

For an agriculture with a future.

Strube D&S GmbH
Hauptstraße 1
38387 Söllingen
T +49 53 54 809 930
info@strube.net

strube.net



strube
The Seed. Est. 1877

Growth with foresight.

Growth means everything to us. It is in our nature. And not just since yesterday. Starting in 1877, the Strube brand represents varietal diversity, high-quality seed and innovations tailored for the needs of the market. As global independent plant breeders and seed specialists, we develop high yielding and trait tolerant varieties for individual agronomic conditions.

Innovative strength, high standards in research and development and comprehensive quality awareness are what set us apart. Above all, however, we see ourselves as the reliable and trustworthy partner of farmers and the processing industry. For a sustainable future.

Conserving resources,
securing the future.



vision>>blue®

Agriculture is facing major challenges. Climate change and changing political and social conditions require new solutions. Against this background, we have developed a corporate strategy with which we, as plant breeders, actively address these challenges. Under the guiding principle VisionBlue®, we have focused all projects that are particularly geared towards sustainability and resource conservation in agriculture.

With our products and innovations, we want to provide you with the means to grow your crops economically and sustainably, now and in the future. In our view, the key to this lies in practice- and future-oriented plant breeding, which is characterised by being open to innovations. We constantly develop new varieties that are highly productive and have special tolerance properties.



Focus on quality.

Soil is the most important asset in agriculture. But flowering crops do not grow by themselves and in the end, it is always the yield that counts. The prerequisites for this are robust and efficient varieties as well as premium seed of the highest quality. We see it as our responsibility to offer every farmer first-class seed that precisely meets their needs and requirements. The results are high-performing and robust plants that reliably produce the very best seed stocks.

Our product portfolio currently includes sugar beet, wheat, sunflower, vining peas, chickpeas and sweet corn. A high-quality assortment that ensures maximum yields of the best quality for farmers and the processing industries. This is no coincidence: we are constantly optimising methods, equipment and processes to further improve seed quality.



Brave new world.

Transformation is intrinsic to life. Agriculture and plant breeding must therefore be flexible and inventive. With our products, we help you to achieve progress in the field. High-quality seeds are essential for that. We assess the genetic potential of the seeds with a variety of innovative analytic technologies, for example 2D X-ray images, micro-computer tomography, laser light sectioning and near-infrared spectral measurement (NIRS).

But our innovative strength goes well beyond that. We are dedicated to using digital technologies and robotics to optimally use all the resources and thus make our breeding even more efficient and sustainable. A good example: the PhenoBob®. Our self-navigating robot measures field emergence and further plant development in the field automatically and objectively.





Advancement through research.

We are successful breeders with many years of experience. We know exactly what we are doing, and we focus on helping you directly. We are constantly enhancing our expertise and know-how, because breeders must always have the future in mind. Today, we are already selecting the genetics that will be available as varieties in about ten year's time. In order to be able to identify tolerant and qualitatively improved plants quickly and precisely, we are working on new testing and screening methods in various cooperations and research projects.

For example, we apply biotechnological methods such as marker-assisted selection, cell and tissue culture or double haploid technology. These are integrated into our classical breeding procedures and considerably shorten the time it takes to develop a new variety. This makes for practice- and future-oriented plant breeding.

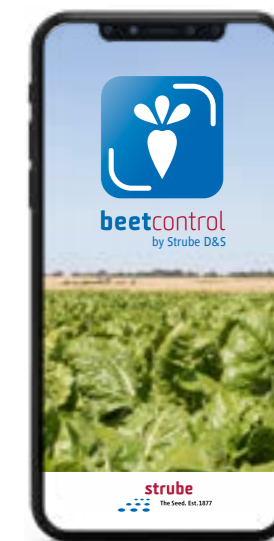




From field to factory.

All our activities revolve around you: understanding your world and meeting your requirements. Because we are not only from the trade, but also from the field. Our team of experts includes trained agronomists and experienced farmers. From them, you will receive extensive advice: be it about matching the settings of the sowing machines to the individual soil conditions, or information about crop rotation, plant protection or harvesting.

In addition, we are continuously developing practical services that make it easier for you to work in the field. One example: With the BeetControl smartphone app, we supply a tool for the precise analysis and prognosis of leaf diseases in sugar beet.



Partnership with global scope.

Agriculture is complex and requires a lot of expert knowledge. Every day brings new challenges, and it is not likely to get any easier. As a down-to-earth partner, we support you to the best of our ability in your individual farming situation. You will also benefit from our worldwide network. Strube D&S is an internationally active company and part of the Deleplanque Group. Through local representatives or subsidiaries, we are present in over 30 countries.

Our varieties are ideally adapted to the various local conditions. This means that every farmer can find exactly the right varieties for their region and their requirements in our portfolio. We provide the means for an agriculture with a future.

