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Rijk Zwaan expands Tropical Crop Research with new breeding station in Brazil

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Dutch seed company strengthens global R&D network with dedicated tropical breeding facility aimed at developing climate-resilient fruit and vegetable varieties

Dutch vegetable breeding company Rijk Zwaan has expanded its global research footprint with the opening of a new open-field breeding station in Brazil, reinforcing its focus on developing fruit and vegetable varieties tailored to tropical growing conditions.

Located in Mogi Mirim, São Paulo state, the facility represents a significant investment in tropical crop breeding and forms part of the company's broader strategy to strengthen innovation for growers operating in challenging climatic environments. Although operational since 2024, the station was formally inaugurated this month in the presence of customers, industry partners and stakeholders.

The new breeding center spans approximately 40 hectares and has been designed to support the development of crop varieties capable of withstanding the unique pressures associated with tropical agriculture, including high rainfall, disease pressure and rapidly changing environmental conditions.

By conducting selection and breeding activities directly within tropical environments, researchers can evaluate plant performance under real-world conditions and accelerate the development of varieties with improved resilience to local pests, diseases and climatic stresses.

The facility also strengthens Rijk Zwaan's global breeding network and enhances its ability to support vegetable growers across Latin America and other tropical production regions. The company has operated in Brazil for two decades, providing a platform for closer collaboration with farmers, retailers and supply chain partners while aligning breeding priorities with market needs.

As demand for fruits and vegetables continues to rise globally, seed companies are increasingly investing in localized breeding programs to improve productivity, sustainability and crop adaptability. The Brazilian breeding station is expected to play a strategic role in supporting future food production by delivering varieties suited to evolving climate and market requirements.

The investment underscores the growing importance of region-specific agricultural innovation as the global seed industry seeks solutions to improve crop performance and strengthen food system resilience in diverse production environments.