Transformation of the strawberry industry



Unleashing plant potential

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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.

Purpose

Contribute to a good life on earth with our varieties

Knowledge-driven agriculture and horticulture are crucial for a good life on earth

Unleashing plant potential



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Limgroup







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Key events	Electric vehicle transition	F1 Hybrid Strawberry transition
Discovery	Flocken electric car (1888)	Zaadunie / Syngenta (1976)
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	Diesel gate EU: legislation	
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Outlook (2028)		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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