Nunhems® consolidates its leadership in Fruit Attraction in the development of new consumer trends

In the latest edition of Fruit Attraction, Nunhems®, the unit of horticultural seeds from Bayer has revealed its leadership strategy, based on the slogan "Imagine it, we make it happen", a working method with which the Nunhems® brand achieves seduce the consumer thanks to the involvement of all departments of the company with the common goal of working daily to find out what are the real needs of the food chain and determine the best way to meet them.

> Maximum quality, long service life, attractive external appearance, resistance to diseases and high performance are some of the parameters that Bayer Vegetable Seeds has been incorporating for many years to the new horticultural varieties that have become benchmarks in the market

One of the novelties of this year in the stand of Bayer has been Minigustos®, the new Premium mark of attractive and tasty vegetable snacks, that has been present in Fruit Attraction with the mini cucumber. *With Minigustos®, Bayer focuses on the X generation and the 'millennials', two consumer profiles that are characterized by exercising more, eating better and smoking less*. In addition, they are willing to spend their money on food brands that convince them because of their

quality and taste, but also because of their healthy values.

The first Minigush snack cucumbers are already available in the most exclusive supermarkets in Northern Europe. In addition, Bayer has received orders from Canada, Australia and China, so expectations are unbeatable.

The Minigustos® line faithfully reflects Bayer's new criteria in the improvement of cucumber varieties, since new sales arguments based on the taste experience are offered to the food chain for the first time.

> In addition to flavor, Bayer's research and improvement programs incorporate Spanish and French cucumbers with a crunchy texture in tune with current consumer trends in which the consumer values this attribute very positively

Premium range of Spanish cucumber

Innovations in flavor and texture also reach the market through the Q.verde line, the highest quality Spanish cucumber range from the Nunhems® brand. Following the unprecedented success of Alpita F1, the first variety of the Q.verde label, Nibali F1 and Contador F1 have been incorporated. *The three varieties of Spanish cucumber are complemented in calendar and allow, for the first time, offer a full range in this market segment that facilitates production during the twelve months of the year and in any area of Spain, always in protected cultivation.*

> Q.verde is the quality line that identifies the new varieties of Spanish cucumber that will be appearing with the common denominator of offering a plus in color, quality and productivity

This seal of quality, unique of its kind in the market, is the fruit of a great investment effort in R & D by Bayer for this type of cucumber. *Currently, the Q.verde line is the undisputed leader of cucumber in the Spanish market*.

Tomato pink Tinkwino F1

Among the proposals of the Nunhems® brand to diversify the tomato offer highlights Tinkwino F1, *a pink tomato ideal for long cycles, with very uniform fruits, and intense color and flavor. Tinkwino F1 does not suffer cracking and its fruits are firm and massive*.

It is a very productive variety throughout the cycle, with a low percentage of second category fruits. Very uniform, with fruits of caliber G and GG with high firmness.

> In the long day yellow onion typology, the Nunhems® brand has presented the Joaquin F1

variety with a high yield and a high level of quality, uniform throughout the production

Its most important feature is the absence of waste, a feature that is clearly differentiated from other varieties available in the market and that responds to the demands of producers.

With its strategy of success, Bayer Vegetable Seeds has laid the foundations of a unique working method in the world. "The intelligent management of knowledge from the field to experts in plant improvement through the permanent analysis of market trends allows the Nunhems® brand to market new varieties that, in many cases, anticipate consumer tastes and create a trend ", Explains Francisco Solera, Crop Sales Manager for Europe and the Middle East.

The fruits of this successful method of work have been the protagonists in the stand of Bayer in Fruit Attraction, which since the first day of the fair became an obligatory meeting point for representatives of the entire food chain, eager to know the latest news . "We are very satisfied with the interest that the Nunhems® brand has aroused in this edition, for us it is a recognition of the effort invested in offering maximum commercial quality and maximum safety in production", adds Francisco Solera.

Source: Bayer Vegetable Seeds

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