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20 years of Multileaf celebrated

This year marks the 20th anniversary of Nunhems' Multileaf lettuce breeding programme

BASF/Nunhems has announced that 2021 marks the 20th anniversary of Nunhems' Multileaf lettuce breeding programme.

Over the course of the year, BASF will celebrate 20 years of Multileaf by sharing success stories and inspiration from various perspectives, with customers and partners offering up their knowledge, expertise and insight.

"Multileaf lettuces are versatile and diverse: no wonder it is such a success story all over the world," BASF stated. "With various possibilities, fitting different growing systems and a multitude of usages, it can cater to the needs of every market and each consumer.

"Many colours, shapes,

formats, and textures are offered under the Nunhems' Multileaf brand," the company continued. "Multileaf has truly grown into a global portfolio that is still evolving.

"Part of this portfolio is formed by MultiTeen, BASF's answer to more convenience, efficiency and profitability. These teen leaf lettuces are the solution for young, crunchy, high density, and mechanically harvested leafy greens."

As part of the anniversary celebrations, BASF said that each quarter of the year will focus on a specific topic around Multileaf lettuces, with the first quarter sharing the stories of the past 20 years and talking about the transformations that Multileaf as a type and the business overall have undergone.

In spring, the group will dive deep into consumer perceptions, what they like and dislike about the types and how they see the future, while summer will be time to look at various growing methods, recipes and customer experiences from around the world.

For the last part of the celebration year, BASF will focus on the future of Multileaf, sharing its vision and thoughts about the next 20 years.

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