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KWS inaugurates new R&D facility in Navolato, Mexico

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Global seed specialist KWS officially opened their new breeding station in Sinaloa, Mexico. There, the company will carry out breeding for tomato and pepper as well as screening activities for cucumber, melon and watermelon. Since its entry into the long-term growth market for vegetable seeds in 2019, KWS has been building a global network of sites to expand its breeding and sales activities across new regions.

The new facility in the municipality of Navolato covers 10,3 hectares and features warehouses, offices, a large area for open field production, as well as greenhouses covering an area of 4,500 m^2Â â?? a number which is supposed to grow by another 5.000 m^2Â in the coming years. In parallel with construction, KWS has assembled a team of approximately 45 employees, including experienced breeders, farming experts and seasonal workers.

KWS is one of the worldâ??s leading plant breeding companies. With a history of more than 165 years in the seed industry, the company focuses on plant breeding and the production and sale of seeds for corn, sugarbeet, cereals, rapeseed and sunflower. In 2019, the company announced its entry into the long-term growth market for vegetable seeds, based on a greenfield approach which entails organic growth, supplemented by suitable acquisitions and the sales of licensed-in varieties.

â??At KWS Vegetables Mexico, our goal is to provide high quality vegetable seeds for the Mexican marketâ?, Alberto Gonzalez AcuÃ±a, National Sales Manager KWS Vegetables Mexico, says. â??The new breeding station in Navolato enables us to develop competitive varieties which offer solutions for the main challenges faced by local farmers and strengthen our presence in the market.â?•

KWS, based in the city of CuliacÃ¡n has been active in Mexico since 2020 and already has a commercial portfolio for tomato seeds in place. Sinaloa, which is located on the west coast, is one of the nationâ??s most important areas for vegetables and other crops.

â??The new station will serve as the central hub of our breeding activities for the Mexican vegetable marketâ?, Ailton Ribeiro, Head of Breeding Latin America at KWS Vegetables, explains. â??The focus will lie on developing innovative tomato and pepper varieties â?? two crops of high relevance both for Mexican agriculture and our company.â?