



Press Release

CONTACT > Amandine Dupont
Amandine.dupont@florimond-desprez.fr
TELEPHONE > +33 3 62 14 30 14

Florimond Desprez opens a new research station in Argentina for the development of new wheat varieties for its South American markets

Florimond Desprez first became interested in the South American cereals market in the early 2000s and, since then, has carried out regular tests, through the company AGRAR DEL SUR based in Balcarce, on some wheat lines and varieties bred in France. The first significant variety created through this process was NOGAL, which has been marketed in Argentina and Uruguay since 2007.

In 2012, Florimond Desprez opened its own Argentinian subsidiary where a plant-breeder was put in charge of the local breeding in the aim of creating varieties better suited to local needs, such as direct seeding and the reduction of inputs, in order to decrease the per-hectare production cost.

Today, Florimond Desprez pursues its development in Argentina with the inauguration of a research station in Balcarce.

According to **François Desprez**, Chairman of Florimond Desprez: *“With this significant investment, Florimond Desprez confirms the strong strategic role of Argentina in the internationalisation of the company’s activities in terms of the creation of cereal and protein crop varieties”.*

For **Philippe Lonnet**, Cereal and Protein seed Crops Research Manager: *“Thanks to its location in one of Argentina’s best regions, and to a competent, motivated team of 5, our research station will design tomorrow’s new varieties to satisfy South-American farmers seeking high yields and savings on inputs.”*

In concrete terms, the research station comprises 3 new facilities:

- An administrative building of 350 m²,
- A 430 m² warehouse for grain storage, sorting and treatment, as well as flour analysis,
- A 370 m² warehouse to store farming equipment, and a 400 m² covered space between the 2 warehouses.

The station also benefits from 80 hectares of irrigable land destined for the trials and selection processes.

About Florimond Desprez

Florimond Desprez breeds plant varieties and also produces seeds producing seeds to meet the needs of the arable crop sector. The group is one of the world leaders in the sugar beet seed industry and is one of the leading European breeders of small grain cereals. It is also one of the key players in Europe in the seed potato market. Florimond Desprez is present in 65 countries, devotes 15% of its turn over to research and employs 1,060 employees.