

## International Strube Meeting

In the spotlight:

### The Strube brand introduces itself to the industry

**Söllingen/Schlanstedt, 10 November 2009 – The Strube brand showcases its visionary plant breeding concept to the international sugar industry. The long-established family business from Söllingen has even more to offer its agricultural clients thanks to its integrated approach incorporating seed breeding, a high quality product, and agricultural support.**

“Innovative seed breeding techniques, consistently high-performing and good quality seed, and proficient and comprehensive agricultural support – that is what we promise each individual customer. That is what the Strube brand is all about.” This is how managing director Sina Isabel Strube summarised the brand message of the company, which operates internationally.



250 guests from the sugar industry, representing a total of 30 nations, had accepted an invitation to find out more about the growth of this seed breeding enterprise.

The innovative company, whose sugar beet seed is easily recognisable from its blue pellets, has used the opportunity of its renaming as Strube GmbH & Co. KG to reposition itself strategically.

“Our accomplishments today go far beyond the breeding of new plant varieties,” explains managing director Dr. Hermann Strube. “The Strube brand stands for a 132-year-old tradition of breeding and cultivating sugar beet and wheat. Over the years we have acquired considerable expertise, which also benefits our customers. Our specialist know-how in the area of agricultural support means we can offer our agricultural partners a genuine advantage in terms of expert advice and a premium seed product.”

Agricultural support is one of the services offered by Strube. Through consultation, the company can help farmers develop an individual strategy to achieve the maximum possible sugar yield in the light of their respective cultivation conditions. This is based on sound scientific and practical knowledge, and incorporates modern, efficient production techniques.