Genesis Innovation Group was born to integrate the development and management of protected varieties of plants worldwide

Genesis Innovation Group **has been born, a Valencian company that brings together a group of highly specialized companies in the development and integral management of protected plant varieties worldwide. An initiative that takes advantage of the success of the business model that** Citrus Genesis **has been applying for more than a decade in the development and management of new varieties of citrus, to penetrate other fruit species such as pomegranate, grape, kaki and other exotic fruits.**

During the time that Citrus Genesis has been operating, it has developed dozens of new varieties and its operation has expanded to the five continents, carrying out a fundamental activity for breeders and farmers, as well as for the great distribution chains.

The new business venture, Genesis Innovation Group, is structured in five independent areas and has extensive experience in the development and management of protected plant varieties. *In this way, the Valencian entity will have five business areas, four of them corresponding to product: Citrus Genesis will focus, as it has been doing so far, on the development and management of citrus varieties to further expand this area of deal;* Pom Genesis *will be heading towards the global*

development of new varieties of pomegranate for consumption in fresh, juices and fourth range; Grape Genesis*, created to revolutionize the varietal panorama of seedless table grapes and* Genesis Exotics*, responsible for the management of new exotic and tropical fruit varieties such as khaki and mango,* among other products.

> The new structure revolves around a fundamental division, Genesis Farming, with the aim of developing, multiplying, evaluating and producing new varieties that exceed the expectations of the final consumer and encourage consumption

This new division will take care of the varietal improvement programs in own innovation centers, the nurseries producing certified plant material, the experimental farms where the tests and evaluations of each variety and the own production of the new ones are carried out cultivars to supply a market always thirsty for novelties, innovation and tangible improvements in the quality of the fruit.

> The corporate mission of Genesis Innovation Group is to bring together the best breeders and the best producers in the world to offer consumers a wide range of new varieties of high quality that contribute to the economic and ecological sustainability of the agronomic sector

For this, it has an international infrastructure and a human team made up of scientific, technical, commercial, marketing, administrative and legal experts who share the passion to develop and manage new varieties, from seed to shelf, to the benefit of breeders, farmers, traders and consumers. *Genesis Innovation Group plans in the near term to continue launching new varieties to the market, and has just presented its new website* www.genesisinnovationgroup.es *in which the activities of its different divisions and the characteristics of its varieties can be consulted as well as establish contact for any question.*

Source: Genesis Innovation Group

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