

Strategic Planning 2035

Where to play

Build on **established field crops** to master **Customer Centricity**



Become a leader in **Vegetables and Plant-based Proteins**

Unlock the full potential of **Hybridization** and **New Breeding Technologies**



Drive additional growth with **New Markets, Crops, Services, and Tools**



How to win



Commercial Excellence

Understand and maximize value for our customers

Innovation Excellence

Continuously advance plant genetics

Organizational Excellence

Ensure clear processes and structures

Ambition

Become **Employer of Choice** in the seed industry



Profitable Growth to preserve independence



Ensure **Innovation Leadership** in plant breeding



Empower **Sustainable Agriculture**

