



## Keynote 2

**Michael Brinkmann - CEO Planasa**

IBO Summit, September 2025



**Planasa**

Get to know us

IBO Summit | Sep 2025

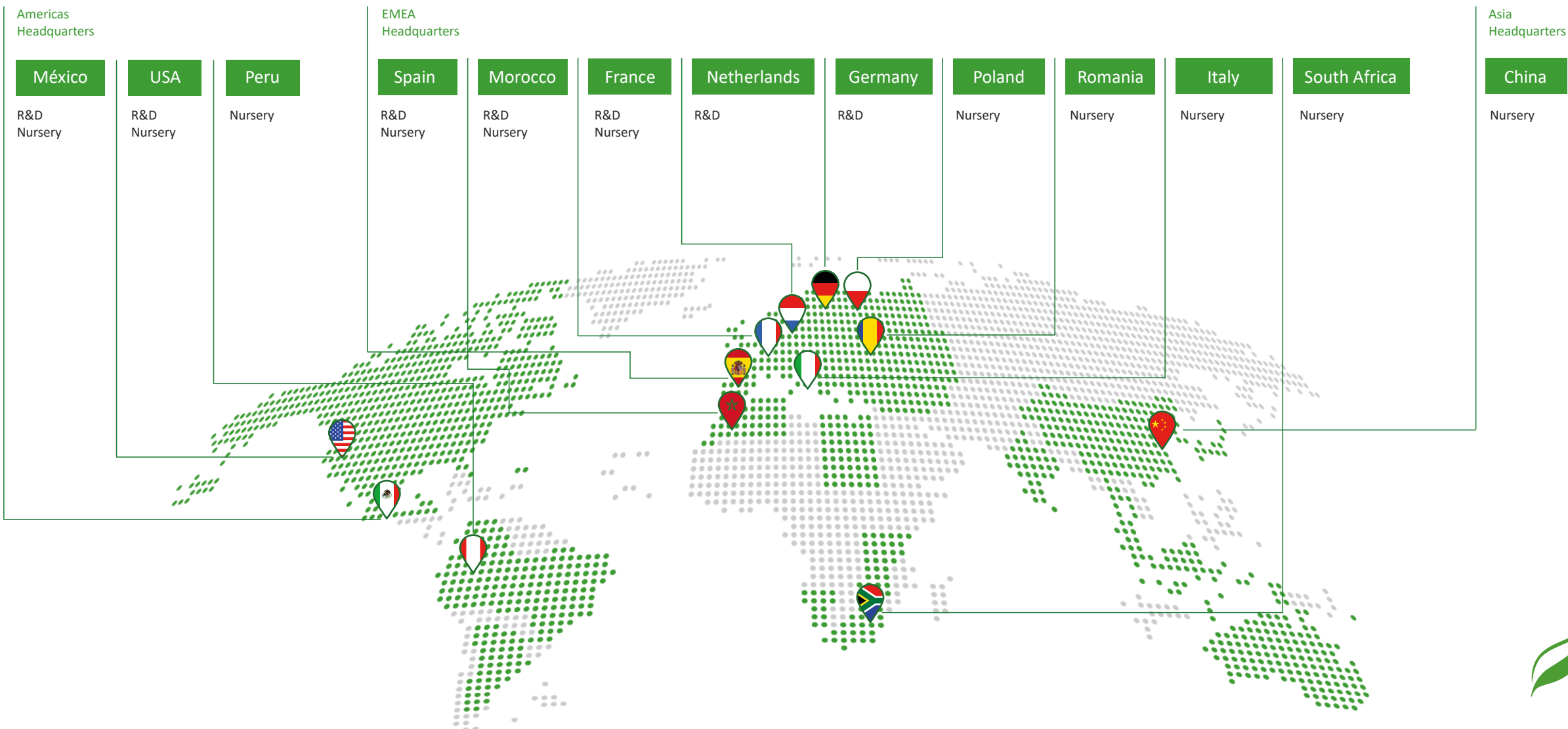


of becoming leaders in plant innovation



# Planasa in the World

Present in more than 25 countries





## Become consumer's favourite

Internationally awarded varieties



### Blue Maldiva®

Awarded at the 2025 China facility Blueberry Conference (February 2025)



Extra large size



### Blue Madeira®

Wins the TASTE Award in Brussels (April 2024)



Homogeneous



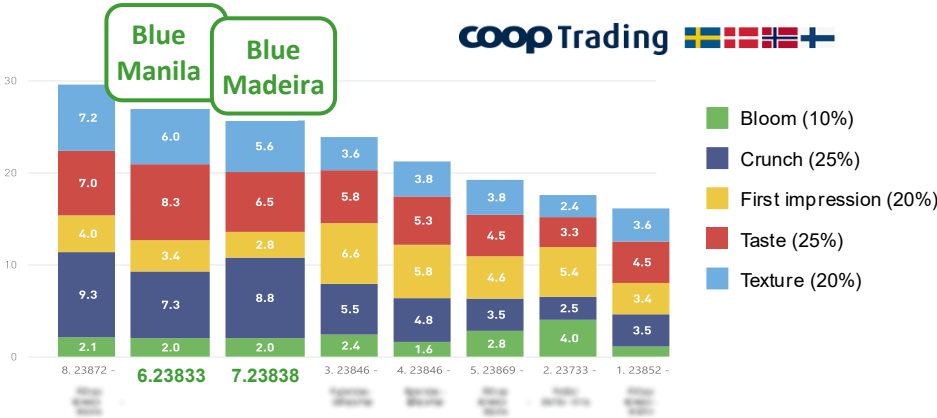
Crunchy Fruit



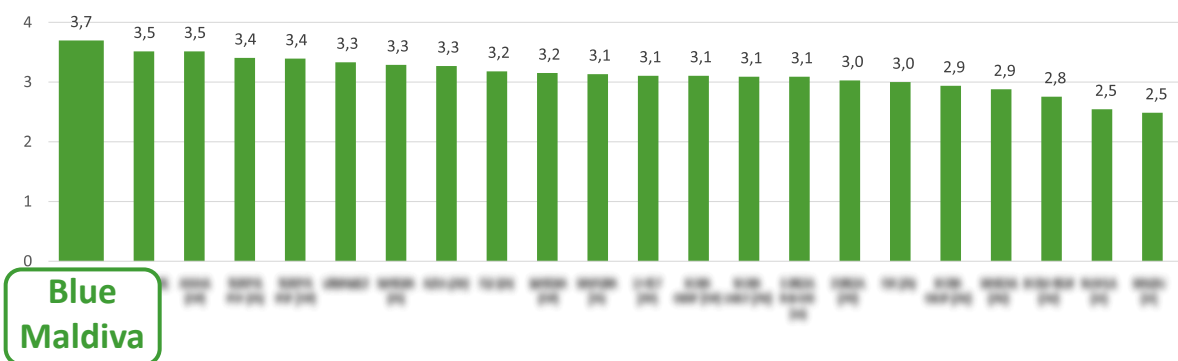
# Top-Rated varieties by consumers

Leading scores in taste and overall performance

## Combined Score Average – Week 16



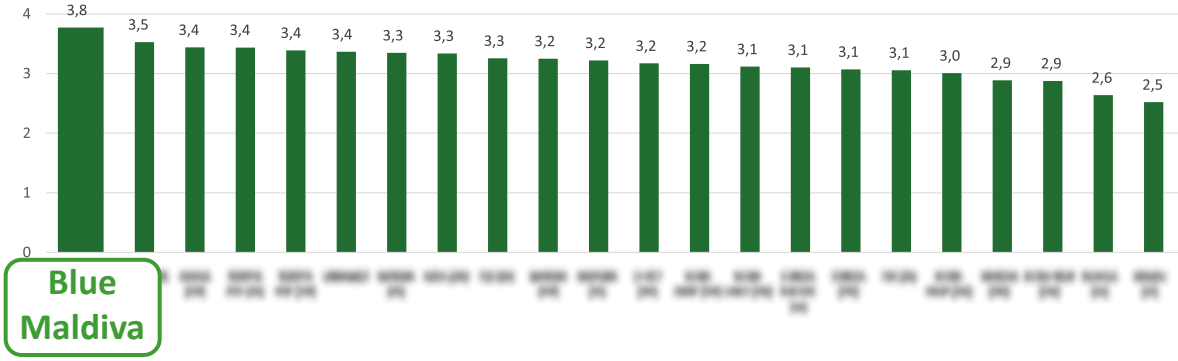
## Eating Experience



## Combined Score Average – Week 21



## Overall Score



\*Internal Coop Trading results. Coop Trading counts > 4000 supermarkets in Scandinavia.

\*Leading South African exporter blind test







## Research into resistant varieties with lower input (& higher output)

We believe it is better not to do it alone: Bring breeders and tech suppliers together



*Our strawberry variety Dream needs 20-25% less fertilizers and +/- 25% less water...*



## Environment Considerations session

Coming up next

**Prof. Guy Midgley**



**Stellenbosch University - Director School  
of Climate Studies**

*Climate Crisis, Challenge or Opportunity*

**Andre Smit**



**Zibo Containers - Managing Director**

*Consumer Drive to Sustainable Packaging*

**Matias Viel**



**Beeflow - Founder & CEO**

*Pollination 2.0 - Harnessing Pollination to  
Maximize Blueberry Potential and Profit*







| Thank You