



Corporate data

Headquarters: Kaohsiung, Taiwan
Ownership type: Private
Group revenue (2017): USD 70,000,000
Seed revenue (2017): USD 69,000,000

<http://www.knownyou.com>

Known-You Seed was established in 1968 and has a focus on breeding and marketing of hybrid vegetable varieties. The company has a presence in all 13 index countries. Its products are sold through its own subsidiaries and independent distributors. Its main crops in South and Southeast Asia are melon, watermelon and papaya. Smallholder farmers constitute its main clientele in some markets. The company reports a wide portfolio of vegetable and local crops.

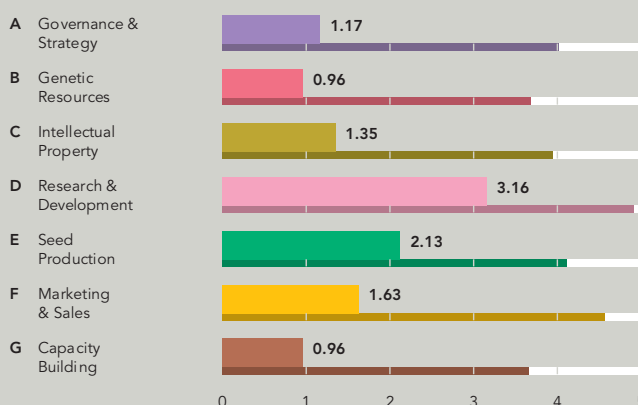
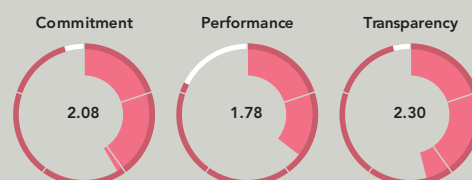
15

rank out of 24
score 1.71

South and Southeast Asia

Known-You Seed ranks 15th out of 24 index companies, mainly due to its solid performance in Research & Development. In this measurement area, its main strength lies in its breeding program, which includes both global and local crops, while focusing on traits and pests important

for smallholders. Its extensive presence translates into local seed production capacity and marketing demonstrations across the region. However, the company could consider improving its practices in Genetic Resources, Intellectual Property and Capacity Building with regards to smallholder farmers.



Leading practices

■ The company has a breeding program through which it develops improved varieties of global and local crops appropriate for smallholder farmers in South and Southeast Asia. The company breeds for special traits useful for smallholder farmers including resistance to regionally important pests and diseases. Apart from having breeding locations in the region, the company's breeding activities in Taiwan address the needs and demands of smallholder farmers.

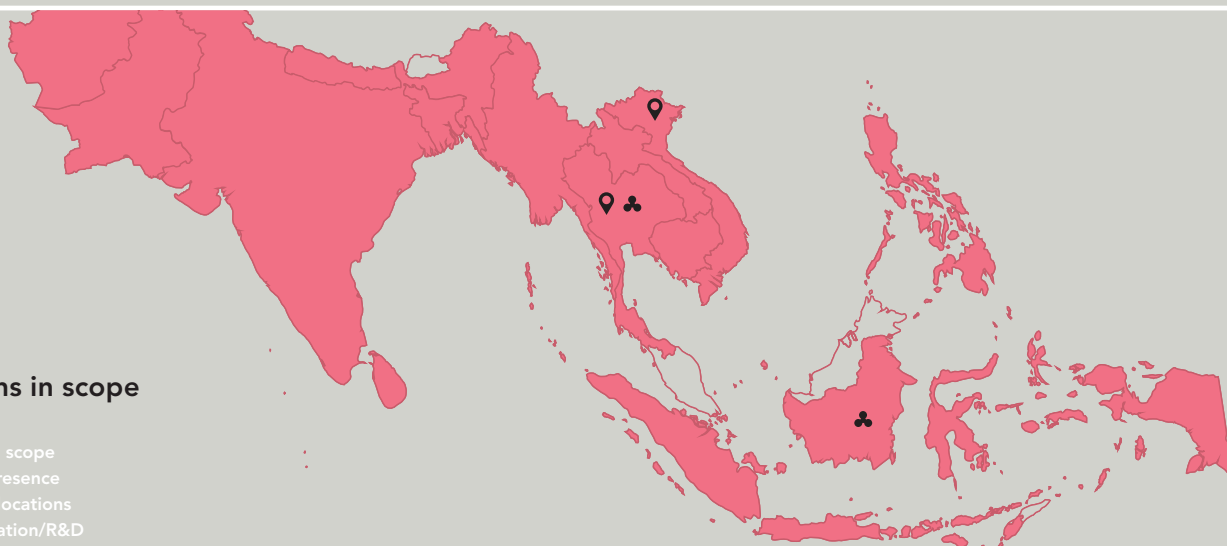
■ Smallholder farmers produce 100% of the company's seed in Thailand and India. Seed producers are offered formal contracts that describe the price, payment terms and support being provided.

Areas for improvement

■ The company could consider being more transparent about the code of conduct governing its business activities.

■ While the company provides brief references to a commitment on a few aspects of sustainable development such as climate change, it is encouraged to articulate a formal commitment regarding smallholder farmers.

■ The company has indicated it protects its hybrids by means of trade secret mechanisms only, unlike other companies. In addition, it only develops hybrids for all its varieties. With a presence in all 13 index countries, the company is encouraged to adopt an intellectual property policy that clearly considers the needs of smallholder farmers in these countries.



Operations in scope

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

Index crops in portfolio

	Seed type			Source		
	Hybrid	OPV	GM	Own breeding program	Public research institute	Licensed from other company
Vegetables						
Cabbage	●			●		
Carrot				●		
Cauliflower	●			●		
Cucumber	●			●		
Eggplant						
Gourd	●			●		
Green bean		●		●	●	
Green pea		●		●	●	
Lettuce		●		●		
Melon	●			●		
Okra						
Pepper (hot)	●			●		
Pepper (sweet)	●			●		
Pumpkin						
Squash						
Tomato	●			●		
Watermelon	●			●		

Local crops in portfolio

Amaranth	Kangkong	Vegetable chrysanthemum
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Notable findings

■ The company is an active member of national trade associations in India, Indonesia, Myanmar, Pakistan, the Philippines, Sri Lanka, Thailand and Vietnam.

■ The company is working on improving three local crops, namely amaranth, kangkong and vegetable chrysanthemum, suitable for small-holder farmers in index countries.

■ All seed supplied by Known-You comply with International Seed Testing Association (ISTA) standards. Local rules are followed when registering new varieties in index countries.

■ The company distributes its seed through its own subsidiary in Thailand, Myanmar, Vietnam, the Philippines, Indonesia and India but relies on distributors in other countries.