

**Finger Lakes Sustainable Farming Center  
Sustainable Agriculture Support Businesses Bus Tour  
August 26, 2008**

**Bejo Seeds**

Geneva, NY 14456

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<http://www.bejoseeds.com>



**Bejo Farm - Geneva, NY**

Bejo U.S. operates a research and demonstration farm in Geneva, New York. Here, since 1996, Bejo Geneva produces some 20 acres of research trials, demonstration trials, and special marketing and product development projects. The farm is staffed by 4 full-time employees, and serves as a base for sales and product development managers in the Northeastern and Southeastern U.S. and Canada.

**Bejo research**

Bejo Seeds, Inc.'s U.S.-based research efforts are part of an integrated worldwide network of breeding activities. This network enables us to view and incorporate material from around the world into our North American product development programs. Our research goal is to develop varieties that are direct responses to the needs of our North American market.

The process of developing a new variety involves the entire team: regional sales and product development managers collect market information and evaluate varieties both current and proposed for their regions. They keep the research groups connected to our ever-evolving regional market situations. The platform for this information exchange includes over 150 breeder trial plots across the U.S. jointly organized between Sales and Research for screening and selection work.