

Tesla and F1 Hybrid Strawberries



International Soft Fruit Conference
Den Bosch, The Netherlands, 11 January 2024

Unleashing plant potential



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Limgroup

Unleashing plant potential

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Purpose

Our purpose

- Contribute to a good life on earth with our varieties

We believe that

- Knowledge-driven agriculture and horticulture are crucial for a good life on earth

Our contribution

- Unleashing plant potential



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Ambition

Become market and thought leader in strawberry breeding

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Discovery	Flocken electric car (1888)
Emergence of transition	Start Tesla (2003), Elon Musk joins in 2004
Introduction of first serious transition product	Tesla Model S (2013 in NL)
External support	<ul style="list-style-type: none"> • Diesel gate • EU: legislation
Current situation (2024)	<ul style="list-style-type: none"> • Electric cars are the default • New combustion-engined cars will be banned in the EU as of 2035 • Tesla: thought and market leader - with many followers

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Outlook (2028)		Paradigm shift in strawberries <ul style="list-style-type: none"> • Together with industry leaders a transition is achieved • And other breeders follow - speeding up the needed transition

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F1 Hybrid Strawberries: benefits

Breeders	Propagators	Growers	Trade / retail	Consumers
<ul style="list-style-type: none"> • Gene stacking of complex traits • Pimp varieties through back crossing • Innovation Process 2.0 	<ul style="list-style-type: none"> • Tremendous reduction in water, land and crop protection • Limited capital investment / risk 	<ul style="list-style-type: none"> • Healthy, uniform (fresh) plants from the start • Fast access to latest genetics • New grower and consumer traits 	<ul style="list-style-type: none"> • Giant leap towards sustainable production throughout the chain • Easier and quicker market response 	<ul style="list-style-type: none"> • Healthy, sustainably produced strawberries

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Pioneers of F1 Hybrid STRAWBERRIES

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Tesla and F1 Hybrid Strawberries

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