

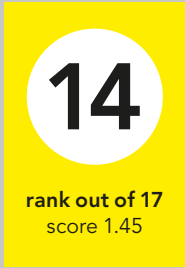


# Pop Vriend Seeds

Pop Vriend Seeds B.V. (Pop Vriend Seeds) is a family-owned international seed company based in the Netherlands. It offers open-pollinated varieties (OPVs) and hybrid vegetable seeds for use in the Middle East, Africa and Eastern Europe.

Access to Seeds Index

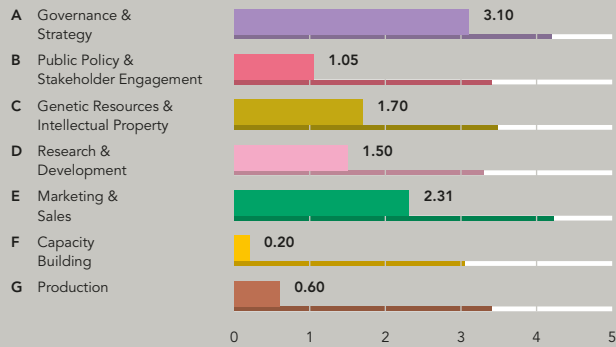
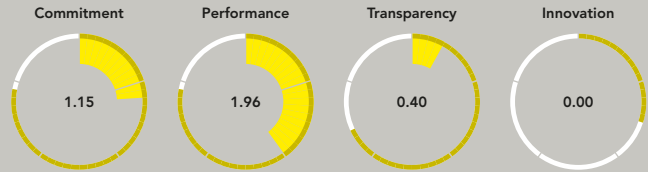
**Corporate Data**  
Headquarters: Andijk, the Netherlands  
Ownership type: Private



## Regional Index – Eastern Africa

Pop Vriend Seeds ranks at the lower end of the Regional Index, exhibiting strengths in some areas as well as many opportunities to improve. It achieves its highest scores in Governance & Strategy and Marketing & Sales. This is mainly due to an internal management information

system to measure progress against targets related to access to seeds and a product range that accommodates the differing capacity levels of smallholder farmers. The company’s lowest scores are in Capacity Building and Production.



## Leading Practices

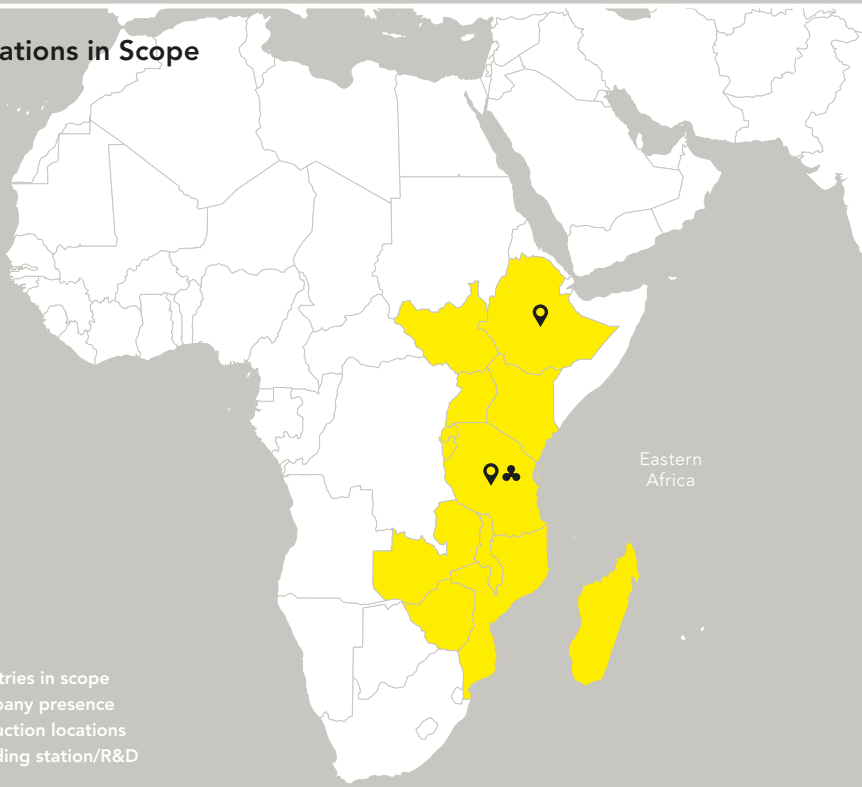
Pop Vriend Seeds breeds improved varieties for Eastern Africa for 17 of the 21 Index crops in its portfolio. For all of these 17 crops, the company offers open-pollinated varieties (OPVs), hybrids and different seed grades for the different capacity levels of smallholder farmers. In addition, the company is undertaking variety trials for eight of its Index crops in Ethiopia, Kenya and Tanzania.

## Areas for Improvement

Pop Vriend Seeds is encouraged to enhance public disclosure of its access to seeds programs by communicating details of related commitments, programs and targets.

## Operations in Scope

- Countries in scope
- Company presence
- 📍 Production locations
- 🌱 Breeding station/R&D



## Notable Findings

- Pop Vriend Seeds attends forums and African seed congresses, at which it aims to represent smaller seed companies in international dialogue.
- Pop Vriend Seeds' seed quality meets ISTA standards and its quality team tests all seed stocks for germination, purity, moisture content, vigor, shelf life and seed-borne diseases. Its assurance systems include quality monitoring throughout its distribution network. Teams closely monitor the market for counterfeit seeds and are instructed to notify the company's head office immediately if they find falsified packaging.

## Index Crops in Portfolio

Global Vegetable Crops	Sales												Breeding Focus			
	BDI	ETH	KEN	MDG	MWI	MOZ	RWD	SSD	TZA	UGA	ZMB	ZWE	Broad adaptation	High altitude	Mid altitude	Low altitude
Broccoli		●					●						🌱		🌱	
Cabbage	●	●	●		●		●		●	●	●	●	🌱		🌱	
Carrot	●	●	●		●		●		●	●	●	●	🌱	🌱	🌱	🌱
Cauliflower	●	●	●		●		●		●	●	●	●	🌱		🌱	
Chili pepper	●	●	●		●		●		●	●	●	●	🌱	🌱	🌱	🌱
Cucumber	●	●	●		●		●		●	●	●	●	🌱		🌱	🌱
Eggplant	●	●	●		●		●		●	●	●	●	🌱		🌱	
Green bean		●	●				●		●	●	●	●	🌱	🌱	🌱	🌱
Green pea		●	●	●					●	●	●	●	🌱	🌱	🌱	🌱
Leek	●	●	●				●		●	●	●	●	🌱		🌱	🌱
Lettuce	●	●	●		●		●		●	●	●	●	🌱		🌱	🌱
Melon	●	●	●		●		●		●	●	●	●	🌱		🌱	🌱
Okra	●	●	●		●		●		●	●	●	●				
Onion	●	●	●		●		●		●	●	●	●	🌱		🌱	🌱
Pumpkin		●	●				●		●	●	●	●				
Spinach	●	●	●		●		●		●	●	●	●	🌱	🌱	🌱	🌱
Squash	●	●	●		●		●		●	●	●	●	🌱	🌱	🌱	🌱
Sweet pepper	●	●	●		●		●		●	●	●	●				
Tomato	●	●	●		●		●		●	●	●	●			🌱	🌱
Turnip	●	●	●		●		●		●	●	●	●			🌱	🌱
Watermelon	●	●	●		●		●		●	●	●	●			🌱	🌱