

« EXPERIENCE THE LEAFY CHOICE », A NEW SIGNATURE FOR VILMORIN-MIKADO SALADS

Vilmorin-Mikado is officially unveiling the signature that will drive its salad range from now on: a complete and innovative line of almost 500 varieties that meets the needs of the entire industry. Its signature, “*Experience the Leafy choice*”, is a true invitation to discovery. For this occasion, Vilmorin-Mikado is organizing almost 30 field days around the world to present its products range, sold under the Vilmorin brand. Through this launch, Vilmorin-Mikado is demonstrating its international expertise and asserting its place among major industry players.

Expanding the salad range and strengthening the team of Specialists

After 5 years of acquisitions and adding new families such as spinach and baby leaves, the new salad range is growing in scale. “*With this new signature, we want to show how versatile and original our salad range is, which offers products adapted to every market, for all types of production and consumption habits around the world,*” emphasized Catherine Moulenat, Salad International manager at Vilmorin-Mikado. To meet industry needs and keep up with the market's swift evolution, Vilmorin-Mikado has not only developed its range, but also strengthened its Research, Development and Marketing teams. Now, **each species is assigned to a product specialist manager, who provides specific solutions for each grower, on five continents.** Invaluable Species expertise enables Vilmorin-Mikado teams to listen to each market's needs and provide suitable support in the field.



A global strategy driven by innovation: the example of “Greens”¹

A historic player in the seed industry, Vilmorin-Mikado is innovating and developing an unprecedented market approach by expanding a breeding program for “Greens”. By investing in several research programs in France, the United States, Spain, England and Australia, Vilmorin-Mikado is asserting its place among major salad industry players and becoming the **only seed company in the world with a research program dedicated to “Greens”**.

¹ Baby leaves other than lettuce: arugula, red or green kale, mustard greens, pak choi, beet greens and red amaranth

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Urban agriculture and hydroponics: two major themes of the Vilmorin-Mikado strategy

Resolutely focused on the future, Vilmorin-Mikado is also involved in the development of salad varieties for urban agriculture and hydroponics. To respond to changing dietary habits, **Vilmorin-Mikado has developed several strategic partnerships around the world, especially in France and Japan.** This is the case for **Ferme Urbaine Lyonnaise** (Lyon Urban Farm), for example, a project supported by Vilmorin-Mikado that assists the FUL teams and supplies the pilot greenhouse with vegetable seeds. In addition, Vilmorin-Mikado has launched an **ambitious research program with Chiba University in Japan** to create vegetable varieties that are adapted to these new production systems.

A local salad field day!

The new salad range signature “*Experience the Leafy choice*” will be presented as part of the **over 30 platforms organized by Vilmorin-Mikado around the world.** In France, the “New Leafy range” event took place on 5 September 2019 at the La Ménittré site, nearby Angers: a day filled with presentations of several major innovations in the range such as the **Colored kale baby leaves trio with the new KX1, KX2 and Red Russian varieties and complete resistance to Bremia BI: 16-36EU.**

For more information on the new signature « *Experience the Leafy choice* » and the Vilmorin-Mikado salad range, please, visit our [website](#).

About Vilmorin-Mikado

Vilmorin is a brand of the Vilmorin-Mikado Business Unit.

Vilmorin-Mikado is a Business Unit of Limagrain gathering the activities of Vilmorin SA (French seed company) and Mikado Kyowa Seed Co. Ltd (Japanese seed company) since July 2016. As a global seed company, Vilmorin-Mikado has strong basis over the 5 continents and offers a wide and original high-quality range to all professionals of the vegetable chain. Vilmorin-Mikado is specialized in the creation, production and marketing of vegetable and tree seeds. Entirely dedicated to agricultural professionals, the company reaches a turnover of 208,4 million euros in 2017-2018 and has 1000 employees worldwide. Vilmorin-Mikado devotes 16% of its turnover to research. Its seed varieties are distributed across more than 100 countries. The world leader for carrots and witloof chicory, Vilmorin-Mikado is also a major player in lettuce, tomato, kabocha, squash, daikon radish, bunching onion and tree seeds. www.vilmorinmikado.com

Limagrain, an international cooperative group created and directed by French farmers, moves agriculture forward to meet food challenges. As a creator and producer of plant and cereal varieties, the Group markets seeds, and cereal products intended for farmers, growers, home gardeners and for agri-food industrialists and consumers. Limagrain is the fourth largest seed company in the world (field seeds and vegetable seeds), the second largest French baker and the third largest French pastry maker, with strong brands on its respective markets: LG, Vilmorin, Clause, Hazera, Harris, Moran, Jacquet, Brossard. Limagrain makes sales of almost 2.5 billion Euros and has more than 10,000 employees spread 89 countries, including more than 2,100 working in research. The Limagrain Cooperative has almost 2,000 farmer members. www.limagrain.com - #Limagrain

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