

A win-win situation for growers...

It is with pleasure that Lefroy Valley Australia announces the distribution of the De Ruiter seeds brand from the 1st of July, 2008. The final contract was signed in May this year.



De Ruiter are world leaders in protected culture crops. They have an excellent research and development team which is very focused on their product groups of capsicum, cucumber, eggplant, melon and tomato.

They remain world leaders in tomato rootstock, with Maxifort dominating this market. The De Ruiter range of product types in tomatoes is extensive from cherries through to truss, these are available in different colours and fruit sizes. Tricia is currently a strong line for the heat truss market, with new varieties Success, Dolores and Plaisance performing well in trials.

The demand for food and niche products under increasingly tough climatic conditions has resulted in a world wide trend towards more protected culture crops.

The addition of the De Ruiter brand to our product range, means that Lefroy Valley will be ideally placed to service this market. We look forward to continuing the strong development of De Ruiter products in Australia, with the resultant win-win for growers!

Lefroy Valley is a vibrant, growing horticultural seed company committed to delivering solutions to the challenges faced by farmers in Oceania.

Lefroy Valley covers both Australia and New Zealand and has a mix of employees who possess a combination of practical experience, an understanding of modern agronomy and have an affinity for the land.

Lefroy Valley represents the cream of the worlds vegetable seed breeding companies including Hazera, Snowy River, Nickerson Zwaan and Pop Vriend to name a few.

Our close relationship with these companies allows us to market in original packaging providing you confidence and backup for the product you are purchasing and also meets the objective of SQF/HACCP accreditation.

Picture above left: Mr Biense Visser, President and Chief Executive Officer of De Ruiter Seeds and Nick Laminski, General Manager of Lefroy Valley signing contracts

Picture above right: Mr Biense Visser & Nick Laminski handshake after contract signing