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Tozer and KWS Vegetables strengthen long-standing UK distribution agreement

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Tozer and KWS Vegetables Netherlands B.V. have renewed their exclusive UK (England, Wales, Scotland and Northern Ireland) distribution agreement, continuing the successful partnership originally established with Pop Vriend Seeds, which KWS acquired in 2019. Under this renewed contract, Tozer will remain the exclusive marketer of KWS Vegetables genetics in the UK fresh market segment for spinach, chard, French beans, and beetroot.

â??We will continue to promote market-leading spinach and chard varieties alongside the well-established French bean range. We are also excited about KWSâ??s beetroot programme â?? though relatively new, it builds on KWSâ??s strong sugar beet breeding foundation and promises innovative varieties for the UK market.â? Explained David Rogers, Commercial Director at Tozer.

The products are already available in the UK, with Tozer independently trialling and evaluating the varieties to ensure they meet growersâ?? and retailersâ?? high standards.

Reflecting on the partnership, Steve Winterbottom, Managing Director at Tozer, said:
We are really pleased to have signed this agreement, it means that the close cooperation we have built with Pop Vriend Seeds over 30 years is valued and can become even stronger with KWS. We see in KWS Vegetables a company that is dedicated to shaping the future of sustainable agriculture with innovative vegetable seed solutions and we are proud to be working closely with them.â??