



## Sowing the seeds of sustainability: Euroseeds Partners Unite to Showcase the Fascinating World of Plants

All around Europe, Thursday 1<sup>st</sup> June, 2023 – *The fascinating world of plants will be in the spotlight again this year, as Euroseeds, the single voice of the European seed sector, and its national associations [ANOVE](#), [Plantum](#), [ANSEME](#), [Assosementi](#) and in collaboration with the seed company [Limagrain](#), will host several live and online events as from mid-May. The events aim at raising awareness of the benefits of seeds, innovation and plant breeding activities and the pivotal role they have in developing a more sustainable agriculture and production of nutritious food, as well as for horticulture, forestry and other sectors.*

Euroseeds and its National Associations ANOVE, Plantum, ANSEME and Assosementi in collaboration with the vegetable breeding Lidea, are hosting several live and online events from mid-May to highlight the benefits of seeds, innovation, and plant breeding for sustainable agriculture and production of nutritious food. The events aim to raise awareness among stakeholders, including policy makers, food producers, retailers, schools, and consumers, of the vital role of plant breeding methods for a more sustainable future. Attendees will be able to participate in various activities, including workshops, seminars, and exhibitions, and interact with experts in the field.

"These events will be an excellent opportunity to showcase the latest advances in plant science and their practical applications for a more sustainable agriculture and food production chain," said Garlich von Essen, Secretary General of Euroseeds.

Plantum, representing the Dutch breeding sector, arranged '[Planten Peepshow](#)' as the centerpiece of their event from 23<sup>rd</sup> to 24<sup>th</sup> May. It's a greenhouse with six cubicles showcasing plants' solutions to problems and their benefits. The greenhouse was located on Anna van Buerenplein for the two days. Additionally, there was a masterclass in Nieuwspoort, led by Nelleke Kreike and Paulus den Hollander, exploring the fascination with plants and technology. Following that, the '[Planten Peptalk](#)' in Nieuwspoort, with speakers from various fields discussing their views on plants' future in food supply, including Sjaak van der Tak, Adri Bom-Lemstra, and Sijas Akkerman. Moreover, ANOVE, representing the Spanish breeding sector, organised an event to promote the importance of plant breeding innovation using a new campaign concept entitled '[Somos vida](#)'. Assosementi, the Italian seed association published a [press release](#) focusing on research on plants, mainly genetic improvement techniques, and its importance in addressing global agricultural challenges and developing sustainable production models for healthy food. The French seed company Limagrain arranged an event targeting the French national authorities for showcasing plant breeding activities, and on the same track, ANSEME, Portugal seed association, will be arranging an event in early June targeting the national decision-makers and aiming at raising awareness about innovative breeding methods.

"We hope to raise awareness of the vital role that high quality seeds and plant varieties play in our lives and to encourage a solid legal framework for new breeding technologies open to science-based policymaking and innovation ", concluded von Essen.



***Euroseeds is the voice of the European seed sector.*** We therefore represent the interests of those active in research, breeding, production and marketing of seeds of agricultural, horticultural and ornamental plant species.

Today, Euroseeds, with **35** national member associations from EU Members States and beyond, represents several thousand seed businesses, as well **79** direct company members, including from seed related industries.