



## HM.CLAUSE Initiates Second Campaign of FIJI Melon

**Davis, California – March 24, 2014 –** HM.CLAUSE is pleased to announce an increased availability of FIJI cantaloupe seed, the latest in a long line of varietal successes from the worldwide leader in melon seed sales. By focusing breeding efforts equally between grower needs and consumer preferences, HM.CLAUSE continues to influence the demand for melon globally.



FIJI, a best of both worlds melon, provides the consistency and labor savings that growers seek while delivering the color and flavor that consumers expect. FIJI's industry-leading field holding capability, combined with its concentrated fruit set and early sugar development provides harvest flexibility for producers while simultaneously reducing harvest expenses. The long shelf-life genetics of FIJI also facilitate relaxed cold chain requirements for shippers and shrink reduction for retailers. While impressive, the breadth of supply chain savings does not impact the superior eating quality of this melon. After a strong campaign in 2014, the demand for FIJI continues to grow.

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"HM.CLAUSE strives to develop genetics that will improve the business of our customers," said Melon Product Manager, Yoav Mendel. "FIJI will provide our growers with tangible savings during harvest, and the improved shelf life will allow them to supply previously untapped markets. Moreover, the

industry's increased focus on consumer experience will also be satisfied with this melon. This groundbreaking product will redefine consistency and reliability for years to come."



## About HM.CLAUSE

*HM.CLAUSE is a global vegetable seed company dedicated to meeting local needs through global diversity, and is committed to innovation inspired by worldwide partnerships in the scientific, industrial, and commercial fields. An innovative company whose core business is plant breeding, HM.CLAUSE specializes in the development, production, and sales of vegetable seeds worldwide. In 2008, Harris Moran Seed Company (USA) and Clause (France) were grouped together under the HM.CLAUSE Business Unit of Limagrain. HM.CLAUSE generated €257 million in annual sales in 2013 and employs more than 2,200 people full-time located in over 30 countries around the world. Its investments in research and breeding represent 15% of annual sales. The organization coordinates breeding for 25 species and has more than 350 people actively engaged in research and development activities. HM.CLAUSE is a Business Unit of Limagrain, an international agricultural co-operative group, specializing in field seeds, vegetable seeds and cereal products. Founded and managed by French farmers, Limagrain is the 4th largest seed company in the world, and the only leading seed company that is not also a chemical company.*

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