

18 October 2023

LIDEA AT THE HEART OF ISSUES RAISED AT EUROSEEDS 2023 CONGRESS

With more than 850 participants, the Euroseeds 2023 Congress in Malta is the main large-scale seed industry event in Europe. Lidea's teams take part from 15 to 18 October for three full days of exchanges with partners and actors in the seed industry to discuss business and collaboration opportunities. The theme of this year's Congress is "Green Deal revisited: giant leap or giant flop? How Europe could still turn big ambitions into real progress".

LIDEA AT THE HEART OF ISSUES RAISED AT EUROSEEDS 2023

At Lidea, as a seed company and the first link in securing the food chain, we have been working on these issues for a long time. For over 80 years, our expertise in seeds and our research and development have enabled us to bring out the best in nature and support farmers in their vocation: feeding the planet.

Lidea's teams take part in this event to meet customers and partners and present our range of solutions and products designed with farmers to respond to today's environmental challenges.

"This Congress provides us with a major opportunity to develop business and raise our brand awareness with Congress participants and the seed ecosystem," underlined Oleksiy Prischepov, Strategic Marketing Director.



PRESS CONTACT LIDEA: Nathalie SALMON - Responsable communication Externe Euralis

nathalie.salmon@euralis.com



LIDEA, A MULTI-CROP OFFER

At the Congress, Lidea's teams will present the wide range of seeds on offer, including corn, sunflower, cereals, rapeseed, soybean, sorghum, pulses, forage and cover crops.

This multi-crop range has high-quality genetic potential, guaranteeing large yields and meeting high crop quality standards. Lidea offers expertise and a diversity of crops and solutions to meet the performance needs of all farmers; we call them Fresh Ideas. Based on Lidea genetics through genetic combination (Hi Corn, Duo Silo, Pack Protect, Pack Symbio), seed treatments (Boost & Go) or services linked to our genetic work, these Fresh Ideas deliver value to farmers.

Lidea offers solutions to farmers seeking to make the transition to agroecology, by developing farming practices that are both positive for the environment and profitable: climate adaptation, making the most of water resources, soil preservation, improving biodiversity, reducing inputs, etc.

Offering sustainable varieties and technological solutions also means responding innovatively to the demands of the industry. We use a method and advance towards a goal that places farmers and the planet side by side, as winners. We are convinced that our Fresh Ideas, the result of an innovation process that incorporates farmers' ideas, will help to transform farming into a sustainable, equitable and fertile ecosystem for all.

THE HISTORY OF EUROSEEDS

Today, Euroseeds, with more than 30 national member associations from EU Members States and beyond, represents several thousand seed businesses, as well as more than 70 direct company members, including from seed related industries.

Jacques Rabayrol, Director of Strategic Partnerships at Lidea, was unanimously elected by the Euroseeds General Assembly in 2021 to chair the Euroseeds Maize and Sorghum Section. The mission of this section is to respond to the challenges of the sector in terms of competitiveness and sustainability. This is a sign of recognition of Lidea as a leading seed company in Europe. It reflects the strength of our research programmes, such as our sorghum programme, Eurosorgho, which is the leading European research programme in this area, and our corn programme, which offers a range of water-stress resistant corn, under the Cactus label, adapting to climate change while guaranteeing high yields for farmers and livestock breeders.

ABOUT LIDEA

Lidea is a key player in the seed sector, operating across the entire value chain from research, to production, and marketing. Lidea is present worldwide, distributing seeds in 55 countries, with a diversified portfolio of crops: corn, sunflower, sorghum, cereals, rapeseed, forage, cover crops, soybean and pulses.

Lidea is above all 2,000 employees who are passionate about and committed to progress in farming, and who are driving it forward through high added-value certified seeds, innovative solutions and projects to meet farmers' needs.

PRESS CONTACT LIDEA: Nathalie SALMON - Responsable communication Externe Euralis

nathalie.salmon@euralis.com