



# Melon



**Hazera**  
Seeds of Growth



# Who we are

## **Hazera – Committed to growing together**

Hazera is a global leader in the seed industry. Hazera brings expertise commitment and support, combining decades of experience with state-of-the-art technology. Hazera breeds, develops, produces and markets varieties and seeds in a wide range of vegetable crops around the world. Hazera's headquarters are situated in Israel and in The Netherlands, with subsidiaries in twelve countries and an extensive distribution network providing services in over 100 additional markets. This worldwide presence enables us to be close to our customers. It allows us to offer technical support and to anticipate and respond to local needs by creating varieties that fit specific climates, growing conditions and market requirements.

## **A complete range of crops**

Hazera offers varieties in a wide range of crops including tomato, onion, pepper, watermelon, cabbage, cauliflower, broccoli, melon, cucumber, radish, leek and lettuce - covering all major segments for these crops.

## **Member of the Limagrain Group**

Hazera is part of the Limagrain Group, an international agri-business based in France. Being a farmers' cooperative, the Limagrain Group understands the needs of its customers and has grown to become the largest seed company in Europe, specializing in vegetables, field crops and cereal products. Limagrain's vegetable seed division is the second largest company in the industry.



**Melons**, that are considered a succulent delicacy the world over, from China to London, are currently one of the focuses of Hazera's R&D (that introduced the world to Galia melons), with exciting new varieties scheduled to join Hazera's existing melon seed portfolio. The popularity and demand for melons is growing, as awareness for its qualities spreads – a fruit brimming with natural nutrients, that is an excellent source of potassium, vitamin C and beta-carotene, that is relatively low in calories, as well as being fat-free and cholesterol-free. Hazera continues its tradition of breeding new products hand in hand with farmers, to ensure that the final product addresses the needs of growers, as well as the entire chain up to the final consumer. Currently under development are innovative melon varieties of the Galia type: classic, long shelf life & specialties, with a focus on fruit qualities, attractive appearance and plants that are highly productive, resistant and strong. Special attention is paid to development of the finest flavor melons known as the Ananas type: Cream, Orange flesh and Specialties, with special characteristics, alongside attention to grower, chain and final consumer needs. Hazera is renown as a market and development leader in Galia & Ananas melon types that invests extensively in innovations.

**A wealth of taste!**





# Wide range of Melons

# A wealth of taste!

## Galia

Galia Melons - the aromatic, green flesh, round & well netted melon – was first developed commercially by Hazera in Israel. Hazera focuses on developing varieties that are adapted to different countries and seasons, that are highly productive, with special resistances and excellent flesh quality.

## Classic Galia

The original Galia is the Classic Galia, with a strong aroma & flavor and typical green flesh. This type is very popular for local consumption in the many countries (Middle East, Morocco, Turkey, Greece, Israel and more), with sizes varying from 1 to 2kgs.

## Long Shelf Life (LSL) Galia

LSL Galia was specially developed for export, primarily to EU countries. This type has excellent shelf life & firmness, and when it reaches full maturity, it has great color, green flesh and good flavor. This type is of a uniform size, normally about 1-1.3kgs. (the favorite sizes in the EU), and can be transported overseas (3-5 weeks).

## Ananas

The most aromatic melon in the world, developed for local consumption and very popular in the Middle East, Morocco, Turkey, Greece, Israel and many other countries (that grow the Classic Galia as well). It is oblong in shape, has an eye-catching external color and is big, from 2 up to 4kgs. Hazera is focused on

developing a highly resistant melon variety, with high internal qualities, that combines a strong plant with good productivity and yields.

## Cream Flesh Ananas

The classic Ananas melon, with the maximum aroma, white to cream colored flesh, and juicy traditional taste. The new varieties we've developed offer many resistances, better shelf life, strong plants, replacing many open-pollination, local varieties.

## Orange Flesh Ananas

First developed by Hazera as an alternative to the regular cream flesh, enriching the markets with orange flesh colored fruit, in addition to the cream and green melons (Classic Ananas & Galia). This orange flesh variety is a true innovation, and has gained a significant market share in most countries where Ananas is a traditional favorite, providing a new taste experience while maintaining the traditional Ananas shape.

## Specialties

Hazera is currently innovating in unique specialty melon types that combine the genetics of Ananas, Galia and other melons. The focus is on varieties offering very high quality, high uniformity and different taste experiences, distinctive in shape and color from other melon types. These specialty melons are targeted for markets that seek for new flavor and appearances.





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