

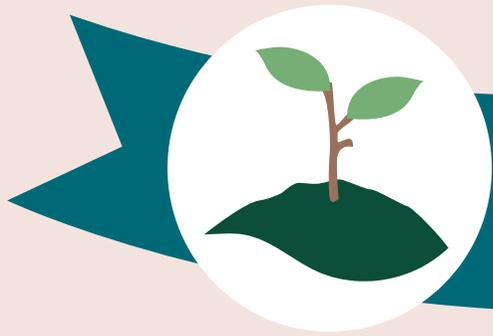
# Who we are...

As a leading company in variety management it is our mission to create added value for all parties within the fruit chain.

We reach this by continuously searching for and developing exceptional and unique varieties and building successful brands worldwide.



## Committed to excellence: from seed...to shelf!



**Development of varieties**  
Scouting of new interesting apple and pear varieties and acquisition of (test) licenses



**Tree management**  
Worldwide network of 8 budwood repositories and 30 tree nurseries



**Technical support**  
Supporting more than 2.000 growers worldwide in growing our varieties

**Marketing**  
Building strong brands aligned with consumer and retailer needs

## Our brands

Variety: Nicoter  
1.950 growers worldwide  
#2 apple brand worldwide



Variety: Sunspark  
A crossing between Nicoter (cov) and Honey Crisp  
The optimistic apple



Variety: Nicogreen  
198 growers worldwide  
Suitable for consumers and the fruit industry



Variety: Cepuna  
138 growers worldwide  
Crunchy like an apple, tasty as a pear



Would you like to receive more information?  
We would love to hear from you!

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