

House Fair

7 - 11 June 2010

Holland

ENZA ZADEN



7 - 11 June 2010
Themapark
De Westlandse Druif
MONSTER



Complete product range

The comprehensive display of our top varieties will offer you an opportunity to become better acquainted with both our well-known and latest cucumber, tomato and sweet pepper varieties, as well as the organic assortment of our subsidiary Vitalis.

Networking

Since we expect that many growers, trading companies and retailers will attend the House Fair you will also be able to meet new players throughout the entire chain, renew earlier contacts and discuss new trends and developments with your business relationships.

Knowledge

Once again, the presence of our plant breeders and product specialists at this year's House Fair offers you an ideal opportunity to discuss varieties and market trends with them.

Flavour sensation

Are you interested in experiencing the flavour and diversity of our products for yourself? Once again, this year our 'house chef' will offer a selection of mouthwatering snacks throughout the day, self-evidently all prepared using delicious Enza Zaden varieties.

Personal

Since Enza Zaden always wishes to provide you optimum service, please inform us when you will be visiting the House Fair: we will welcome the opportunity to discuss your needs and wishes with you. Please contact Martine Kok, Marketing department secretary (+31 228 350100) or send an e-mail to marketing@enzazaden.nl

A varied programme

Once again, our most successful and latest varieties will be available at this year's House Fair for you to examine and taste. Obviously, you are more than welcome throughout the day. However, please inform us when you expect to attend so that we can plan your visit.



Taste is Teamwork

Enza Zaden involves the entire chain – from plant breeding and sales right through to the growers, trade and retail sectors – in the development and marketing of the company's products. The international level of this involvement enables us to deliver high-quality products throughout the year, at the right time and, self-evidently, tailored to the needs of the various links in the chain all over the world.



Working as one team greatly increases our added value and offers many benefits. As mentioned above, our good communications with growers, the trade and retail sector promote our ability to tailor our varieties precisely to the latest market needs and trends. Adopting this approach has enabled us to bring varieties on the market that are highly appreciated all over the world, such as our flavour tomatoes **Campari**, **Annamay** and **Sunstream**, the sweet-pepper concept **Sweetgreen** and the quality cucumber **Cratos**. In addition, the comprehensive exchanges of knowledge between growers and their markets achieved with this approach are of benefit to all links in the chain.

Opening hours

Monday 7 June:	14 - 18 h
Tuesday 8 June:	9 - 18 h
Wednesday 9 June:	9 - 18 h
Thursday 10 June:	9 - 18 h
Friday 11 June:	9 - 18 h



Viper and Ferrari are not only famous cars, but also famous sweet pepper varieties developed by Enza Zaden. Pepper breeding has a high priority within our company, resulting in leading varieties and a wide range of special pepper types. A new and spectacular pepper is Sweetgreen, winner of the Fruit Logistica Innovation Award 2009. We invite you to join Sweetgreen on www.sweetgreen.eu



Eazyleaf, Eazy for everyone. A perfect match with today's needs of the processing industry! The deeply serrated lettuce leaves, the attractive uniformity, the excellent shelf life and the possibility to harvest mechanically are the key to the success of our Eazyleaf varieties. We invite you to join Eazyleaf on www.eazyleaf.com



With our Timing Taste concept we have found a way to support the supply chain in tasteful products and taste knowledge. Timing, to make sure you are right on time for new market changes, whereas Taste refers to the tasteful products that are essential to differentiate yourself. We invite you to join Timing Taste on www.timingtaste.com



Location:

Themapark
De Westlandse Druif
Vlotlaan 535
2681 TW MONSTER

Please contact Martine Kok, Marketing department secretary, by no later than 1 June to make an appointment. You are welcome to call her at + 31 228 350 100 or send an e-mail to marketing@enzazaden.nl

