# Hazera launches advanced research greenhouse to lead high-tech tomato industry



In a significant move to elevate its position in the agricultural sector, Hazera has inaugurated an advanced research and development greenhouse in Made, Netherlands, in late November 2023. This facility spans nearly 5 hectares and is a crucial component of Hazera's strategic ambition to emerge as a leader in the high-tech tomato industry. The greenhouse is part of a broader plan to enhance research capacities, focusing on developing tomato varieties that excel in yield, flavour, and disease resistance, specifically targeting the challenges posed by the Tomato Brown Rugose Fruit Virus (ToBRFV).

This venture has garnered backing from Limagrain’s vegetable seed division, signalling a strong commitment to advancing agricultural innovation. The greenhouse aims to not only cultivate tomatoes but also refine breeding techniques and expedite the creation of innovative varieties that respond to the dynamic demands of the market.

A notable aspect of the new greenhouse is its sustainability focus. Rather than constructing a completely new facility, Hazera opted to repurpose an existing commercial operation, aligning with sustainable agricultural practices. The design of the greenhouse incorporates advanced technology to enhance breeding efficiency while minimising environmental impact, a crucial concern in contemporary agriculture.

The facility will facilitate the exploration of novel breeding methods and the development of tomato varieties with increased resistance to diseases, catering to the needs of farmers facing challenges such as ToBRFV. Hazera’s commitment to leveraging its seasoned team and cutting-edge technology positions the greenhouse to redefine the standards of tomato farming, enhancing both disease resistance and the overall quality of crops.

Situated in a country renowned for its leadership in high-tech greenhouse farming, Hazera's new facility reflects the Netherlands' long-standing reputation for agricultural innovation. The venture is more than just an infrastructural investment; it serves as a key instrument in Hazera’s growth strategy and the advancement of the global high-tech tomato industry. The focus remains on improving seed varieties and tackling critical challenges in tomato farming, establishing the greenhouse as a vital tool in a highly competitive agricultural landscape.

Milena Vulcheva, Hazera’s newly appointed Deputy CEO, discussed the significance of the project by stating, “This new greenhouse reflects our commitment to sustainability, efficiency, and business expansion. It is a crucial milestone in our pursuit of becoming a leader in the high-tech tomato industry. Together with our global partners, we aim to build a sustainable future for tomato farming.”

Hazera’s investment in this state-of-the-art greenhouse heralds a new chapter in the high-tech tomato industry, prioritising the development of disease-resistant and high-yield varieties while adhering to sustainable practices. The integration of technology and efficiency within the greenhouse is poised to equip farmers with the necessary tools to confront challenges stemming from climate change, disease outbreaks, and evolving market demands, all while enhancing the quality and sustainability of tomato production.

As Hazera forges ahead with its pioneering approach to research and development, the future of tomato farming appears increasingly promising, with anticipated advancements set to benefit both farmers and consumers in the growing landscape of agricultural innovation.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.hazera.com/hazera-opens-new-high-tech-rd-tomato-greenhouse/> - Corroborates the inauguration of Hazera's advanced R&D greenhouse in Made, Netherlands, and its focus on developing high-tech tomato varieties with strong disease resistance, high yield, and excellent taste.
* <https://www.hazera.com/hazera-opens-new-high-tech-rd-tomato-greenhouse/> - Supports the information that the greenhouse is part of Hazera's strategic ambition to become a leader in the high-tech tomato industry and is backed by Limagrain’s vegetable seed division.
* <https://www.hazera.com/hazera-opens-new-high-tech-rd-tomato-greenhouse/> - Details the sustainability focus of the new greenhouse, including the repurposing of an existing commercial operation and the incorporation of advanced technology to minimize environmental impact.
* <https://www.hazera.com/category/crops/tomato/> - Provides context on the challenges posed by the Tomato Brown Rugose Fruit Virus (ToBRFV) and Hazera's efforts to develop ToBRFV-resistant tomato varieties.
* <https://www.hazera.com/hazera-opens-new-high-tech-rd-tomato-greenhouse/> - Quotes Milena Vulcheva, Hazera’s newly appointed Deputy CEO, on the significance of the project and Hazera’s commitment to sustainability, efficiency, and business expansion.
* <https://www.hazera.com/category/crops/tomato/> - Explains how Hazera's new varieties, such as Canelo and Pendragon, offer a balance between protection and performance, addressing the needs of growers facing ToBRFV challenges.
* <https://www.hazera.com/hazera-opens-new-high-tech-rd-tomato-greenhouse/> - Highlights the Netherlands' reputation for agricultural innovation and how Hazera's new facility aligns with this reputation.
* <https://www.hazera.com/hazera-opens-new-high-tech-rd-tomato-greenhouse/> - Describes the greenhouse as a key instrument in Hazera’s growth strategy and the advancement of the global high-tech tomato industry.
* <https://www.hazera.com/category/crops/tomato/> - Discusses the impact of ToBRFV on tomato farming practices globally and how Hazera's resistant varieties are changing the market.
* <https://www.hazera.com/hazera-opens-new-high-tech-rd-tomato-greenhouse/> - Mentions the local impact of the greenhouse, including the boost to employment and commercial activity in the region of Made.
* <https://www.hazera.com/category/crops/tomato/> - Details Hazera's ongoing work on developing tomato varieties with long shelf life, lower labor needs, and high performance, aligning with the company's commitment to innovation and sustainability.
* <https://greenhouse.news/hazeras-cutting-edge-greenhouse-marks-a-new-era-in-high-tech-tomato-research-and-development/> - Please view link - unable to able to access data