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What is Planasa?

We are a global company leading the agri-food sector.

We have +45 years of experience in plant innovation and development of new varieties, specially berries.

We have international presence thanks to a sales and partners network.
What we do

Our aim is to offer growers *varieties* that are fully adapted to their production and *business demands*: productivity, earliness, taste and excellent shelf life.

We are experts in

(Breeding)

Obtaining new plant varieties to meet the future needs of farmers and consumer tastes.

(Nursery)

+1.500 hectares to produce the best plants. We are one of the largest nursery owners in the world.

(Fresh produce)

Straight to the consumer. The freshness and quality of the product are our key features.
OUR HISTORY
In 1887 Amand Darbonne started to produce medicinal herbs and aromatic plants in Milly-la-Fôret (France).

Almost 90 years after, Amand’s grandson Marc Darbonne founded Plantas de Navarra SA together with Caja de Ahorros de Navarra to improve the asparagus crop.
1975-1978
Breeding strawberry and asparagus and endive production activities start.

1984-1991
R&D of strawberry, asparagus, fruit tree and garlic varieties.

1997-2000
Planasa acquired part of the US company California Endive Farms (CEF) USA. PlanItalia and Planasa Polska were founded.

2003
Group Darbonne took control of the 100% of Planasa and the successful strawberry variety Sabrosa-Candonga® was launched.

2005-2008
Beginning of breeding activities in other berries. Creation and participation of Hansabred in Germany for new varieties of strawberries for the North of Europe.
2010-2011

�行进于墨西哥、智利和美国。我们推出了 Sabrina® 草莓并开始生产芦笋、蓝莓和覆盆子。

2013-2015

著名的 Adelita® 覆盆子被推出。Planasa 收购了 100% 的加州生菜农场 (CEF) 和摩洛哥的 Maamora Prim。

2016-2017

Planasa 开始在中国运营，成立罗马尼亚和荷兰子公司，并收购了美国公司 NorCal Nursery。

2018

UK Cinven 收购了 Planasa 的 65%。草莓品种 Savana® 被推出。

2019

Planasa 的新一代蓝莓品种研发成功，包括 Manila, Malibu, Marina, Madeira, Maldiva 和 Masirah。
Mission, View & Values

Mission. Supply our clients high-quality and added value products and services to satisfy consumer tastes and expectations.

View. Our target is to lead the global market of innovative solutions for the supply chain of berries, asparagus, garlic & endives.

Values

Integrity. Honesty and integrity lead our business.

On-going search for innovation. Encouraging new ideas, initiative and creativity.

Customer satisfaction. Customers and their success are always at the core.

Openness. Active search the for best practices to provide higher-value.

Corporate excellence On-going improvement, effectiveness and efficiency.

Teamwork. Sharing knowledge, ideas and experience to make the best decisions.

Commitment with people. Promoting talent, creating opportunities, rewarding achievements.
BREEDING
What is breeding?

1. We start with X thousand seedlings of strawberries, raspberries, blueberries and blackberries.

2. After a first selection, we keep the parental plants (mothers and fathers) selected for different properties: productivity, earliness, shelf-life…

3. Then, we crossbred them and make selections (classical breeding) to produce new berry varieties that meet both the demands of growers and consumers.

4. Once we feel we have something, we test it in our development farms, in similar conditions to those of growers to check they are going to perform well.
Main breeding goals

(Disease Resistance)

(Productivity traits)
earliness, yield, fruit size...

(Fruit quality)
shape, colour, brix, taste, firmness...

Fundamental research to improve breeding

Breeding efficiency & speed.

Improvement of indirect traits using molecular techniques, like taste, disease resistance and growing features:

- Winter production on raspberry and blackberry.
- Disease resistance on strawberry and asparagus.
- Study of the aromatic compounds in strawberry.
VARIETIES
Strawberry
Infra short Day

Sayulita
Samantha
Savana
Strawberry
short Day (Southern varieties)

0639

Candonga

Sabrina
Strawberry
Day Neutral varieties

Cristal

Salma
Strawberry
Infra short Day

Darselect

Dream

Duchesse®

Amandine

Diabesse®

Donna
Rubus
Raspberry and Blackberry

- Adelita
- Lolita
- Lupita
- Sultana
Blueberry
Low chill

- Plablue 15.45 / Manila
- Plablue 15.122 / Malibu
- Plablue 15.02 / Madeira
- Plablue 15.42 / Maldiva
- Plablue 15-49 / Marina
- Plablue 15.25 / Masirah
Asparagus

Cipres
Darbian
Darbella
Placosep
Asparagus

Darvador

Darlise

Darzilla
Garlic

Garcua

Gardacho

Garpek

Gardos
NURSERY
Nursery

Once we have selected the varieties and check they are commercially good, we need to multiply and grow the plants to supply our clients the amount they need.

We have perfectly integrated the activities of selection, varietal development and propagation in nurseries in different geographical and climatic locations to offer the plant material that best suits the needs of growers around the world.

We pay close attention to the production process of our plants, aiming to serve our customers plants that meet the highest standards of health and quality.
Nursery

With **+1,500 hectares in Spain, Poland, Morocco, the United States, Mexico and Chile** we are one of the major nurseries in the world.

1. **Sariñena & Segovia (Spain).** Strawberry plants | Plant species for Mediterranean and Continental climates. Development farm for different species.

2. **Gniezno (Poland).** Strawberry plants and asparagus.


4. **Guadalajara & Michoacán (México).** Strawberry, raspberry and blueberry nursery.

5. **Los Angeles (Chile).** Strawberry plant nursery. Observatory for new varieties adapted to mild climates.

6. **Kenitra (Morocco).** Strawberry plant nursery
FRESH PRODUCE
Planasa produces and commercializes raspberries, blueberries, asparagus, nectarines, peaches, avocados but above all endives.

We are the only company in the world that works 365/7 to guarantee a super fresh product using a modern hydroponic system and an automated production line: the Robolof system.

Thanks to this cutting-edge technology we can produce

- **+35,000 Kg/day**
- **+165,000 Kg/week**
- **+650,000 Kg/month**
- **8,000,000 Kg/year**
# Fresh produce

<table>
<thead>
<tr>
<th>product</th>
<th>ha</th>
<th>variety / season</th>
<th>area</th>
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<tbody>
<tr>
<td>Adelita</td>
<td>55 Ha</td>
<td>Nov-March/ April-June</td>
<td>PP Kenitra (Morocco)</td>
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<tr>
<td>Lupita</td>
<td></td>
<td>Oct-Dec/ March-April</td>
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<tr>
<td></td>
<td>50 Ha</td>
<td>Dec-February</td>
<td>PP Kenitra (Morocco)</td>
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<td>(This year only January)</td>
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</tr>
<tr>
<td></td>
<td>97 Ha</td>
<td>April and May</td>
<td>PP Kenitra (Morocco)</td>
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<tr>
<td>Duke</td>
<td>38 Ha</td>
<td>½ June-August</td>
<td>Le Barp (France)</td>
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<td>Draper</td>
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<td>Bluegold</td>
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<td>Liberty</td>
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<td>Cargo</td>
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<td>200 Ha</td>
<td>March-May</td>
<td>Le Barp (France)</td>
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<td>Duke</td>
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<td>Bluegold</td>
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<td>Cargo</td>
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<td></td>
<td>35 Ha</td>
<td>July-August</td>
<td>Romania</td>
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**Fresh produce**

Our Mission

We aim for *excellence* across all standards to achieve our own *Planasa Standard*.

We will pass any *audit* for any customer, anywhere, on any day, ensuring our products are transparent *from plant to shelf*.

We will achieve *excellence* through continual improvement by ensuring our data capture has a use, is accurate, and ultimately real time.

Within the following *certificates*
OUR PEOPLE
Our People, our value

Why working with us?

- We lead the global agri-food sector.
- We are one of the largest nurseries worldwide.
- We develop sustainable and healthy products.
- We are committed to quality.
- We offer the best working environment.
- We are immersed in a strategic expansion process.