

Transformation of the strawberry industry



CropIB
Ghent, Belgium, 25 March 2024

Unleashing plant potential

Limgroup

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The history of Limgroup

- 1952: North Limburg Experimental Garden established in Horst-Meterik,
- 1957: Cultivation research and asparagus breeding begins under the name Asparagus.
- 1994: Limseeds BV established in Veld Oostenrijk, Horst.
Founding fathers: LLTB and the ZON auction
- 2006: Limseeds BV begins its own sales.
- 2009: Strawberry breeding program starts.
- 2012: Limseeds BV becomes Limgroup BV.
- 2018: First commercial strawberry variety introduced.
- 2021: Limgroup emerges with a clear purpose.

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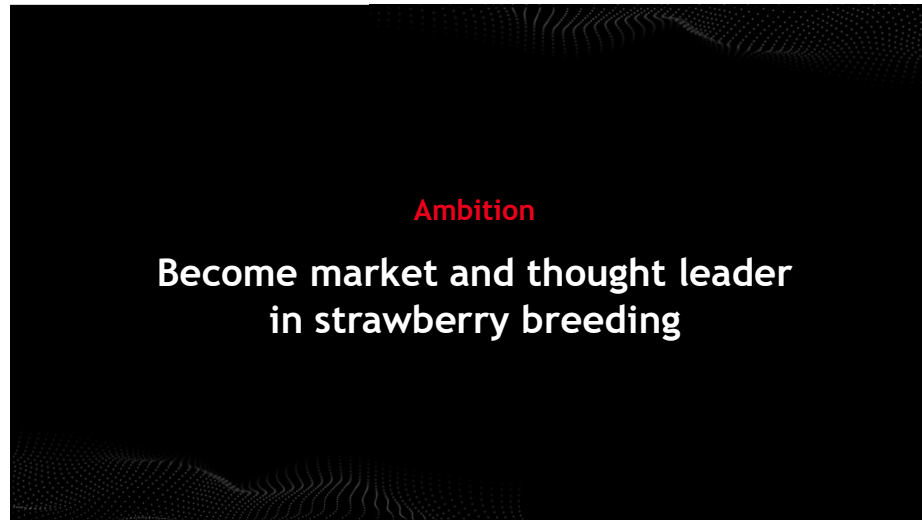
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Purpose

- Our purpose**
 - Contribute to a good life on earth with our varieties
- We believe that**
 - Knowledge-driven agriculture and horticulture are crucial for a good life on earth
- Our contribution**
 - Unleashing plant potential



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Emergence of transition	Start Tesla (2003), Elon Musk joins in 2004
Introduction of first serious transition product	Tesla Model S (2013 in NL)
External support	<ul style="list-style-type: none"> • Diesel gate • EU: legislation
Current situation (2024)	<ul style="list-style-type: none"> • Electric cars are the default • New combustion-engined cars will be banned in the EU as of 2035 • Tesla: thought and market leader with many followers

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Outlook (2028)		<ul style="list-style-type: none"> • Paradigm shift in strawberries • Together with industry leaders a transition is achieved • And other breeders follow - speeding up the needed transition

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F1 Hybrid Strawberries: benefits

Breeders	Propagators	Growers	Trade / retail	Consumers
<ul style="list-style-type: none"> • Gene stacking of complex traits • Pimp varieties through back crossing • Innovation Process 2.0 	<ul style="list-style-type: none"> • Tremendous reduction in water, land and crop protection • Limited capital investment / risk 	<ul style="list-style-type: none"> • Healthy, uniform (fresh) plants from the start • Fast access to latest genetics • New grower and consumer traits 	<ul style="list-style-type: none"> • Giant leap towards sustainable production throughout the chain • Easier and quicker market response 	<ul style="list-style-type: none"> • Healthy, sustainably produced strawberries

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Pioneers of F1 Hybrid STRAWBERRIES

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Tesla and F1 Hybrid Strawberries



F1 Hybrid[®]
STRAWBERRIES

