

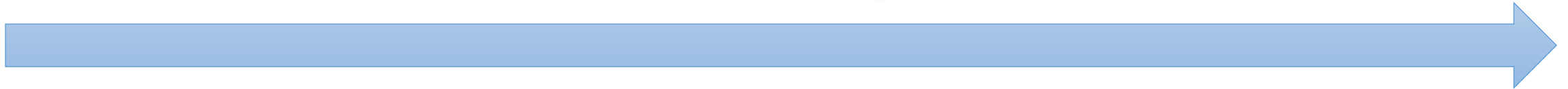
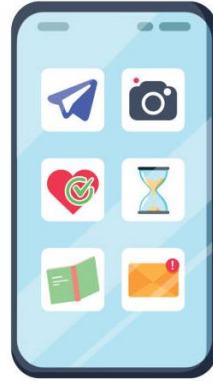
L'impresa del breeding

Massimiliano Beretta

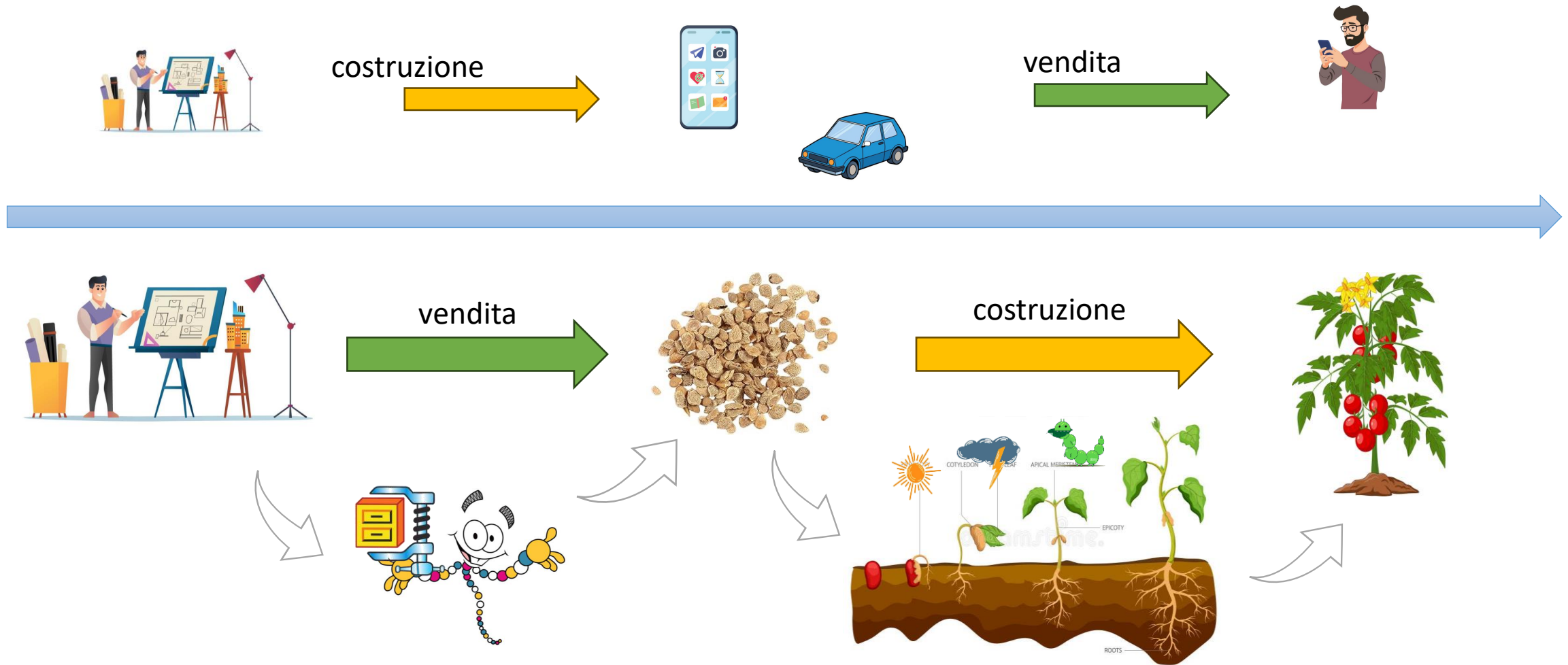
m.beretta@panoraseeds.com



progetto o prodotto?

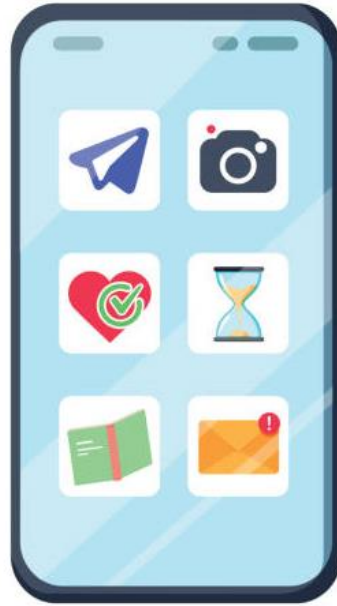


Vendere un **progetto** vs vendere un **prodotto**



Il breeding non vende un prodotto: vende un progetto sul futuro

Quanto costano i semi?



~200 g

300-1000 €

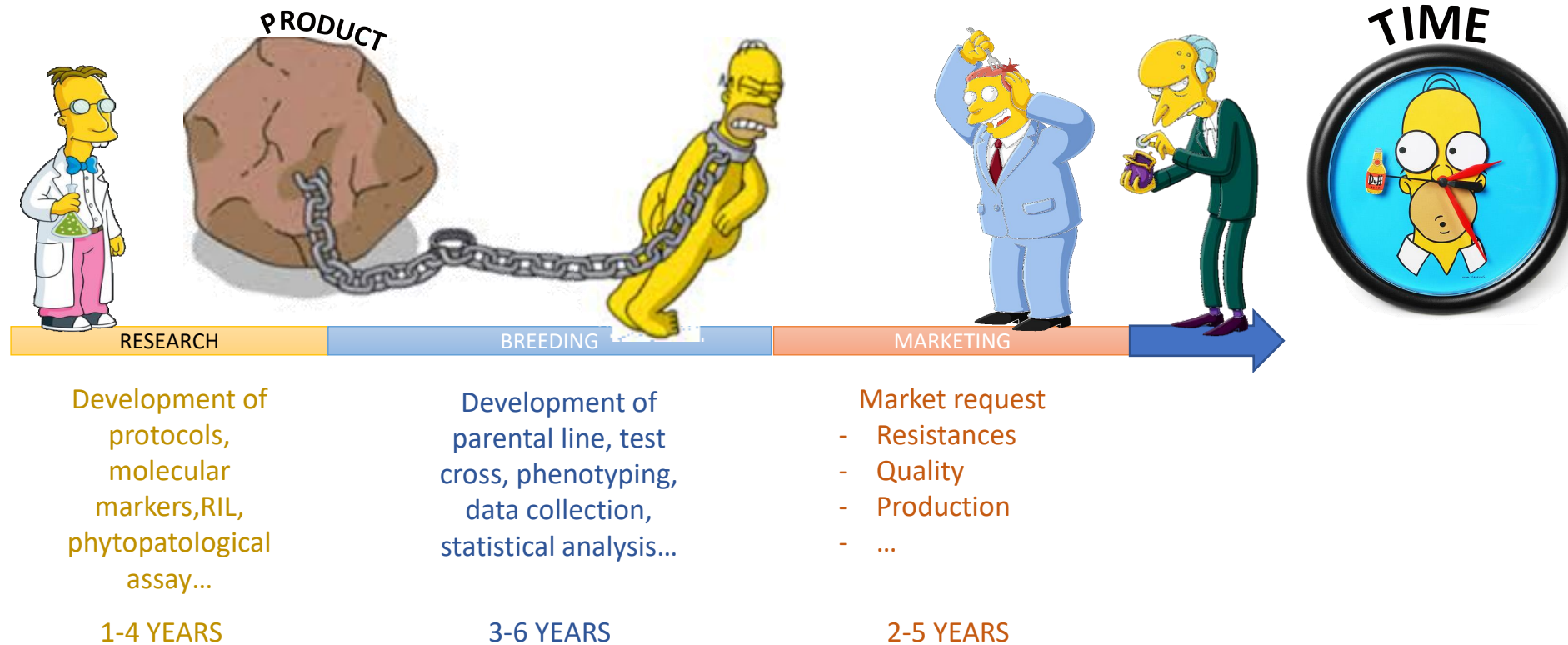


(60.000 semi)

200 g di seme di pomodoro?

500-90.000 €

The unbalanced challenge against time and competitors



Quando la varietà sarà pronta, il mercato la vorrà ancora?

THE BREEDING PARADIGMA

REQUIREMENTS



Start or don't start?

COST



BENEFIT



BREEDING DOESN'T STARTS HERE



This is the goal

COMPANY GOAL

Become market
leader

Be on the
boat



raise 30%
shelf share

get 15% field
cultivation

SUPPLY CHAIN REQUESTS

#nurseries

#farmers

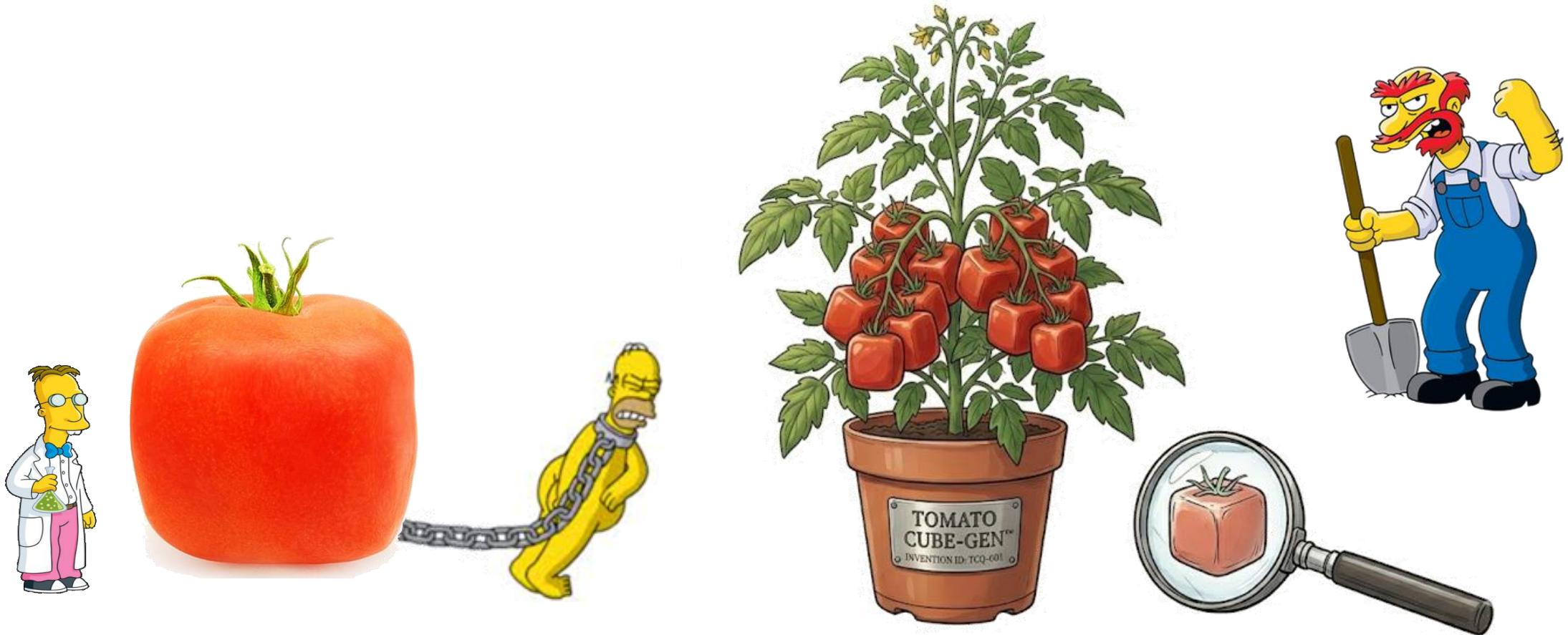
#industries

#LD

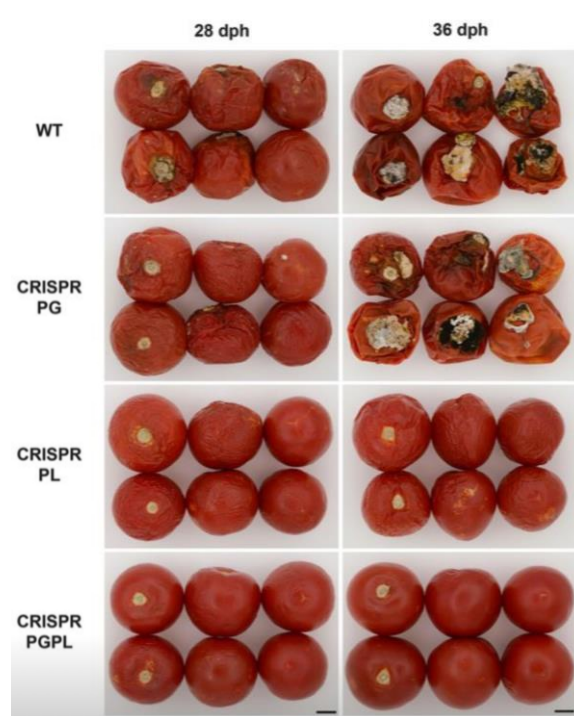
#consumers



DALLA RICERCA ALLA FILIERA



QUANTO VALE UN GENE?



Estendere la shelf-life



Cipolle che non fanno piangere

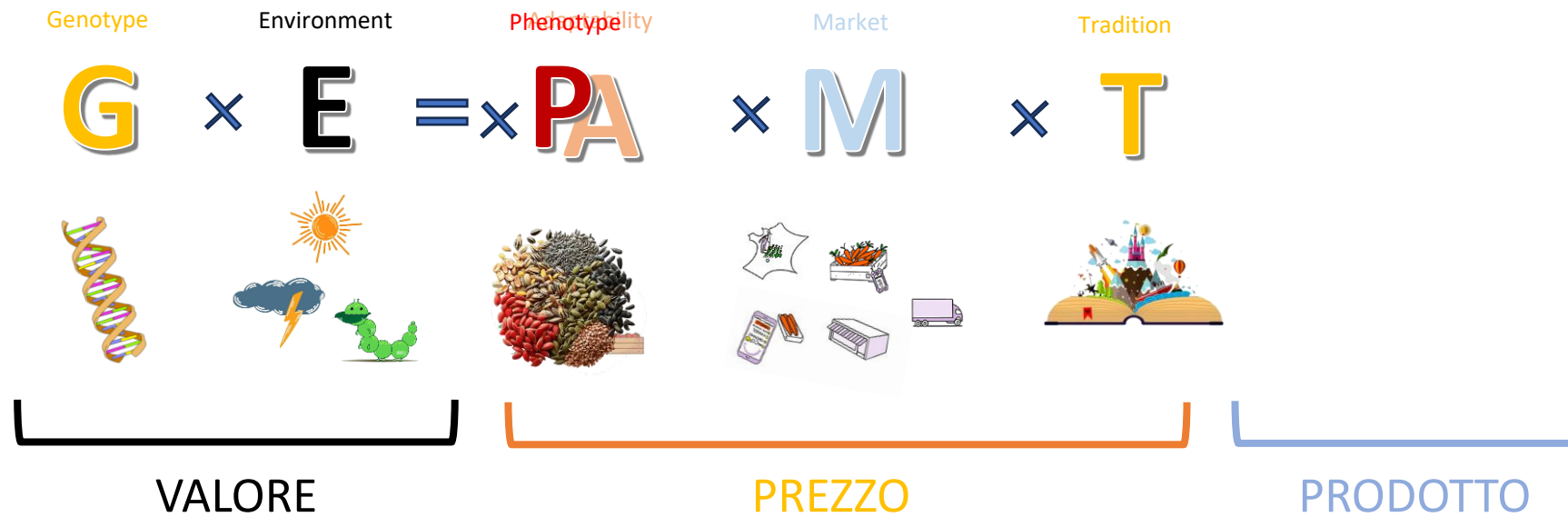


Resistenza a patogeni

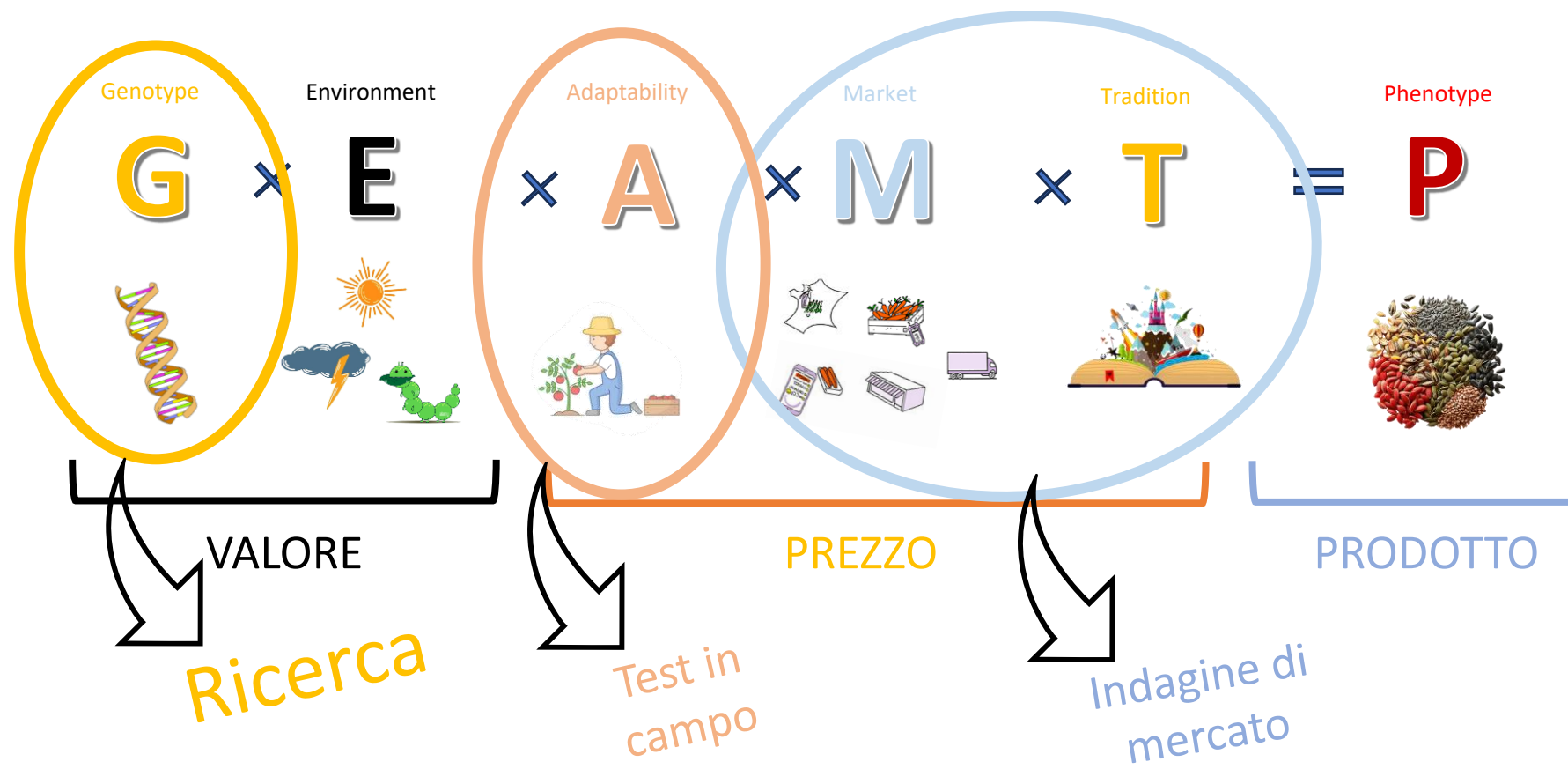


Olio di girasole alto oleico

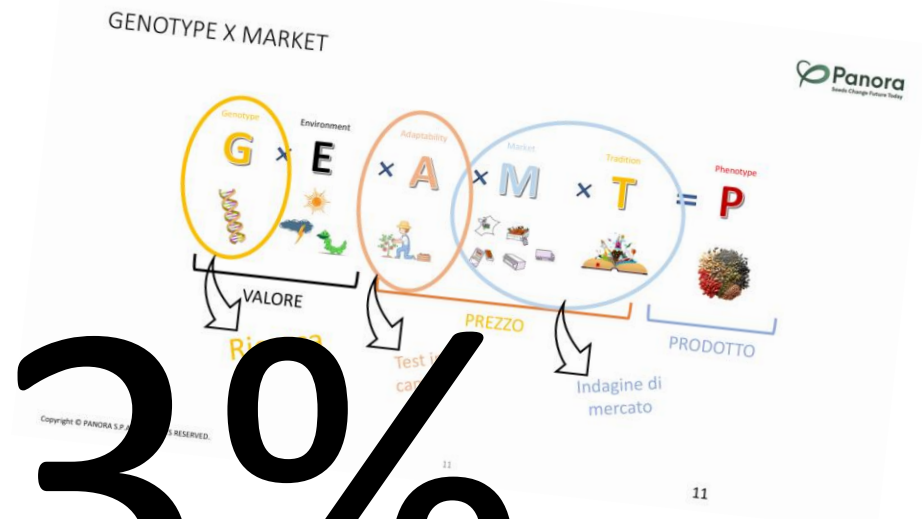
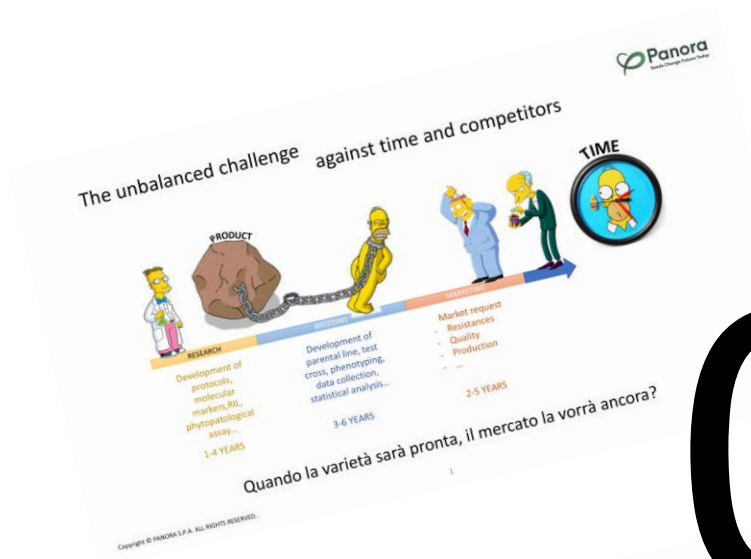
GENOTYPE x ENVIRONMENT x MARKET



GENOTYPE x ENVIRONMENT x MARKET



SUCCESS RATE?



0-3%



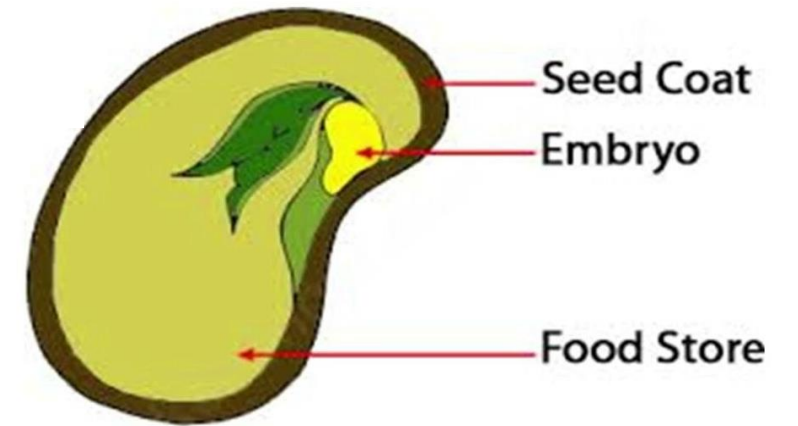
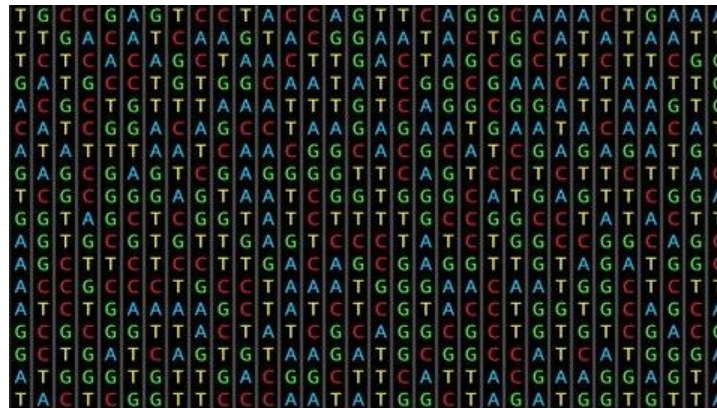
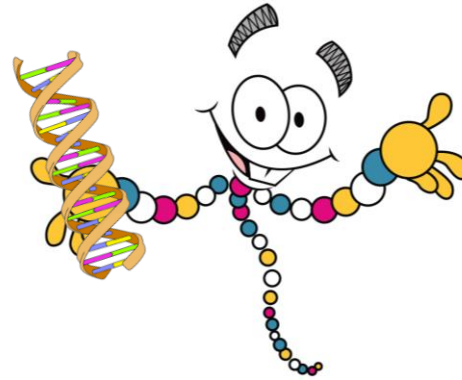
Il seme: contenitore di valore e informazione



(60.000 semi)

200 g di seme di pomodoro?

500-90.000 €





www.panoraseeds.com

