



Hazera Genetics

Line of Business

Vegetable seeds

Established

1939

Leading Executives

Mr. Rami Dar

CEO

Mr. Menashe Inbar

CFO

Mr. Yehuda Olshansky

Head of Commercial Division

Mr. Ami Manor

Head of Logistic Planning

& Operation

Hazera Genetics is a world leader in the breeding, production and marketing of vegetable and field crop hybrid seeds. For more than Seventy years we have been utilizing responsible and conventional breeding methods to breed varieties having innovative traits and by doing so, we are constantly opening new horizons of growth and prosperity for growers and industrialists in all parts of the world.

As an Israeli-based enterprise, not only that we benefit from direct access to Israel's world-famous agricultural expertise, but our close relationships with renowned local research institutions such as the Volcani Institute and the Hebrew University generate fruitful collaborative research ventures.

An Enterprise that is Science-Based

A major part of our efforts is dedicated to R&D: about one-third of our employees are involved in research and as much as 12% of our annual turnover is directed into R&D activities involving cutting edge laboratories and technologies. Not only that, but a very high percentage of our workforce are academics and many of them possess post-graduate degrees in genetics and agronomics. Our science-minded spirit and collaborations account for some of the most groundbreaking agricultural products out there such as mini-size watermelons, Daniella – the tomato variety that is world-famous for its tempting red color and extended shelf life and our revolutionary interspecific hybrid cotton,

which is changing the picture for cotton growers and industrialist in many parts of the globe.



Service is the Name of Our Game

We believe in customer relationships that are ongoing and enduring. We regularly share with growers our experience and collected data on the traits and advantages of our products. We keep close relations with supermarket chains and market-directing enterprises, to learn of

consumer preferences and reaction to innovation, which we then embed in our breeding programs. By considering the welfare of growers, consumers and the environment, we set new standards in breeding varieties with better yield and a wider set of resistances. We always remember that at the end of the long and complex breeding activity awaits the palate and eye of the fresh produce consumer.

A Multinational Organization

Hazera Genetics is active in about sixty countries worldwide and has at present four subsidiaries: in Spain, Turkey, China and the USA. In addition to a global distribution network that makes our seeds available, we are able to share with our growers our in-house experience and knowledge in relation to growing our varieties.

We're part of the Limagrain group of companies - a group composed of seed companies that each of them is a major player in the international seed industry. In addition to allowing us access to new markets, this alliance enables information-sharing and the generating of productive collaborations with our sister companies and their own research avenues.



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