

Hansabred Company description



In 2008, *Hansabred GmbH & Co. KG* was founded as a European strawberry breeding and research company the shareholders of which are four widely known European companies: *Kraege Beerenpflanzen* (Germany), *Vissers* (Netherlands), *R. W. Walpole Strawberry Plants Ltd.* (UK) and *Plantas de Navarra, S.A.* (Spain).

250 years of strawberry breeding have led to numerous so-called tunnel effects, which resulted in susceptibilities to pathogens and in losses of flavour characterised, by aroma patterns with low or even zero key volatile concentrations.

Therefore, important aspects of the *Hansabred* breeding programme are are: high resistance to different pathogens and improved strawberry flavour. A large germplasm collection, which originated from the “Professor Staudt Collection”, is available with more than 520 accessions of wild species and currently 175 cultivars. This background allows innovative pathways in strawberry breeding. *Hansabred* has initiated a project network together with fruit processing companies as well as national and international research institutes and universities.



Shareholders at the yearly summer meeting



Sensory evaluation



“Summer Team” of Hansabred