



## PRESS RELEASE

Thursday June 20th 2013

### **Jensen Seeds A/S has been awarded the King Frederic the Ninth Honorary Price.**

*It sounds like a fairy tale by H.C. Andersen, but this fairy tale became true for the vegetable seed company Jensen Seeds A/S, located close to Odense. His Royal Highness The Prince Consort, chairman of the price committee, presented on Thursday June 20<sup>th</sup> 2013 the Honorary Price to CEO Henning van Veldhuizen on board the Royal Yacht "Dannebrog".*



Jensen Seeds A/S has since 1992 increased the seed production tenfold within the vegetable-, herb- and flower seed contract growing, which is the speciality of the company. Jensen Seeds A/S has thus expanded from being a small company to be the largest Danish vegetable seed company with a production covering over 4.000 ha, corresponding to around 50% of the market share. Jensen Seeds A/S is also the largest spinach seed growing company in the world and exports annually around 5.000 tonnes. 99,5% of the company sales is in the export market, and this market has grown with over 30% since 2009. Within the last 15 years the company has increased its market share in the Japan from 1 to 15%.



Jensen Seeds A/S' trademark is the possession of a contemporary and high-tech production facility, combined with highly qualified and specially trained staff. It has ensured a stable and very high quality of seeds and supplies from the company. Jensen Seeds A/S is both financially, production wise and in terms of sales a very strong and healthy company. The vegetable seeds are produced primarily with the most capable Danish seed growers and the customers are among the biggest players within the business worldwide. In the autumn of 2012, 50 % of the shares were sold to DLF-TRIFOLIUM a/s to ensure the company's future work in the industry. Jensen Seeds A/S has been nominated by Danish Agriculture & Food (Landbrug & Fødevarer) as viable receiver of the prestigious Honorary Award.

"I'm on my own behalf as well as on the employees' behalf very proud that Jensen Seeds A/S receives this award as recognition for our hard work. Innovative thinking, visionary skills, as well as an invaluable network of professionals, has meant that Jensen Seeds A/S continuously has managed to get new crops and markets for export of garden seeds", says Director Henning van Veldhuizen

### **150 year history – from local family business to the world's largest spinach growing company.**

It all began with the company "Chr. Olsen, Frøavl & Frøhandel A/S", which was founded in 1862 in Odense by Chr. Olsen. In 1950 Paul Jensen was hired, and after the company closure in 1962, Paul Jensen started his own seed production company "Paul Jensen Frø A/S" in Odense, and with him, he took most of the customers from the old company. In 1967 the company moved to its current location in Birkum, east of Odense.

Henning van Veldhuizen, an agronomist from Holland, was employed in 1986, and he took over the company in 1992, together with the daughter of Paul Jensen. At the same time, the company changed its name to Jensen Seeds A/S. Today Jensen Seeds A/S is a consolidated and modern seed producing company, that celebrated its 50th anniversary in May 2012, and the company has roots going 150 years back. Jensen Seeds A/S is an active part on the international scene, with participation in organisations like ISF (The International Seed Federation) and APSA (Asia & Pacific Seed Association) thus promoting Denmark as a major player in seed production worldwide.

Jensen Seeds A/S has been proud and joyful to accept the King Frederic the 9th honorary price, given for achievements on the Danish export market.