

## ***For Immediate Release***

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# **SCS Sows Seeds of Flavor Quality through Its Certified Flavor Rich Program: Seed Companies Lead the Way**

**Emeryville, CA – October 12, 2007** – Prominent seed companies are working with Scientific Certification Systems (SCS) to ensure that their seeds deliver top flavor to growers, retailers and, consumers. SCS is a well-known standards developer and neutral third-party certifier of food quality, safety and sustainability claims.

**Harris Moran** and **Nunhems®** are leading the way in advancing flavor quality through their involvement with the SCS Certified Flavor Rich™ program, an independent flavor assessment and management program aimed at establishing flavor benchmarks for the industry, and enable produce growers and retailers to consistently meet consumers' flavor expectations.

Flavor management is a rigorous and highly analytic process that addresses everything affecting flavor and quality, ranging from seed varieties and farming methods to the timing of harvests and the methods used for post-harvest handling. The partnership between SCS and the seed companies provides the opportunity to enhance and manage flavor from seed to store.

**Harris Moran Seed Company** ([www.harrismoran.com](http://www.harrismoran.com)) has worked with SCS on flavor management for the past two years. For example, research focused last year on a honeydew melon called Summer Dew with excellent firmness and flavor qualities that has proven to be a strong export product for overseas. Harris Moran and SCS also have worked on cherry and grape tomatoes and more recently on innovative premium-flavored tomatoes.

Bruno Libbrecht, Director of Marketing at Harris Moran, stated, "Our company already has the reputation for excellent customer service and we want to provide vegetable consumers all over world with the most attractive, unique, convenient, healthiest and tastiest produce. It all starts with the seed."



**Nunhems®** ([www.nunhemsusa.com](http://www.nunhemsusa.com)) began working with SCS on flavor quality issues nearly three years ago. The two companies have closely collaborated on flavor research, sensory evaluations, and flavor profiles, resulting in Nunhems' ability to develop seeds varieties that come complete with detailed flavor evaluations, nutritional data, product analysis, and other pertinent information. Most recently, SCS has been working with Nunhems to develop the flavor and nutritional elements of seven new varieties of seeds, including new melon varieties, a range of watermelon varieties, honeydews, and cantaloupes.

Jennifer Armen-Bolen, Downstream Marketing, Nunhems stated, "What we've embarked upon with SCS is to focus on our seed germ plasm in order to better understand the genetic makeup of flavor. This is extremely powerful when it's related to consumer expectations, given the importance of flavor as a driver of consumer behavior. Now the challenge is to maintain seed varieties that have more traditional agronomic characteristics such as disease resistance, crop yield, and durability while also wowing the consumer with the eating experience."

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**About Scientific Certification Systems (SCS)** — Over two decades, SCS has developed internationally recognized standards and certification programs aimed at spurring the highest level of agricultural quality, environmental, social, and product performance. Its programs span a wide cross-section of the economy, recognizing accomplishments in agricultural production, food processing and handling, forestry, fisheries, flowers and plants, energy, green building, manufacturing, and retail. SCS is an accredited auditor for FPA-SAFE, SQF 1000/2000, EurepGap, Tesco Nature's Choice (TNC), BRC, and the USDA National Organic Program. For more information about SCS, visit [www.scscertified.com](http://www.scscertified.com) or call 510-452-8000.

**About Harris Moran Seed Company** — Based in Modesto, California, Harris Moran breeds innovative vegetable varieties designed to boost yield, reduce chemical inputs, and increase freshness, flavor, and quality from plow to plate. Part of Groupe Limagrain, a cooperative owned and operated by farmers and the world's largest independent-owned seed company, Harris Moran breeds vegetables for markets in more than 65 countries. Seeds are sold through dealers to large growers and processors, through its subsidiaries in Mexico, Chile, and Argentina, and by its sister companies Clause-Tezier in Europe, Brazil, Australia and India, Vilmorin in Europe, Hazera Genetics in Israel, Nickerson-Zwaan in South Africa and Mikado-Kyowa in Japan. The company cultivates seeds for tomato, sweet and hot pepper, sweet corn, cabbage, beans, melon, watermelon, pumpkin, squash, cucumber, lettuce, radish, broccoli, & cauliflower.

**About Nunhems** — Nunhems is a global specialist in vegetable seeds and in sharing products, concepts and expertise to add value to the professional horticultural production industry and supply chain. Nunhems, a subsidiary of Bayer CropScience, is a leading supplier of varieties based on a specialized and personal approach and a proximity to the main markets with breeding, screening, sales and expert advice around the globe. With more than 1,200 employees, Nunhems is present in all major vegetable production areas. The Nunhems® brand is a registered trademark.