

Visit TomatoVision

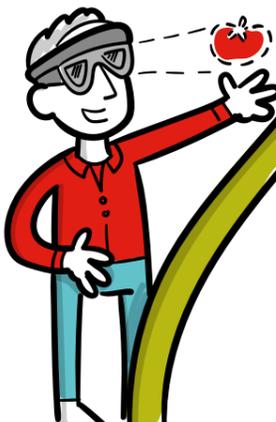
1.400 m² greenhouse open for the visitor,
with 100 pre-commercial varieties
in 20 different segments

300 m² to accommodate visitors,
including meeting rooms

20 varieties permanently displayed
in the demo room, to tailor on demand

800 visitors per year

A very **passionate team** available
to answer your questions



*Our passionate experts
are always happy
to accommodate you*

Contact us

marie.legendre@syngenta.com /
+31610973986 and follow us:
#TomatoVision #Syngentaveg



*We create a tomato
for everyone,
today and tomorrow*

IMPROVE

INSPIRE

CONNECT

HJALMAR HAAGSMAN

Tomato Vision sees the future for variety success

On every shelf and in every kitchen, almost anywhere in the world, you'll find tomatoes - 365 days a year.

At Syngenta, our specialist team is committed to creating exciting new tomato sensations for the value chain and consumers. Our breeding technologies, our passion for customers and products provide the end consumer a large choice of tomatoes – in every area where we operate, we want to improve, inspire and connect. Tomato Vision is our new R&D and marketing facility dedicated to active greenhousing. It is located in Maasland, The Netherlands, in the middle of a knowledge cluster driven by innovations, where growing climate is very favorable.

Tomato Vision takes the visitor on an immersive journey, from concept varieties to delicious produce: You get to see every step, from germplasm and hybrids, through the growing system, to a varieties' market potential – delivering taste, texture and the ultimate eating experience.

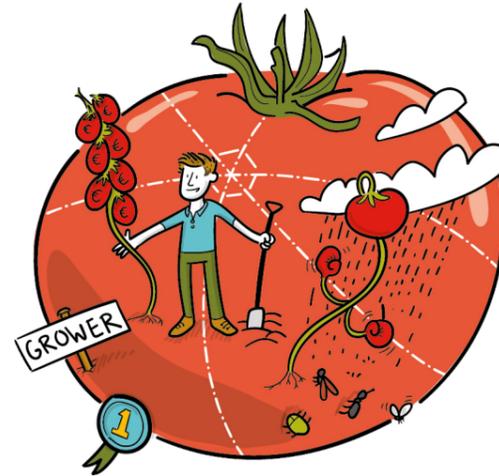
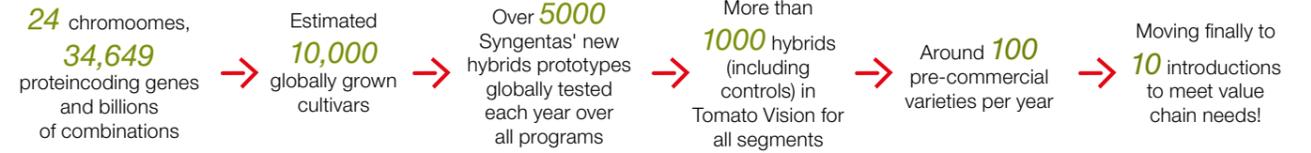


It invites the global tomato sector and value chain players to an unique and interactive breeding programme. From concept to market, we work from the customer and back, to create innovative varieties that deliver benefits to every point of the value chain.



Taking advantage of Syngenta's exclusive worldwide diversity of tomato genetics, we have the capability to discover, preserve and select the optimum parent lines, and to explore unique hybrid combinations that create incredible tomato varieties.

Using a combination of ultra-modern and traditional breeding technologies - along with years of dedicated experience and personal skills - Tomato Vision is dedicated to active glasshouse crops and can select and test over 800 unique new hybrids for specific market needs at any time. It includes 14,000 m2 of high-tech greenhouse, designed to mimic real conditions for growers' sustainable production systems, featuring different sections for cultivation under artificial or natural light, with ultimate climate control.



for presentation, quality and uniformity seeks to ensure the fruits can be safely and efficiently transported to the retailers' shop shelf and finish as a highly enjoyable dish at the consumers!

For decades now, Syngenta has been focusing on the development of varieties that meet consumers' demands in terms of taste, convenience, diversity, sustainability and reliability. The Angelle and Sweetelle snack tomatoes are fantastic examples of the results achieved. Our continued success will depend on collaboration with our partners in every part of the chain.

Growers can be confident they will pick varieties that are consistently reliable, uniform, and productive under a range of growing systems. Our genetics are selected for strong plant health and to give the resilience to stresses that make best use of growers' resources – producing more fruit from fewer inputs.

Tomato varieties have to fulfil every step of a huge and complex range of demands to best meet the needs of the value chain, including:

- Yield
- Disease resistances
- Vigour
- Presentation
- Colour
- Reliability
- Taste
- Shelf-life
- Uniqueness

With our seeds, packed with the genetic potential to produce outstanding tomatoes, Syngenta supports and works with plant raisers and growers, to ensure they can harvest the full benefits of marketable yield and quality.

Variety breeding is also essential to get those tomatoes along the value chain, to the consumer. Our selection



The Tomato Vision story takes us full circle, from the incredible gene pool of Syngenta tomato genetics, through the development of exciting varieties that meet grower and value chain needs, to the innovative marketing support that gives consumers an amazing food experience.



We create a tomato for everyone, today and tomorrow