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## Rijk Zwaan launches organic website



The Dutch breeder has unveiled a new website dedicated to organic vegetables, as demand for organics continues to grow

**D**utch vegetable breeder Rijk Zwaan has announced the launch of a new organic website as it continues to respond to rapid growth in demand for organic vegetables.

"The global demand for organic vegetables is growing and that places extra demands on you," the company stated.

The company is receiving specific requests for high-quality vegetable seeds, it said, as well as for market knowledge and a strong and cooperative network within the chain.

"Are you looking for the latest market information, keen to cooperate with an international network of chain partners or looking for the best quality varieties for your business?" the company asks on the new website. "We're happy to help."

Rijk Zwaan's organic seed portfolio currently comprises 19 crops and a range of more than 400 varieties. In its online catalogue, visitors can find information on fruit crops and open-field varieties, plus the experiences of growers, traders and retail partners.

As of 2018, according to

Ecovia Intelligence, the market for organic vegetables had expanded from US\$18bn to over US\$100bn in the previous 18 years, with sales increasing annually, mainly in Europe and North America.

Although such growth poses challenges for the entire organic chain, Rijk Zwaan said that aimed to respond by calling on its partners to cooperate and "become stronger together".