lots by *Clavibacter michiganensis* subsp. *Michiganensis* (Cmm). The packaging of the seeds specifies whether they have been produced under GSPP conditions.

Rijk Zwaan is certified by several inspection bodies to produce and sell organically produced seeds under the quality labels for organic products of the relevant countries.

IP registration fees	
Registration of plant breeder's rights	RD\$ 8,000.00

6. LESSONS LEARNED

The Rik Zwaam company – through its representative in the country, Miguel Esteban – obtained the first international registration to be issued by the OREVADO for its KIVU tomato.