

# COMMITTED TO GROWING TOGETHER

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NEWSLETTER BY *Hazera*

## A Triumph in Farming Innovation

Embarking on a field excursion last week, we joined Adam Prabucki, our Product Manager Onion and Radish.

As we strolled through the vast expanse of crops, engaging with growers and meticulously inspecting our commercial varieties. This unique experience provided us with the privilege of sitting down with Adam for an insightful interview, delving into the latest innovations that promise to redefine the landscape of radish cultivation. Join us in this article to unravel the intricacies of our Radish innovation and gain a firsthand perspective on the advancements shaping our agricultural endeavors.

In the relentless evolution of agriculture, the narrative of Hazera radish emerges as a tale of ingenuity, unwavering commitment, and a profound grasp of market dynamics. As the agricultural landscape undergoes a revolution with mechanical harvesting, Hazera's radish breeders skillfully adapt the crop to meet these criteria, ensuring a robust future for the worldwide radish chain.

Over the years, Hazera not only fulfilled the demand for traditional red radishes but also diversified its offerings with a vivid palette of colors, aligning with the evolving preferences of consumers globally. The company's ambitions go beyond the development of different color arrangements. It also works hard to make its radish varieties nutrient-rich delights, that offer an array of health benefits.

Hazera proudly claims a leading position in the production of round red hybrid radish varieties, suitable for both indoor and outdoor cultivation, but success in the industry hinges on the collaboration of stakeholders: an enthusiastic breeding team, a market-savvy sales team, a dedicated supply chain, and a forward-thinking marketing team.



[Read the whole article](#)

## Our Top 3 in 2024!

Unveiling the Three Most In-Demand Varieties!



**Whitella**

European type hybrid with white bulbs, suitable for indoor and outdoor production.



**Purpella**

A flexible hybrid with attractive and unique purple bulbs with attractive white interiors.



**Robello**

Is a fast growing, very uniform, high quality hybrid with medium to tall tops.

[Check out our radish portfolio](#)



# Board Visit at the Field

We are pleased to share that we had an exceptional visit from our Limagrain Board and Executive Committee that included Group CEO Sebastien Chauffaut and Division CEO Remi Bastien.

This visit served as a valuable opportunity for us to exchange ideas and strengthen our collaboration with our sister BUs. During the field visit, we highlighted not only the success of our commercial variety but also the innovative selection practices we have implemented to enhance crop quality and yields.

During the discussions, we shared our experiences and challenges, fostering a deeper understanding between the teams. Our visitors expressed genuine interest in our commitment to sustainable farming and applauded our efforts in aligning with global agricultural trends. In return, we eagerly absorbed insights from their wealth of expertise, gaining valuable perspectives on the latest advancements in crop science and technology.

The discussions extended beyond the present as we delved into the long-term vision, where the mention of a new substantial pipeline for radishes captured our attention. Excitement filled the air as we explored the potential implications of this upcoming project. The prospect of a dedicated pipeline underscored a shared commitment to innovation and efficiency, setting the stage for a promising future partnership. The visit concluded with optimism and excitement toward the transformative journey ahead.

The connections forged during this encounter not only enriched our understanding of each other's goals but also laid the groundwork for a collaborative and mutual partnership.

The tour concluded in a commercial field, showcasing a diverse range of commercial varieties, including Purpella, Whitella, Robello, and two upcoming additions.





# Best Product of the Year

The Albert Heijn\* Radish Snack Mix was elected as the Best Product of the Year in the category of potatoes, vegetables, and fruit during the Dutch Consumer Election 2023-2024.



The Snack Vegetable Radish Mix combines three colorful radish types: Whitella, Purpella, and Robello. It was the grower, Ortolanda's idea to mix these radishes using seeds from Hazera.

These radishes are known for their round shape, good quality inside, and consistent growth during different seasons and weather conditions. But it all starts with good seeds. That is why our Hazera team is committed to breeding high-quality seeds, ensuring growers can always produce top-notch radishes. We also keep the end customers in mind, the people who will enjoy the product.

Collaborating and growing together with our growers is essential in order to meet the market's demands and respond to consumer trends. Just like the "healthy snacking" trend, where people tend to choose healthier alternatives, over junk food. With the Radish Snack Mix, we have embraced this trend and provided a healthy and convenient snacking option for the customers.

Albert Heijn is the largest supermarket chain in the Netherlands that sells the radish mix.

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