

December 5, 2023

## LIDEA, FRENCH SEEDS COMPANY AND EUROPEAN LEADER, SET SAIL FOR NORTH AMERICA

From December 5th to 8th, Lidea, a seed company and European leader, will be taking part in the ASTA field crop seed convention at Orlando (USA). This is the largest American seed industry conference, bringing together almost 3,000 people from all over the world. After proving its worth in Europe, Lidea is stepping up its development in other territories, particularly North America.

Orlando, December 5, 2023 - "Lidea represents an opportunity for our future North American partners looking to diversify their activities. The innovative, high-performance, disease-resistant genetics we offer is best suited to early temperate ripening zones. In addition to our specific varieties, we have developed a licensing strategy to stay in tune with the needs of North American customers: we look forward to expanding our activities in North America," says François-Xavier Larrouy, Export and Licensing Manager.

By taking part in ASTA, the largest American seed industry conference, the company aims to get as close as possible to the North American market. Lidea's representatives at the show will be able to exchange ideas with the entire local seed industry, and forge future partnerships among the 2,000 seed industry professionals from 30 countries.

The French company offers a wide range of seeds available in 55 countries (South America, Africa, Asia, Europe, etc.). For the North American market, Lidea offers mainly a selection of corn, soybean, sunflower and sorghum seeds. Numerous tests have been carried out, with conclusive results in terms of adapting Lidea genetics to American soils and climate conditions. Thanks to adapted varieties, Lidea's genetics also enable stable yields. In addition to selling seeds, Lidea would like to offer licensing opportunities to North American seed companies, enabling them to produce and multiply the seeds on their own.

Orlando, December 5, 2023 - "*Lidea is a quality seed partner. LIDEA's new Tropical Dent genetic family originates from Europe. Thanks to its stability, the North American grain and silage market will benefit from crossbred quality products. Our varieties, which excel in environments with limited potential, have excellent late-season plant health, superior grain quality and specific weight, and offer consistent yields in a wide range of environments.*", says Mike White, North-American corn breeder.

### ABOUT LIDEA

*Lidea is a French seed company positioned among the leaders in the European and international markets. With 8 production sites (France, Romania, Ukraine, Spain and Russia) and 19 research stations across Europe and Latin America, Lidea records sales of 414 million euros. The French company, headed by Olivier Paul, operates the entire value chain research, breeding, seed production and product marketing. The company has invested over 8million euros in research and industrial development. Lidea offers a wide range of seeds, with 6 million hectares sown worldwide with Lidea varieties.*

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Mike White, North-American corn breeder Lidea



François-Xavier Larrouy, Export and Licensing Manager Lidea

