



PEZHVAC پژواک

پژوهش ایده کاوش (سهامی خاص)

Research & Innovation Co.

*A summary of the
Technical tour of
Agriculture and Greenhouses
Related Companies
In the France and Spain*

(May 2017)

Les Paysans
de Rougeline



Saint-Charles



SAKATA



Visit Report of Agriculture and Greenhouses Related Companies In France and Spain:

In accordance with the scopes of Pezhvac Company on technology transferring, and to make state and private managers, farmers and greenhouse owners, familiar with the most updated technological outcomes, we arranged visits to pioneer companies of agricultural industries and greenhouses in France and Spain. Started from May 1st and terminated in May 8th. 20 state and private managers, farmers and greenhouse owners had technical visits and participated in presentations of Rougeline, Rijk Zwaan, Sakata, Saint Charles International, Bio Grow, Soljardi and Vivers Gasso companies, working on agricultural and greenhouses products, breeding and seeds production, substrates, international transport, nursery, horticulture, etc.. The cities hosting the visits were almost near Marseille, Montpellier and Perpignan in France and Barcelona in Spain.





Visit Program:

Date	Day	Cities	Plan
May 1 st 2017	Mon.	Tehran Marseille	Presence in Imam Khomeini International Airport, 01:10 Take off from IKA to Rome airport on 04:10 Take off from Rome Airport and Arrival in Marseille 16:00 local time Departure from Marseille Airport to Hotel 19:00 local time Sightseeing in Marseille 19:00-21:00 local time Residence in Novotel Suites Marseille Centre Euromed, Marseille Hotel
May 2 nd 2017	Tue.	Marseille	Having breakfast 7:30-8:30 Visiting Rougeline company, a union for fruits and vegetable in south of France Visiting Rijk Zwaan Company which is amongst the top 5 companies in the vegetable seed market Residence in Novotel Suites Marseille Centre Euromed, Marseille Hotel
May 3 rd 2017	Wed.	Marseille Perpignan	Having breakfast 7:30-8:30 Visiting Sakata company with experience more than a century in seed business Departure from Marseille to Perpignan Residence in Quality Hotel Centre Del Mon Perpignan, Perpignan Hotel
May 4 th 2017	Thu.	Perpignan	Having breakfast 7:30-8:30 Visiting Saint Charles Company, a leadership in transportation and logistics of fresh fruits and vegetables in Europe. Visiting Biogrow Company, a number one company in cocopeat substrates Residence in Quality Hotel Centre Del Mon Perpignan, Perpignan Hotel
May 5 th 2017	Fri.	Perpignan Barcelona	Having breakfast 7:30-8:30 Visiting Soljardi Company and its fruit nurseries Departure from Perpignan to Barcelona Residence in SB Plaza Europa, Barcelona Hotel
May 6 th 2017	Sat.	Barcelona	Having breakfast 7:30-8:30 Visiting Vivers Gasso Company, working domain is gardening and nursery Sightseeing in Barcelona Residence in SB Plaza Europa, Barcelona Hotel
May 7 th 2017	Sun.	Barcelona Paris	Having breakfast 7:30-8:30 Departure from Barcelona to Paris Residence in Mercure Paris Porte De Versailles Expo, Paris Hotel
May 8 th 2017	Mon.	Paris	Having breakfast 7:30-8:30 Sightseeing in Paris Residence in Mercure Paris Porte De Versailles Expo, Paris Hotel




List of participants visited horticultural companies in France, Belgium and Germany:

Row	Name	Surname	Company	Position
1	AMIRMAHMOOD	SHAHALI	SHAHALI GREENHOUSE	INTERNAL MANAGER
2	HAKIM	SAFARI GHADERABADI	HAKIM SAFARI FARM	CEO
3	SEYED DANIAL	HOSSEINI ALGHADERI	SEYED DANIAL HOSSEINI ALGHADERI FARM	CEO
4	KHALIL	TAYYEBIN	KHALIL TAYYEBIN FARM	CEO
5	MAJID	ALAGHEBANDEIK	MAJID ALAGHEBANDYEKOM FARM	CEO
6	ABDOLMOMEN	RAJABALI ZADEH	ABDOLMOMEN RAJABALI ZADEH FARM	CEO
7	GHOLAMAHMAD	RAJABALIZADEHRIZEHEI	ABDOLAZIZ RAJABALIZADEH FARM	INTERNAL MANAGER
8	MAHMOUD	OMMATI	RAHTASH TOOS COMPANY	HEAD OF THE BOARD
9	AZIZ	HANAFIMASHHADRIZEHEI	HANAFI AGRICULTURE CENTER	CEO
10	HAMIDREZA	DAVARPANAHA	HAMID REZA DAVARPANAHA GREENHOUSE	CEO
11	KAMAL	HAJIZADEH	KAMAL HAJIZADEH GREENHOUSE	CEO
12	SAEID	REZAEI	SAEID REZAEI GREENHOUSE	CEO
13	MOUSA	MOAZEMI	MOUSA MOAZEMI INDUSTRIAL GREENHOUSE	CEO
14	HAMID	JAHANIMJANI	HAMID JAHANI GREENHOUSE	CEO
15	FEREIDOUN	ESKANDARI	FEREIDOUN ESKANDARI FARM	CEO
16	MOHAMMAD	ESKANDARI	FEREIDOUN ESKANDARI FARM	CEO
17	ROYA	AMIRTEIMOURI	KAMAL HAJIZADEH GREENHOUSE	INTERNAL MANAGER
18	SHIRAHMAD	KARIMDADI	KARIMDADI GARDEN	CEO
19	AMENEH	RAEISI	KIMIA SABZ BOSHRYEYH AGRICULTURE COOPERATIVE COMPANY	CEO
20	EISA	KARIMDADI	KARIMDADI GARDEN	INTERNAL MANAGER



In the following, you can see report of the visits as well as companies presentation.

Company Name	Rougeline	
Company Location	Avignon - France	
Visit Location	Semi-Closed Glasshouse	
Area of Specialization	Rougeline brand is created in 1990 by producers of tomatoes from Provence and Catalonia, reflects well the spirit of the men who make up the company today. Rougeline, owns the marketing subsidiary of 159 producers very close to the market. Its main mission is to organize the offer and market of all fruit and vegetables collected in the 6 POs (Organization of Producers).	
Visit Concept	Presentation of Rougeline Company by Mr. Lionel Chazelle, the Development & Technical Director. Visiting Semi-Closed Glasshouse of Mr. Jean Philippe Briand. The product is different types of Tomatoes.	





Giving primary information about Rougeline Brand and its performance in South of France





Holding question and answer session in half-closed glasshouse with tomato crop



Visiting half-closed glasshouse, main crop is tomato



Company Name	Rijk Zwaan Company	
Company Location	Aramon, France	
Visit Location	The company itself	
Area of Specialization	Rijk Zwaan is a plant breeding company. 2,600-plus highly motivated employees in 30 different countries work on creating value-added products and services for Rijk Zwaan Company every day. They want to actively contribute to the world's food supply and stimulate vegetable consumption. Rougeline develops new vegetable varieties and sell the seeds produced from them all over the world. Rijk Zwaan develops varieties with improved benefits, or 'traits', for the entire fresh produce chain. They do so by continuously developing new crossings and selecting the best offspring from them. High-tech research ensures that they work in an increasingly targeted and efficient manner. Rijk Zwaan is amongst the top 5 companies in the vegetable seed market. They have chosen to focus fully on vegetable seeds and offer a wide assortment within the sector. In order to develop new varieties and supply top-quality seeds, continuous innovation is essential. 40 percent of their colleagues are actively involved in research and development, and they invest 30 percent of their turnover in R&D each year.	
Visit Concept	Presentation of Rijk Zwaan Company by Mr. Christian Vignaud, the Research Director. Visiting Greenhouses of the company by leadership of Mr. Thomas Ginot, the stations manager.	
		





Giving primary presentation of the company, its history and performance in seed production and breeding



Giving information of the company's greenhouses and also holding question and answer session



Company Name	Sakata Company	
Company Location	Uchaud, near Nimes, France	
Visit Location	Sakata Vegetables Europe	
Area of Specialization	<p>In 2014 Sakata begins its second century of working in the seed business. Sakata Vegetables Europe (SAKATA) is part of Sakata Seed Corporation, headquartered in Yokohama in Japan. Sakata Vegetables Europe is focused on the Research, Production and Distribution of vegetable seeds, business to business. Its customers include growers, plant raisers, processing companies & distributors throughout Europe, the Middle East & Africa. A world-leader in the field of Broccoli, SAKATA is also a key player in the market for cabbages, cauliflowers, carrots, tomatoes, peppers, watermelons and melons, to name a few. It offers over 900 commercial varieties and turns over more than 30 million euros a year. Sakata Vegetables Europe, with more than 100 workers, is a subsidiary of Sakata Seed Corporation and is responsible for the development and expansion of the activities across the EMEA area.</p>	
Visit Concept	<p>Presentation of Sakata Seed Company by Mr. Baile De Bary, the Managing Director. Presentation of Aria Automation and Regulation company and its equipment by Mr. Jerome Lachurie Visiting Aria equipment in Sakata Company Visiting Company's greenhouses</p>	
		



Giving presentation of Sakata Company, subsidiaries and function of Europe division and also holding a question and answer session



Company Name	Saint Charles International Company	
Company Location	Perpignan, France	
Visit Location	Saint Charles International Company, A subsidiary center and a supplier greenhouse	
Area of Specialization	The international Saint Charles company is a leadership in transportation and logistics of fresh fruits and vegetables in Europe. There are three main branches located in Perpignan (France), Munich (Germany) and Milan (Italy). The main flow of fresh fruits and vegetables come from south of the Mediterranean, mainly destined for northern and eastern Europe. These Mediterranean flows, representing 4 million tonnes of fruits and vegetables, mainly transit through Perpignan, with only 300,000 tonnes through the west coast. Over 500 bilingual and trilingual salespeople who specialize in import-export of fruits and vegetables work for the businesses of Saint-Charles International.	
Visit Concept	Presentation of Saint Charles International Company by Mrs. Anne Florin, the Director of Communication and External Relations. Visiting one subsidiary center for packaging and transportation of cucumber Visiting a greenhouse of a supplier	
		



Giving primary information of the company and visiting a subsidiary company



Company Name	Bio Grow Company	
Company Location	Perpignan, France	
Visit Location	The company and greenhouses	
Area of Specialization	Biogrow is number 1 in cocopeat substrates. The headquarters located in the south of France since 1975, and the production sites situated in India, Sri Lanka and Brazil, produce ecological and efficient substrates for soilless culture systems across the world. Producers have been enriched by the practice of hydroponic culture and their experience of organic substrates, and therefore developed a wide range of coco peat substrates. On their own production sites in Brazil, India and Sri Lanka, they are developing efficient and completely renewable substrates in collaboration with biotechnology researchers. These substrates satisfy consumers' growing requirements for eco-responsibility since they are the cleanest and most renewable substrates to be found in the market.	
Visit Concept	Presentation of Bio Grow Company by Mr. Martin Carniel. Presentation of Cocopeat Substrates production, types, etc. Visiting a tomato greenhouse. Visiting an asparagus greenhouse with solar panels located on the roof.	



Giving presentation of Bio Grow Company, its products and a comprehensive lesson of cocopeat substrates production



Giving primary information and visiting of a tomato greenhouse, located in company's area



Visiting an Asparagus greenhouse with solar panel implemented rooftop



Company Name	Soljardi Company	
Company Location	Girona, Spain	
Visit Location	Nursery	
Area of Specialization	The working area of Soljardi's company is fruit nurseries. It has 4 hectares of facilities including covered surfaces, aimed at warehouses, garages, etc. and greenhouses. All plants have a system of fertirrigation, fully automated. Almond Trees, Aloe Vera, Apricot Trees, Cherry Trees, Citrus Fruit trees, Hazel Nut Trees, Kiwi Tree, Olive Trees, Peach Trees, Pistachio Trees and Plum Trees are some of this company's products.	
Visit Concept	Presentation of Soljardi Company Visiting Fruit Nursery	





Company Name	Vivers Gasso Company	
Company Location	Taragona, Spain	
Visit Location	Sales Center and Some Production Sites	
Area of Specialization	Vivers Gassó with 40 years of experience in the realm of gardening and ornamental plants is positioned to offer the best of its own grown articles and others. They have 300.000 m2 in use, including an exhibition open to the public in the sales and administrative center, breeding and cultivation centers. Over than 25 hectares of crop in the town of Mont-roig del Camp, treated with great care in order to serve the best product. In order to have all the necessary vegetal elements for the garden, we produce a wide variety of plants: small plant, aromatic plants, bushes, trees, palms, coniferous, etc.	
Visit Concept	Presentation of Vivers Gasso Company Visiting Some Production Sites	
		