

BASF and Nunhems opens Tomato experience Center in the Netherlands

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BASF | Nunhems has officially opened its Tomato Experience Center in Kwintsheul, near The Hague. The greenhouse features over 150 ToBRFV-resistant varieties. It is complemented by modern meeting facilities to showcase the company's ToBRFV-resistant tomato varieties and exchange with customers on their needs, BASF's innovations and trends in tomato breeding.

Customers and growers from around the world can explore the greenhouse and displays filled with different tomato varieties, offering opportunities to taste, touch, smell and slice the diverse range firsthand. Visitor groups may also include retail partners, industry experts, crop advisors and investors.

"Tomato breeding holds immense significance in the agricultural sector, as tomatoes have become one of the most important crops globally. From the moment ToBRFV erupted, BASF | Nunhems has been at the forefront in finding solutions to win the battle against this virus. Until now more than 25 ToBRFV-resistant varieties are providing solutions to tomato growers world-wide," says Silvia Cifre, Vice President M&S at BASF | Nunhems. "We are proud to open the doors today of our Tomato Experience Center. BASF has been in the tomato seed business for over 50 years and with this innovative facility we can show how much our portfolio and cultivation technology have evolved. In this inspiring environment, we will be able to take our collaborations with all players along the value chain to the next level."

Besides greenhouses and meeting opportunities, a comprehensive data collection on cultivation facts, production statistics, shelf life, weight and more is also on display at the center to provide customers with valuable insights for informed decision making.

The BASF | Nunhems Tomato Experience Center is located on the premises of our partner De Bakker Westland, a tomato producer in the region and member of the Growers United Association.