



For Immediate Release

Vineland partners with Eminent Seeds in quest to bring consumers tasty Ontario tomatoes

VINELAND STATION, Ontario, October 16, 2019 – Vineland Research and Innovation Centre (Vineland) is one step closer to bringing flavour-packed Ontario greenhouse-grown tomatoes to Canadian consumers.

Vineland has partnered with Eminent Seeds to produce and distribute the seeds for the first three varieties of greenhouse-grown tomatoes-on-the-vine (TOVs) developed by the research and innovation centre with input from consumers and growers alike. The Netherlands-based company, chosen after an intensive vetting process, is a trusted leader in breeding and marketing high-performing and unique varieties of tomatoes that can be grown all over the world.

Eminent Seeds will work closely with Vineland to ensure the widespread release of seeds to Canadian greenhouse growers to produce the first commercial crop of these new TOVs with improved flavour and production traits in 2020.

“We now have a commercial outlet for the varieties Vineland has been developing,” said Ian Potter, Vineland’s President and CEO. “It’s a significant step toward making the results of our tomato breeding program widely available to participant growers and the entire industry.”

“There’s synergy on both sides of this partnership and that’s what makes it work,” said Peter Van Duin, Managing Director of Eminent Seeds. “This is about having these seeds available in the right quantity at the right time without compromising on seed health.”

Vineland’s new varieties have been more than six years in the making, thanks to a valued research partnership with Ontario Greenhouse Vegetable Growers (OGVG) to develop hybrid varieties of greenhouse tomatoes with new and differentiated flavour profiles.

The new varieties have been bred to suit Canada’s unique greenhouse growing conditions with disease resistance characteristics growers expect. They also boast higher yields than the varieties currently grown in Canada for commercial production. Consumers have also been heavily involved in the process, providing Vineland researchers with input on preferred aroma, taste and texture. That information was used to guide Vineland’s tomato breeding program.

“This delivers on Vineland’s mission to improve the economic viability and competitiveness of the Canadian horticulture industry,” Potter said. “We have partnered with a qualified and reputable collaborator to deliver results and impact.”

About Vineland Research and Innovation Centre

With a highly-skilled research team, oversight from an independent Board of Directors, engagement from an international Science Advisory Council and collaboration with 86 global

partners including a Stakeholder Advisory Council, Vineland's goal is to enhance Canadian growers' commercial success through results-oriented innovation. We are an independent, not-for-profit organization funded in part by the *Canadian Agricultural Partnership*. For the latest on our research and innovation, visit vinelandresearch.com.

About Eminent Seeds

Eminent Seeds specializes in growing, selecting and developing specialty tomatoes, sweet peppers and chilli peppers. We have been doing this with passion for over 35 years in the breeding station in the area of Westland in the Netherlands. Since 2014 Eminent Seeds has been using classical breeding techniques to create a new generation of varieties with their own distinct colours, shapes, sizes and flavours. At Eminent Seeds the quality is monitored on an ongoing basis throughout the growing period. Our seeds are always produced according to the GSPP (Good Seed and Plant Practices) standards under the supervision of Naktuinbouw, the Netherlands Inspection Service for Horticulture. Read more about our varieties on www.eminentseeds.com

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(L to R) Peter Van Duin, Managing Director, Eminent Seeds and Ian Potter, President and CEO, Vineland Research and Innovation Centre