



ORIGENE  
SEEDS™



eNEWS

*THE SEED OF DISCOVERY™*

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Welcome to our Origene Seeds E-Newsletter! We will provide you with the latest updates of our company and our products. As you know, Origene Seeds is active in research, plant breeding, seed production and marketing of hybrid vegetable 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 open field crops or greenhouse growers use. As well as for plant growers and for professional sectors.

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## 2019 Looking Forward

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We are at the beginning of the holiday season and we can proudly look back on last year, that is almost over, and we can appreciate the progress we had made with our great team.

This year we had lot of progress in Origene Seeds®. We have had three demonstrations in three locations of field days, in Arizona, California and Israel. In all locations we showed our latest material from our assortment:

Watermelons- Seedless, Seeded, Minis  
Melons  
Cantaloupes  
Harpers  
Honey dew's  
Galia  
Winter squash  
Butternut  
Pumpkins.

In the Demo Fields we demonstrated our traditional well-known varieties side by side with our latest material. Our focus in the new varieties were yield, earliness, full pack of resistance and Origene well-known high-quality products. Some of the highlights from our new pipeline that excelled in the watermelon's plots were Essence, 6375,6026B. In the melons- our HD132 got many positive reactions mainly for its taste, size and quality.

This year we strengthened our team in the United States with **Woody Speirs**, as our sales manager for the east coast. Recently we also recruited **Javier**



**Torres** to promote Origene varieties in Texas.

With the contribution of new material and more representatives we are sure that we will see our growth in these territories.

These days we are working on the upcoming season in north Mexico, in product development and sales. In south Mexico we have finished this sales season with our distributors and we are about to finalize the sowing season of our trials there.

In Texas we are getting ready with lot of excitement to promote our products with our local distributors and to start our trials in the upcoming season with our promising new varieties.

On the east coast we are excited about the addition of Gowan Seeds as a dealer , Gowan is a global agricultural input business with over 20 entities in 11 countries. They have put together a great team of knowledgeable and professional individuals who are passionate about the seed business.

Origene seeds participated in the Suwannee Valley watermelon meeting in December in Gainesville FL and will be participating in several tradeshows and conventions during the first half of 2020 in the southeast and in California.

Moshe Oren  
Regional Sales manager  
with Origene America Team.

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## Introducing our New Texas Manager

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Hello, I am **Javier Torres** of Edinburg, Tx I have embarked on a new journey here at Origene Seeds that keeps me doing what I love.

I got my start in this industry in May of 1984 with Abbott & Cobb Inc, what

started as a summer job turned into a career, I was introduced to seed quality and quality control and continued to managing the warehouse operations. Then worked my way up as a product development manager, and found my passion of being hands on with the watermelon and cantaloupe trailing plots, from there the road were short to start small sales.

In 2002 one of my mentors, Mike Key, asked if I would join his team with Baxter seed co, where I worked until 2007 and helped introduce Majestic and Olympia at that time.

From 2007-2009, I went on to work for Gowan Seeds and traveled around Mexico and the state of Texas working in product development.

In 2009, I went to work with Keithly Williams where I worked in sales and product development for the last ten years approx. Here I was able to introduce many watermelon varieties to South and West TX.

I've joined Origene seeds since October 2019 I'm excited of being a part of this great company.

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## News From the Field

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Origene Seeds representative **Francisco Ledesma** who conducted trials with Origene's Melon 8H363 and Watermelon **Essence** in the Hermosillo Sonora area. These varieties continues to have excellent results.

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Francisco Ledesma, presenting "Essence" in the Hermosillo, Mexico area.



Grafting our varieties in the Colima, Mexico area.



Melon 8H363



Essence - Dark stripes, 7- 8 Kg, PX & Co IR, early to mid, excellent taste and color, Perfect Cut!

## Recipe of the month

### Cantaloupe Agua Fresca

#### Ingredients

- 1 lb cantaloupe 450g, approx 1/2 a melon
- 1 cup water
- 1 tbsp lime juice
- ice, mint to serve

#### Instructions

- Remove the skin and seeds from the cantaloupe and dice the flesh. Put in a blender and blend until smooth.
- Strain the puree through a very fine strainer or cheesecloth so that you get a nice clear juice. You should get around 1 1/2 cups/360ml. Mix this with the water and lime juice. You can add a little sugar if you like but I don't think it's really needed if your cantaloupe is ripe.
- Serve over ice with a little mint as garnish.



<https://www.carolinescooking.com/cantaloupe-agua-fresca/>

For more information on Origene Seeds you may contact us at [usoffice@origeneseeds.com](mailto:usoffice@origeneseeds.com) or (956) 283-1376.

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