



PART OF THE
KWS FAMILY

KWS INITIO

The new, efficient seed treatment technology for beans and spinach

Focus is in our genes.



Front runner

Combining over 60 years of experience with innovative technology makes us world market leader in spinach breeding.



Mark Charlesworth
Product Manager Spinach
mcharlesworth@popvriendseeds.com

Sustainable growth

We export our vegetable seeds to over 100 countries around the world.



Piet Geraets
Product Manager Beans
pgeraets@popvriendseeds.nl

In it for the long term

We innovate with a long term perspective, together with our clients.

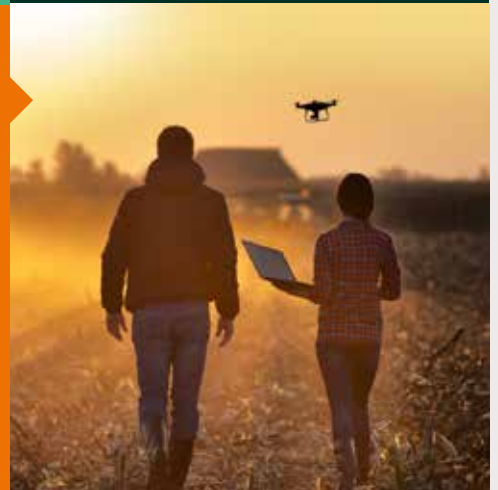
Super specialist

We focus on a limited number of crops in which we strive to be a top 3 player.



The power of partnership

Our passion for great genetics combined with KWS's superior technology already delivered some great results.



Benefits

KWS INITIO



Faster and more uniform emergence



Improved nutrient uptake in early growth stage



Better crop establishment



Enhanced (fine) root development

Getting a good, healthy start to a crop is essential to its performance. KWS INITIO is a nutrient-rich coating that gives a strong start to your bean or spinach crop, helping it reach its full growth and yield potential.

"In the past 4 years, we have tested many different seed coatings to identify products that are beneficial when conditions are not optimal and that are safe for the seeds. With KWS INITIO, we see that plants show a greater tolerance to harsh conditions."

Anita van Nieuwenhoven
Seed Treatment Specialist
anieuwenhoven@popvriendseeds.nl





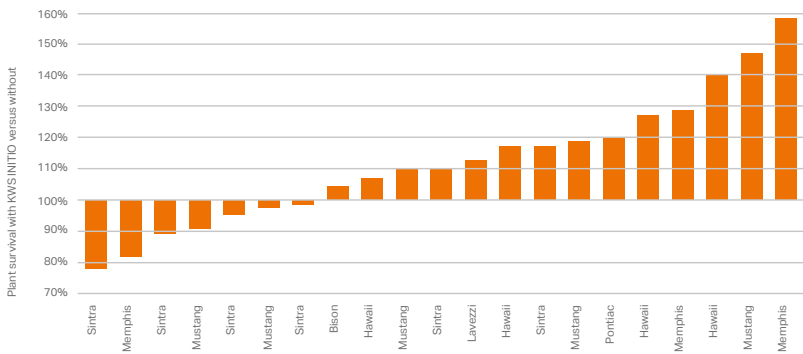
Less heat stress with KWS INITIO



Heat stress without KWS INITIO

10-42 days after sowing, untreated = 100%. Only fields with challenging growing conditions at emergence. Average increase was 12%.

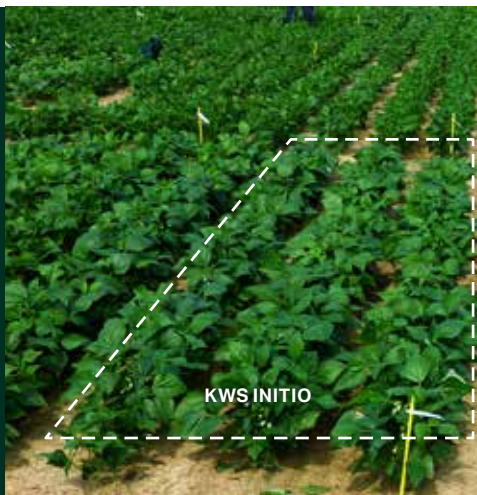
Replicated trials in 2020-2022 under challenging conditions. France, Belgium, Netherlands



More resilient and robust plants

Better plant development with KWS INITIO, which improves ability to withstand challenging growing conditions.

Higher plant survival rate
Seedling survival was better with KWS INITIO in 14 out of 21 trials.

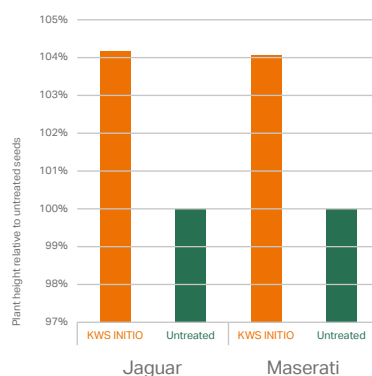


KWS INITIO

Untreated

Larger seedlings
A significantly better plant development was observed in varieties with KWS INITIO 56 days after sowing.

56 days after sowing
Trial Andijk, The Netherlands, 2021

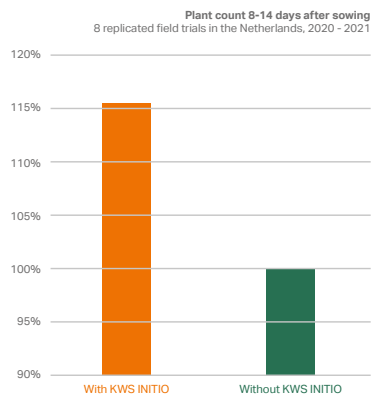


Increased uniformity

43%
of the small plot replicated trials with KWS INITIO in NL, FR, BE had more uniform plots.



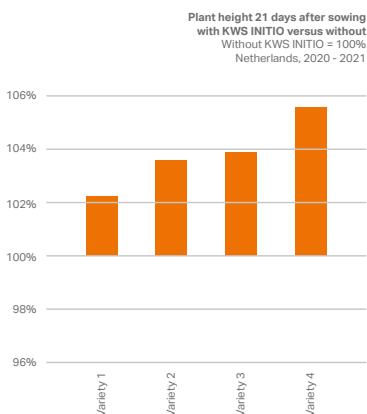
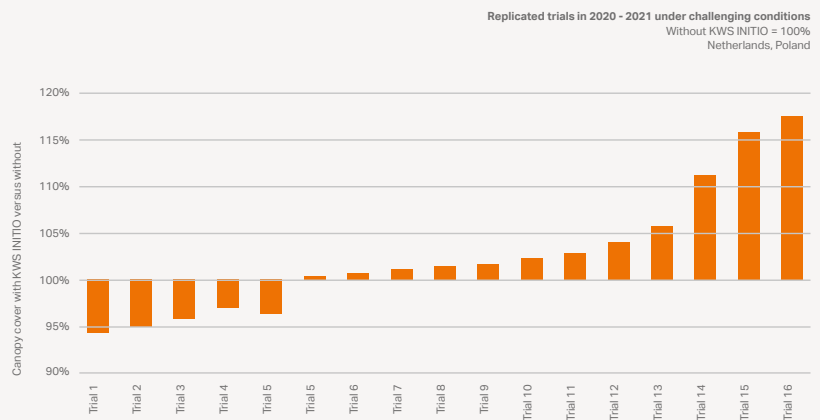
KWS INITIO compared to other micronutrient treatment available in the market.



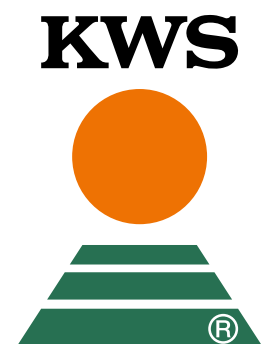
Higher emergence
Higher plant count with KWS INITIO in 6 out of 8 trials.



Earlier plant development
Higher canopy cover with KWS INITIO in 12 out of 17 field trials.



More biomass
Taller plants with KWS INITIO in trial with challenging growth conditions.



POP VRIEND SEEDS IS A SUBSIDIARY OF KWS VEGETABLES BV

Figures and information in this brochure are based on the average results of large scale trials and small plot replicated trials under European conditions and may vary with local environmental and agronomic conditions, grower skills, microclimate and soil structure.

Pop Vriend Seeds does not accept liability based on the information in this brochure for deviating results in the cultivated product. Buyers and users of Pop Vriend Seeds varieties are responsible to determine suitability of the seeds to intended cultivation and local circumstances.

All contracts for delivery of goods are subject to our general terms of sales and delivery, which you can download from our site www.popvriendseeds.com. You can also ask for a copy by e-mail via info@popvriendseeds.nl.

In addition ISF rules are in force.

Please check our website for the most updated technical specifications of our varieties.

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