

# Innovation and Entrepreneurship @ KWS SAAT

Stefan Schwarz | March 2024

SEEDING  
THE FUTURE  
SINCE 1856



We are **seed specialists** for sugarbeet, corn, cereals and other field and vegetable crops.





As one of the world's leading breeding companies we operate in over 70 countries with a turnover of about € 1,8 billion.

# KWS ranks among the world's leading companies for plant breeding



**NET SALES\***  
in million €

**1,820**

**COUNTRIES**

**>70**

**EMPLOYEES\***

**5,319**

**INNOVATION\***  
in % of net sales

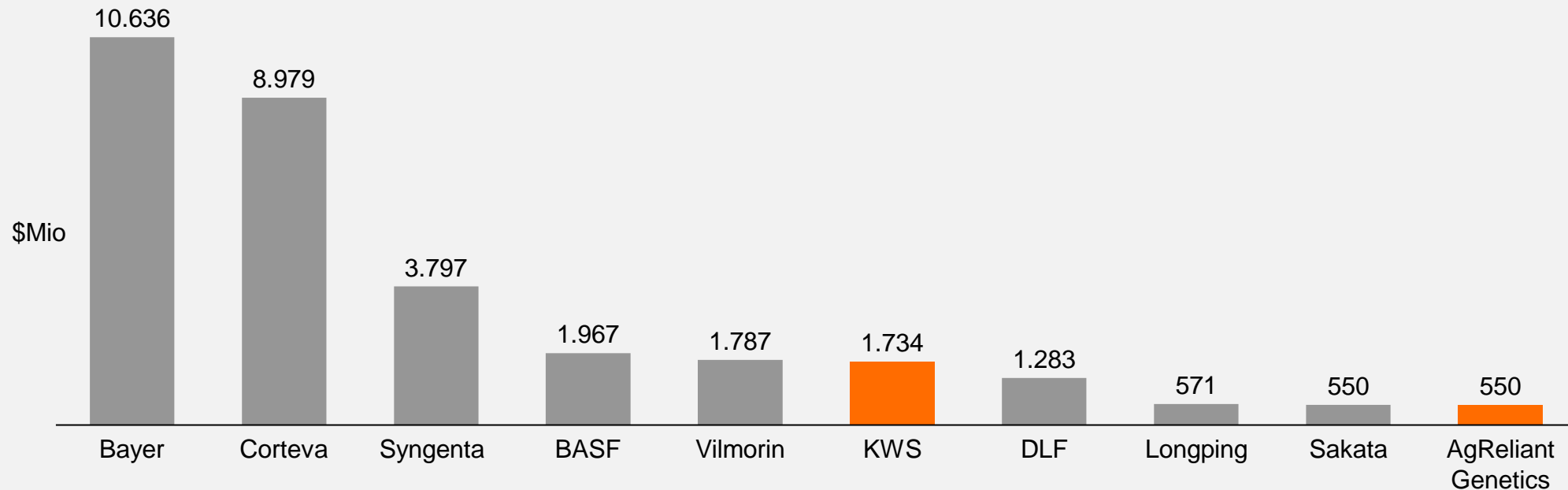
**17.3**

**YIELD PROGRESS**  
crops Ø p.a. in %

**1-2**

\*Financial year 2022/2023

## Global Ranking



# In alignment with global megatrends...



## Climate change

## Consumer demands

## Digitalization



Call for sustainable agriculture and supply chains



Growing demand for plant-based alternatives to animal protein



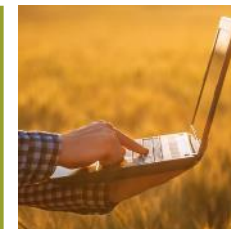
Automation and digitalization in the field of agriculture



Climate change impacts cultivation conditions



Desire for healthy lifestyle and diets



Evolution of direct and digital sales channels



Cost pressure in agricultural raw material production

# ... we identified our corporate Fields of Growth



## Sustainable Agricultural Practices

Products and services that address climate change and promote sustainability in agriculture



## Connected Seeds

Solutions that generate added value for farmers by linking our seeds with digital offerings



## Nutritional Food Ingredients

Innovations for the growing market of plant proteins as the basis for sustainable food



## Future Sales Models

More e-commerce offerings to expand distributions channels and enable personalized addressing of customers

# We invest annually into breeding new varieties and developing innovative solutions for agriculture

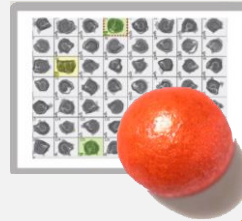


# KWS delivers multiple solutions for sugarbeet value chains



## Use of computer tomography for seed quality assurance

- Deliverables: complete, early and uniform plant stand



## KWS BEETROMETER®

- New standard in beet quality analysis
- Combines high efficiency and accuracy



## KWS FEEDBEET / FODDERBEET

- Need-based products: grazing beet + beet feeding and solutions for year-round supply
- Advice on agronomy and feeding



**KWS**  
solutions



## Flexible and efficient weed control

- SMART KWS seeds + new sugarbeet herbicide from Bayer

## CR+

- Protection and high yield – on areas with and without Cercospora infestation.



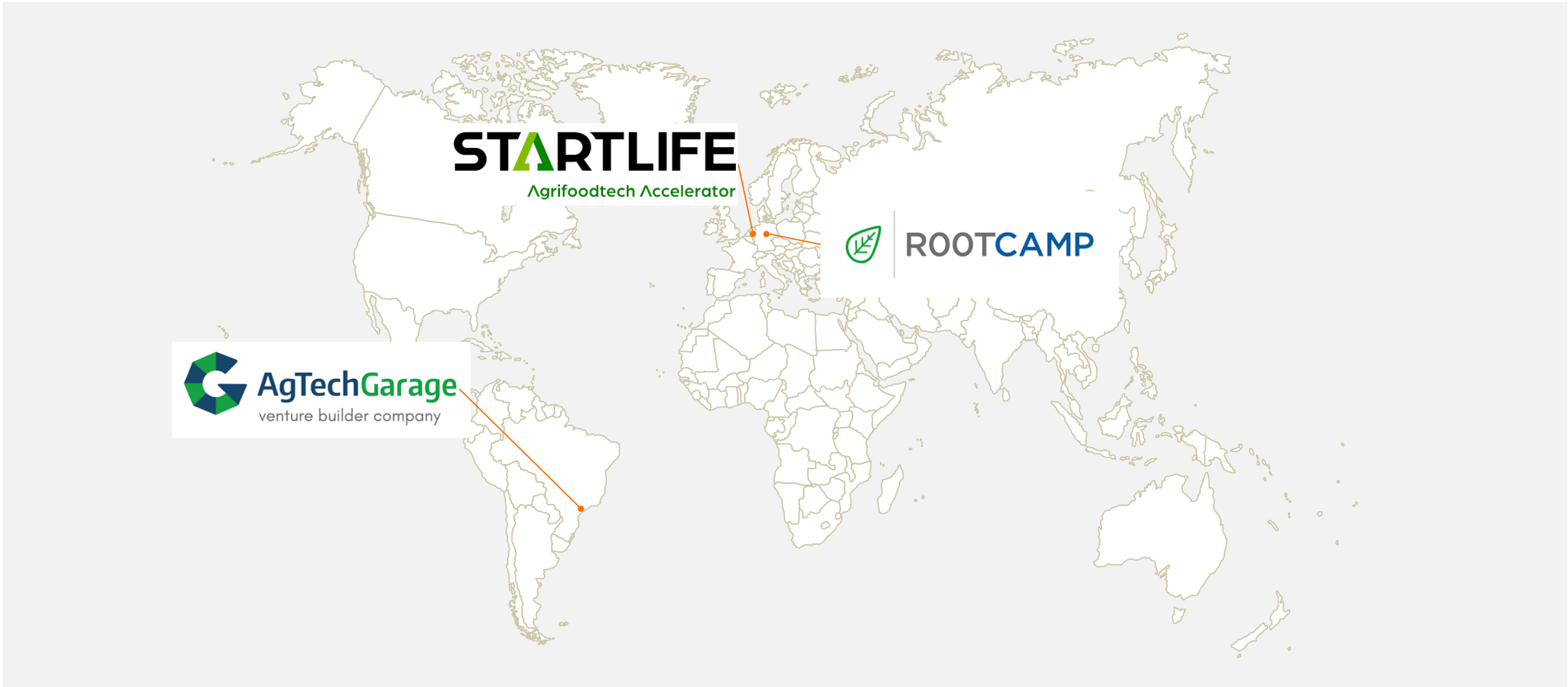
## myKWS SMART app

- 24/7 access to agronomic advice





# KWS Partnerships with Accelerators and Innovation Hubs



# KWS R&D Ambassador Program



## KWS Ambassadors

23

## Ambassador Universities

26

**Canada:**

- Global Institute of Food Security
- University of Saskatchewan

**USA:**

- Cornell University
- Iowa State University
- University of California Davis
- University Illinois Urbana-Champaign
- University of Minnesota

**Netherlands:**

- University of Wageningen (WUR)

**France:**

- INRAE, Génétique Quantitative et Évolution
- INRAE, LEPSE
- INRAE, GDEC
- INRAE, Avignon

**Brazil:**

- Universidad Federal de Lavras

**Russia:**

- Russian State Agrarian University
- Moscow Timiryazev Agricultural Academy

**Poland:**

- University of Life Sciences in Lublin

**China:**

- Huazhong Agricultural University

**Germany:**

- Leibniz Institute of Plant Genetics & Crop Plant Research (IPK)
- Julius Kühn Institute (JKI)
- CEPLAS (University of Cologne and Düsseldorf)
- Technical University of Munich (TUM)
- University of Hohenheim (UHOH)
- University of Giessen
- University of Göttingen
- Martin-Luther-University Halle-Wittenberg

**South Africa:**

- University of Pretoria

**UK:**

- James Hutton Institute (JHI)
- John Innes Centre (JIC)
- University of Nottingham



Collaboration

Licensing

Investment



Thank you for your interest in KWS.  
If you have questions, we are happy to answer them.

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