

## Press tour Wednesday, May 29

Departure/return:  
Rotterdam Ahoy  
**8.15 am - 4.30 pm**

### Registration and/or more information

RSVP before May 18

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## Press Invitation

### THE POWER OF SEEDS IN FOOD SECURITY

The 100-year-old International Seed Federation (ISF) celebrates its birthday this year in the country where the (vegetable) seed sector originated: the Netherlands. In the past century, our country grew to become a world leader in the export of plant reproductive materials valued at over 5 billion euros in 2023.

Seeds are at the start of the food value chain and are a wealth of knowledge. Quality seeds, when carefully cultivated, grow into resilient crops that are resistant to climate change and plant diseases. These add value for farmers, growers and consumers alike. In addition to the economic impact, the seed sector also provides more than 14,000 high-quality jobs in the Netherlands.

### The International Seed Federation and Dutch business association Plantum invite you to:

#### 'The Power of Seeds in Food Security' press tour on Wednesday, May 29th from 8.15 am to 4.30 pm

During this tour, you will get an exclusive look behind the scenes of the seed industry. Discover Syngenta's high-tech tomato greenhouses, explore Rijk Zwaan's innovative lettuce greenhouses where advanced breeding and seed technologies are applied, and listen to East-West Seed's inspiring story about the great importance of quality seed and sustainable agricultural practices. A unique opportunity to gain in-depth insights about the Netherlands' innovative seed sector and the power of seeds in food security!

The tour departs from Rotterdam Ahoy. Please find the complete program in the appendix.

#### Opening Ceremony and press conference

You are also cordially invited to attend the ISF World Seed Congress. The Opening Ceremony and press conference of the congress take place on Monday morning, May 27<sup>th</sup> at Rotterdam Ahoy. During the congress panel discussions will take place covering a range of different relevant topics. An overview can be found [here](#).

