



ENEWS

THE SEED OF DISCOVERY™

Para español haga clic aqui



DECEMBER

Welcome to our Origene Seeds E-Newsletter! We will provide you with the latest on our company and products every month. As you know, Origene Seeds is active in research, plant breeding, seed production and marketing of hybrid plant varieties.

The company's strategy is to develop new hybrids with new traits of quality,

flavor, uniformity, high nutritional values and environmentally friendly. Our hybrid varieties are suitable for commercial outdoor or greenhouse growers. As well as for plant growers and for professional sectors.

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From Our CEO

Dear Consumers, Business partners & Friends,

Towards the New Year 2019, that is entering our life, I would like to inspire you all with new thoughts.

Our world is becoming more complicated to live in and our obligation, as Agronomists and Scientists, is to contribute to a better and healthier world. We invest all our efforts in Origene Seeds Company, to develop, for you, the most nutritional and environmentally friendly products.

I see you, the Farmers, our Representatives, as our messengers to the people, to the humanity, to bring fresh vegetables and fruits that will contribute to the health of each one of us.

I wish you all a happy new year.

Yours,
Eyal Vardi
CEO

New Products





Belinda *PBR

“The best comes in small packages” is frequently quoted. Belinda is the “cutest” mini with fruit both uniform and unique. With flesh so deep-red and so firm, it is a “concentrated” watermelon.

*PBR pending

Seeds are now available.

For more information on this product or to place an order please contact us at usoffice@origeneseeds.com or (956) 283-1358.



SkyLine

The sky is not the limit for the tiger type trio: SkyLine, SkyView & SkyStar. The Line has red, firm flesh; the View is a little bit smaller and very firm; the Star is somewhat smaller, with deep-red, firm flesh. All are tigers. Each one is special.

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New Origene Employee Insight



"I came into the seed industry knowing less than the basics of seeds – you plant them properly and they will grow and produce the intended product. Growing up, I remember desperately wanting an apple tree in my parents back yard and assumed if I dug a small hole in the dirt and buried in a few seeds of an apple I had just snacked on, an apple tree would start to grow. Well, it never did. Not even the bud managed to peak out and enlighten my ten-year-old self. I never understood this. My efforts in growing an apple tree were exhausted and had I been any younger I would've believed apple trees grew only magically.

At thirty-one years of age, I am now a current employee at Origene Seeds and I finally realized why my apple tree didn't grow and that there is a lot more to seeds than meets the eye. If you are in the seed industry then you probably know more than I do since I am rather new here. What I do know is that everything matters - the area, the soil, the climate, the nurture, the care and most of all the quality of the seed. Sure, you can toss a couple seeds into the ground and if you are any luckier than me you'll witness some type of growth or reproduction but this still wont give you the same fruit you indulged in. This is what the seed industry is for. Origene Seeds in particular focuses on developing new hybrids of fruit.

Before joining the seed world, I would've never imagined there could possibly be over twenty varieties of watermelons and melons! Just like a pastry chef refines that one

perfect marmalade, Origene Seeds employees do the same with their seeds. And I'm just glad to be part of it all."

Jasmin Lopez, Origene Seed America Office Manager

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News From the Field



Bell Peppers – Origene Seeds has started to branch out into the bell pepper market. Early this month Origene Rep, Francisco Ledesma evaluated the first of a series of trials that are planted in Mexico. The first trial which was planted in Sonora Mexico showed very promising results. We hope to be in the market within several years.

Expo Agroalimentaria Guanajuato

Expo Agroalimentaria Guanajuato has become Mexico's largest Agricultural Expo. It attracts both growers and vendors from across the world. Every November thousands of agricultural business enthusiasts travel to Irapuato to visit and see the new products and technology that is being displayed. Origene Seeds has been attending several years. It's a great opportunity to visit with our dealers, growers and network with potential new business.



Introducing our New Campaign!



ORIGENE SEEDS™

MELONS



365

Origene Seeds is committed in developing outstanding Melon varieties for our customers that grow our mini type watermelons and our large seedless varieties that produce great yields and excellent taste.

We proudly introduce our new campaign Melons365 to show Origene's commitment to our customers. We are focused 365 days of the year in developing great varieties. With the addition of our Honeydew program to our Harper, Western Shipper and mix melon programs, this completes the circle of products that our Melon customers will use. We look forward to introducing our Melon varieties to you through Melons365.

For more information on our great melon varieties you may contact us at usoffice@origenseeds.com or (956)283-1358.

Recipes



CUCUMBER, CANTALOUPE AND SQUASH SALAD

FOR THE DRESSING

- 1 cup plain whole-milk yogurt
- Finely grated zest of 1 lime
- 1 tablespoon fresh lime juice
- 1/2 teaspoon coarse salt
- 1/4 teaspoon ground cumin
- 1/8 teaspoon freshly ground pepper

FOR THE SALAD

- 3 yellow summer squashes (about 1 pound), unpeeled
- 1 English cucumber (about 10 ounces), unpeeled
- 1 1/2 tablespoons unseasoned rice-wine vinegar
- 1 teaspoon coarse salt
- 1/4 large cantaloupe, rind removed
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DIRECTIONS

1. 1. Make the dressing: Combine yogurt, lime zest and juice, salt, cumin, and pepper. Cover, and refrigerate 20 minutes.
2. 2. Make the salad: Using a vegetable



HONEYDEW AGUA FRESCA

INGREDIENTS

- 14 cups honeydew melon or cantaloupe (from a 5-pound melon)
- 1/3 cup superfine sugar
- 1/2 cup fresh lime juice (from 4 limes)
- Ice
- 2 cups raspberries

DIRECTIONS

1. 1. Set a large fine-mesh sieve over a large pitcher or jug. In batches, in a food processor or blender, puree melon until smooth. Pour melon puree through sieve, pressing on solids with a rubber spatula (you should have about 4 cups juice).
2. 2. In a small bowl, combine superfine sugar and fresh lime juice; stir until sugar dissolves. Add lime mixture and 4 cups water to melon juice and mix well. Adjust sweetness with more sugar if desired. (Mixture can be refrigerated, up to 2 days.) To serve, add plenty of ice and 2 cups raspberries.

peeler or a mandoline, shave squashes and cucumber into wide ribbons, stopping when you reach seeds. Toss with vinegar and salt. Cover, and refrigerate. Shave cantaloupe into ribbons, and refrigerate.

3. Just before serving, drain cucumber and squash ribbons, and toss with cantaloupe. Drizzle with dressing.

• **GET**
• **THE**
• **RECIPE**

WWW.MARTHASTEWART.COM

Upcoming Events



ASTA Vegetable & Flower
Seed Conference
Orlando, Florida
February 1-5, 2019

[Click Here for Event Info](#)



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