



Innova Seeds Co.
A Promise in the Seed

FIELD DAYS

Innova Seeds Co. Newsletter

September 2013

Thank you for attending

Early August 2013 Innova Seeds Co. hosted its annual field day in Modesto, CA showcasing it's newly developed varieties covering products from several target species like Carrot , Tomatoes, Pepper , Cucumber , Squash , Melon and Watermelon. The demo field was visited by many customers from around the world namely Argentina, Brazil, Turkey, Iran , Colombia , Australia, and various countries in the Middle East and North Africa to name a few and to whom we would like to extend our appreciation for their interest and business development.

Our field days are considered a great opportunity to show on the ground the performance and potential of our products and give our customers the confidence in promoting those products in their various markets and we also use this opportunity to update our marketing information and fine tune on product advancements.

This issue is highlighting few products yet we are launching more than 30 new hybrids in various species and slots and we look forward to showcasing them according to your targets and market slots.

“Passion , professionalism and competitive products is what we have come to experience when dealing with a dynamic company like Innova Seeds Co.

- *Jim Udsen, CEO Agristar , Brazil*



Innova Seeds Field day

In This Issue

- Innova field days
- Squash INX 1423 F1
- Watermelon Nova F1
- Tomato INX 1679 F1
- Niagara Seeds acquisition



Squash INX 1423 F1

Squash

INX 1423 F1

An early strong plant with high yield of cylindrical medium green glossy color that does not fade under high sun exposure . Along with high quality fruit and good virus tolerance to ZYMV and WMVII the variety is fast growing in many markets

Watermelon Top Green F1

Early hybrid crimson sweet with concentrated setting of round fruit that ranges in weight between 15– 17 kg's

The variety has good rind color and thickness supporting long distance transport .

With earliness and high yield along with fruit quality Top Green F1 is a sure to satisfy our customers and their growers in various markets



Watermelon Top Green F1

Tomato

INX 1679 F1

Look no further when you are after a heavy yielder of firm attractive deep red elongated fruit on a strong and well covered plant that shows strong and high tolerance to VFFN TYLCV

The variety has been tested in various climates and regions around the world and showed outstanding performance and consistent results when tested in Asia . Middle East , North Africa and South America.

Yield and fruit quality has been superior to many standard hybrids and with the strong disease package specially for Tomato yellow leaf curl virus also known as TYLCV the variety is set to become the standard in the TY slot.



Tomato INX 1679 F1



Niagara seeds unit acquisition



Innova Seeds Co. is excited and pleased to share with you a major leap through in its business development as we acquired the Niagara brand and business unit from HM- Clause in a deal that will insure access to same high quality seeds the world markets have come to expect and recognize the brand with, along with newer germplasm and closer collaboration between HM- Clause and Innova Seeds Co.

This acquisition will surely put Innova Seeds Co. and Niagara Seeds business unit at a recognizable level in terms of global market share and we will insure "Speed to Market" approach regarding new products launch as we are committed and eager to capitalize on the brand recognition by expanding and developing the current product line and reaffirm to our customers our commitment to maintain and grow the business under the Niagara brand through its well-known products and newly developed varieties from Innova Seeds research programs.

Innova Seeds Co. is well positioned to integrate the Niagara Seeds business into its core activities and leverage the strength of both companies to capitalize on potential opportunities in the various market place.

We have been very active in promoting our business in international markets and our seeds and brand reach 32 different countries worldwide insuring our homogeneous growth from within yet this acquisition while being our first will have a major contribution to positioning Innova Seeds Co. at a leading market share in some markets.



This acquisition will result in more marketing opportunities between the company and its current customer base but also with new prospects in various markets that share with us the same goals and vision in regards to marketing high quality added value varieties.

Contact Us

Innova Seeds Co.

1110 Partee Lane

Ceres, CA 95307

Tel: +1 209 527 3311

Fax: + 1 209 527 3307

Cell : + 1 209 499 3079

info@innovaseeds.com

Visit us on the web at
www.innovaseeds.com