



Bejo

Access to Seeds Index

Corporate Data

Headquarters: Warmenhuizen, the Netherlands
Ownership type: Private
Group revenue (2014): USD 190,572,540

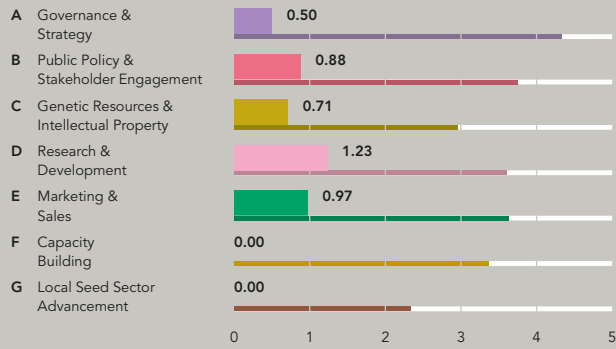
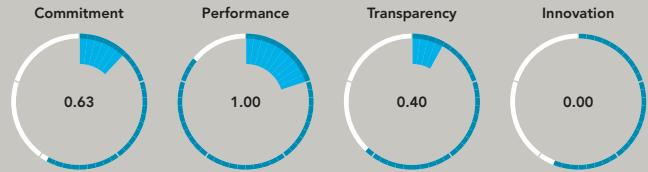
Bejo Zaden B.V. (Bejo) is a vegetable seed company. Its most established markets are Western and Eastern Europe and North, Middle and South America, but it is also developing markets in Asia and Africa. Bejo was founded in 1978 and is family-owned.

8
rank out of 10
score 0.72

Global Index – Vegetable Seed Companies

Ranking eighth in the Global Index of Vegetable Seed Companies, Bejo's below-average performance is characterized by a lack of transparency and commitments related to access to seeds. Despite overall weak performance, the

company has tailored some of its Research & Development activities to address the needs of smallholder farmers and improve access to seeds. Given its extensive vegetable crop portfolio and broad Index country presence, it has a clear opportunity to do more.



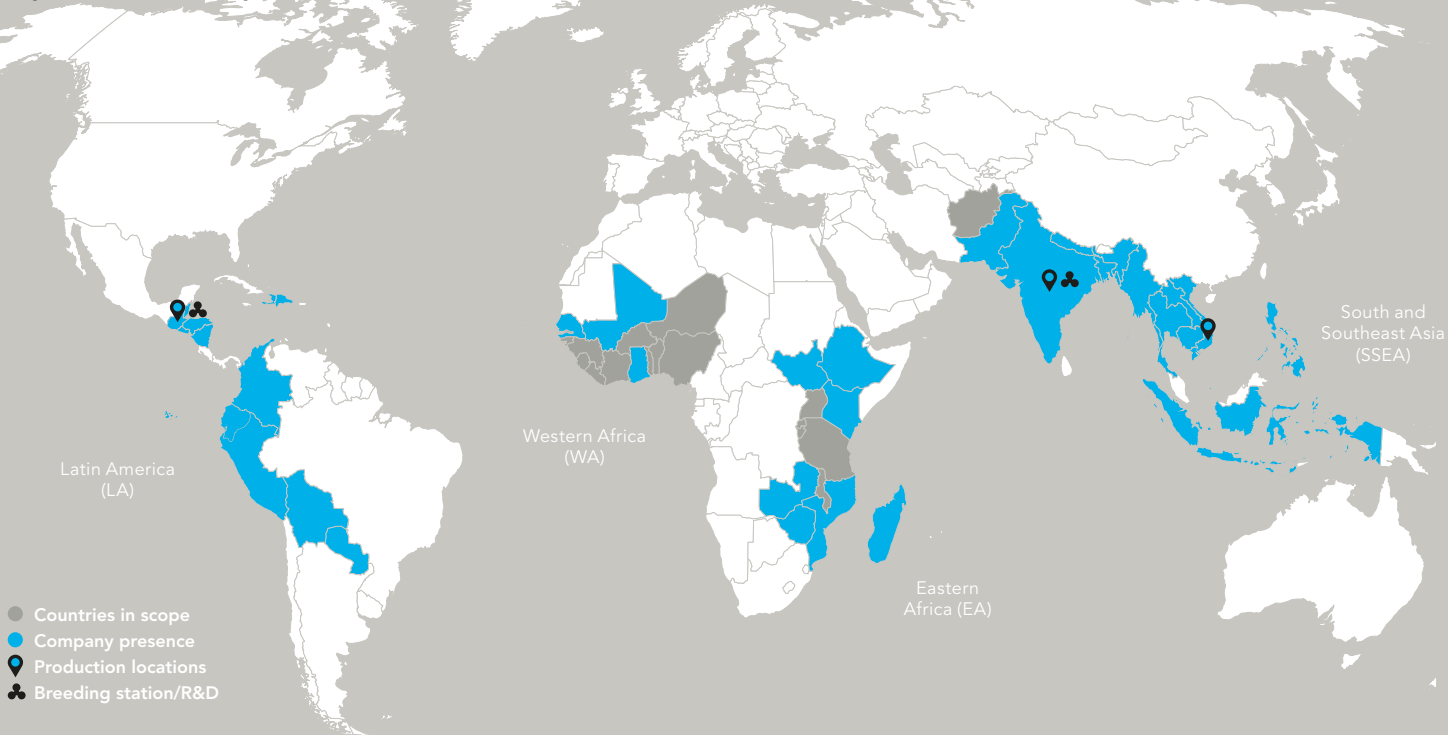
Leading Practices

■ Bejo has a robust distribution network with channels in 33 Index countries. Through its Indian subsidiary, it has established a dealer network across India and the South Asian Association for Regional Cooperation (SAARC) countries. It has also developed a local dealer network in other countries where it operates, with the exception of Cambodia, Laos and Myanmar. It aims to reach remote areas by working with dealers and seed shops that directly serve local growers.

Areas for Improvement

- Bejo scores highly in R&D relevant to Index countries but lowly in Marketing & Sales. It would be logical to match these R&D investments with an equal effort in Marketing & Sales.
- The company could also consider increasing the overall transparency of its commitments and programs related to access to seeds and addressing smallholder farmer needs across Index countries.

Operations in Scope



Index Vegetable Crops in Portfolio

- Broccoli
- Cabbage
- Carrot
- Cauliflower
- Chicory
- Chili pepper
- Cucumber
- Eggplant
- Gherkin
- Gourd
- Leek
- Okra
- Onion
- Spinach
- Sweet pepper
- Tomato
- Turnip

Notable Findings

■ Bejo has implemented training schemes to educate smallholder farmers on the sustainable use of agricultural inputs. It has also developed programs to promote the adoption of suitable varieties in select countries. In Mali, for example, it has hosted demonstrations on the use of sowing machinery for improving farming practices, while in Guatemala it organizes annual field days where it provides crop, cropping and variety information.