

Harmoniz acquires HW seeds to strengthen its bet on flavor-driven tomato breeding

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Harmoniz has acquired Dutch tomato breeder HW Seeds, combining genetics and breeding expertise to accelerate innovation in flavor-focused varieties for high-tech production



Harmoniz has acquired Dutch tomato breeding company HW Seeds, bringing together two businesses with a shared focus on genetics, flavor and high-tech protected production as competition in fresh produce breeding increasingly shifts towards consumer preferences.

Based in Winschoten, the Netherlands, HW Seeds is known for developing tomato varieties with an emphasis on flavor and eating quality, alongside breeding expertise suited to high-tech production environments. Its capabilities complement Harmoniz's existing breeding platform and consumer-driven approach to variety development.

The acquisition is expected to broaden Harmoniz's innovation pipeline, improve the speed at which new varieties reach the market and strengthen its ability to respond to changing requirements from growers, customers and consumers globally.

"At Harmoniz, we start with what consumers want and connect those needs all the way back to breeding," says Ofer Ben-Zvi, CEO of Harmoniz. "HW Seeds shares that vision. They have built an impressive business by putting flavor, quality, and customer needs at the core of variety development. Bringing together our genetics and expertise creates exciting new possibilities to deliver even better eating experiences for consumers and greater value across the chain."

Putting taste at the centre of breeding

HW Seeds has built its position around a relatively straightforward proposition: tomatoes need to perform commercially without compromising the qualities that determine whether consumers want to buy them again.

That focus gives Harmoniz an additional layer of breeding expertise as the company expands its work in protected crops. Combining the two businesses' genetic resources and breeding capabilities is expected to create more opportunities to

develop varieties that balance taste, quality and production performance.

“From the beginning, our goal at HW Seeds has been to develop tomatoes that people genuinely enjoy eating while giving growers and customers varieties that work for their businesses,” says Roel Huisman, Director, HW Seeds. “At the heart of this has been the breeding expertise and dedication of my long-time partner, Arie van der Windt, HW Seeds Breeder, together with our exceptional team.”

Huisman says joining Harmoniz will allow HW Seeds to pursue the same philosophy at greater scale, while benefiting from what the companies see as a strong cultural and strategic fit.

The acquisition also gives Harmoniz another route to accelerate product development. In a breeding business, the commercial value of a new variety depends not only on its genetic characteristics but also on how quickly it can move from development to growers and markets. Harmoniz said the combination with HW Seeds will help shorten that path.

Building a broader protected-crop platform

The transaction forms part of Harmoniz’s wider strategy of combining organic growth with targeted acquisitions. The company is seeking to deepen its capabilities in flavor, taste and the overall eating experience while expanding across the geographies and market segments in which it operates.

“This is ultimately about our commitment to continue providing greater value across the value chain,” says Ben-Zvi. “Markets will continue to change, and so will the expectations of growers, customers and consumers. Our job is to stay ahead of those needs and keep raising the bar on what great vegetables can deliver.”

With HW Seeds now part of the business, Harmoniz is effectively adding specialist tomato genetics and flavor-led breeding expertise to its broader consumer-driven model. The deal underscores a wider shift in protected horticulture: breeding is increasingly being asked to solve not just production challenges, but the harder question of what makes consumers choose one vegetable over another.