

150 FACTS

To celebrate our 150th anniversary, we'll be sharing
150 facts about Germains throughout the year!
Stay tuned as we continue to add to this list each month.

#1 The company was originally founded in 1871 as Germain's Fruit and Produce Company on North Main Street in the small, sleepy pueblo of Los Angeles, California.

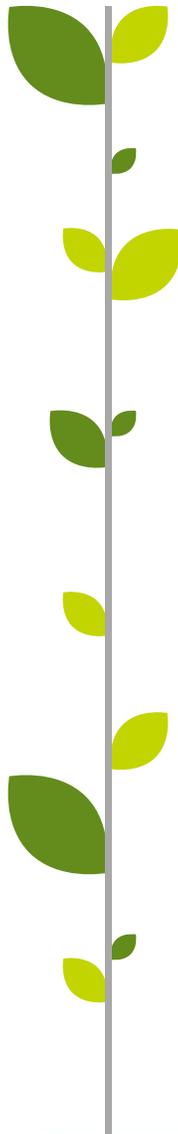
#2 By 1880, Germain's prominence in Los Angeles was publicly noted with the esteemed position of Number 7 in the city's first telephone directory.

#3 In the early 20th century, Germain's shipped the first carload of oranges from California to the East Coast of America.

#4 In the 1920s and 30s, Germains had 16 thriving seed retail store locations throughout California and Arizona.

#5 In the early 1950s, Germain's formed the Filcoat Processed Seed Division and introduced the first pelleted seed into the American market.

#6 In the 1960s, Germains introduced the first pellet for sugar beet seed to the U.S. market.



#7 In 1965, Germain's (UK) Limited formed, and the company opened its first UK plant in King's Lynn, Norfolk, to serve the UK and continental European markets.

#8 Germain's Seed Pelleting Division in the UK, Ireland and the US became part of the deal that took British Sugar to Associated British Foods (ABF) in 1990.

#9 Business expansion in the 1990s included ventures in Poland and Romania, new plants in the U.S., and the acquisition of the Dutch-based company International Seed Technology with plants in Holland, Spain, and the U.S.

#10 In 2004, Germain's Technology Group was firmly established as one of the world's largest independent seed coating and enhancement companies.

#11 In 2010, the company was rebranded as Germains Seed Technology.

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#12 Germains Seed Technology provides conventional and organic seed treatments for over 45 different vegetable and fruit crops.

#13 We employ over 200 people, operate out of 9 locations in the UK, Europe, and North America, and process nearly *200 billion* seeds for growers around the world each year.

#14 In 2019, Germains Gilroy processed enough Spinach seeds treated with ProBio® Safeguard™ to help farmers produce approximately 37 billion servings of organic Spinach!

#15 In its 150 years, the company has survived multiple economic recessions, natural disasters—and now, two global pandemics.

#16 In 1884, Germain's opened a Seed and Bulb House in the historic Baker Block on North Main Street in Los Angeles.

#17 In 1894, Eugene Germain was appointed by President Cleveland to serve as the U.S. Consul to Switzerland, a position he held for four years.

#18 In 1898, the company moved to larger premises on South Main Street and opened "the most complete seed store in the West."

#19 Company founder Eugene Germain died in 1908. The business passed on to his son, Marc Germain, with Manfred Meyberg serving as Vice President.

#20 In the 1920s and 30s, Germain's had 16 thriving seed retail store locations throughout California and Arizona.

#21 In 1945, Germain's established its own Rose Breeding Division. In ensuing years, Germain's introduced several of the world's finest roses, including the varieties Queen Elizabeth, Chrysler Imperial, Golden Showers, Starfire, American Heritage and Bewitched.

#22 Filcoat was one of Germain's first brand names for pellets. Filmcoat was later introduced in the 1980s.

#23 Germain's first clay-based pellets were used in combination with the introduction of monogerm sugar beet seed in the early 1960s.

#24 After three years of comparative sugar beet seed trials in the 1960s, British Sugar recommended Germain's as their "pellet of choice."

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germain's
seed technology

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#25 In the 1980s, Germain's continued to diversify and introduced its first light weight vegetable seed pellets to the U.S. market.

#26 During the 1970s, Germain's pelleting operation grew significantly, and a new plant opened in Mallow, Ireland to meet the growing demand.

#27 In the 1980s, Germain's replaced the old clay-based pellet with a new coating known as "EB," which was considerably lighter and worked better in wet soil conditions.

#28 In 1983, Germain's Inc. set up a vegetable seed coating plant in Salinas, one of the major lettuce growing regions in California. (This facility later relocated to nearby Gilroy, CA.)

#29 In 1985, Germain's was part of a UK joint venture with Sharpes (now Advanta) and Ciba-Geigy Agrochemicals (now Syngenta) to form Seedcote Systems, with a focus on developing polymer filmcoating and pesticide seed treatments.

#30 The four employees featured in our Anniversary Marketing campaign are members of our North America Team based in Gilroy, CA!

Dale Krolkowski - Head of Business Development, R&D,
Bobby Garcia - Sales Account Manager,
Stacy Davis - Sales Account & Marketing Manager, and
Charlie Cain - Sales Account Manager.

#31 Today, 13 of our 200 employees have 30 years or more of continuous employment at Germain's. Combined, these employees represent 429 years of industry experience. We want to thank them for their years of service and dedication.



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#32 Eugene Germain's first business in Los Angeles was a restaurant; then he opened a grocery and poultry store. As his company grew, he became more focused on selling produce, seeds and nursery stock.

#33 Did you know that Germain's used to sell wine? Eugene Germain sold that portion of the business to his brother Edward in the 1890s to focus on the seed and nursery business.

#34 According to the 1900 Germain's catalogue, beans were the company's "foremost crop," with 40,000 to 50,000 acres devoted to bean cultivation. Varieties included Early Red Valentine, Golden Wax, Creaseback, and Lazy Wife's Pole Beans.

#35 In 1900, Germain's produced as much as 600,000 pounds of onion seed per year.

#36 In 1904, Manfred Meyberg started working for Germain's as an office boy at age 19—and eventually worked his way up to become the company's president!

#37 In the 1940s and 50s, the company created the Germaco Products Division, which manufactured popular gardening products such as "Twist-Ems Ties" and "Hotkaps Plant Protectors."

#38 During World War II, Americans were encouraged to grow "Victory Gardens" to help cope with food shortages. Germain's was an important part of that effort, promoting "Vegetables for Victory" in its 1944 Seed and Plant Catalogue.

#39 In 1965, Germain's (UK) Limited formed, and the company opened its first UK plant in King's Lynn, Norfolk, to serve the UK and continental European markets.

#40 In 1966, Germain's introduced its "Filcoat" pellets to UK sugar beet growers, promising "the universal answer to precision seed placement, more uniform growth, lower singling costs, and improved crop quality."

#41 In the 1980s, field emergence of sugar beet was still only averaging about 65%. According to BBRO, today emergence is between 70-80% in the field.

#42 Thiram steeping for sugar beet seeds was first successfully commercialized by Germain's for the 1989 sowing season.

#43 In the 1990s, Germain's intensified its R&D programs with particular emphasis on seed priming treatment, leading to the introduction in 1994 of "Advantage," the world's first fully commercial sugar beet priming treatment.

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- #44** In 2016, Germains celebrated 50 years of supporting sugar beet growers in the United Kingdom.
- #45** In 2018, Germains processed over 189 billion sugar beet and other horticulture seeds worldwide.
- #46** Today, Germains Seed Technology's website advertises over 30 conventional and organic seed treatments.
- #47** Until the company rebranded as Germains Seed Technology in 2010, an apostrophe was always included in the company name Germain's.
- #48** In addition to vegetables and other crops, Germain's catalogues also included extensive listings of flower seeds as well as trees, shrubs, houseplants, cacti, and more!
- #49** In the 1980s, Germain's continued to diversify and introduced its first lightweight vegetable seed pellets to the US market.
- #50** While the seed pelleting business continued to grow in the 1990s, there were several other Germain's divisions, including cotton and alfalfa breeding, agricultural supplies, and home and garden products.
- #51** From 1871 to 1987, Germain's continued as a family-owned business for 116 years. In 1987 the company was acquired by S&W Berisford, then the owners of British Sugar.
- #52** Germain's Seed Pelleting Division in the UK, Ireland, and the US became part of the deal that took British Sugar to Associated British Foods (ABF) in 1990.
- #53** In the year 2000, all divisions such as alfalfa seed, cotton, seed treatments, and farm supplies were consolidated under the single unified name: Germain's Technology Group.
- #54** In 2000, the Research and Development facility opened in King's Lynn, UK, to serve the ever-increasing worldwide demand for new seed treatment and enhancement products.
- #55** Xbeet® plus, an enhanced primed sugar beet seed pellet, was introduced to the UK sugar industry in 2013 and proved to be an outstanding performer in the field.
- #56** Germains is a member of 31 different seed industry organisations throughout Europe and across the globe.

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FROM OUR GLOBAL CUSTOMER CHARTER:

- #57 Innovation.** We constantly embrace new ways to solve challenges.
- #58 Partnerships.** We work closely with customers to solve real-world problems.
- #59 Collaboration.** We communicate openly to improve performance.
- #60 Accountability.** We strive for excellence—and deliver on our promises.
- #61 Results.** We provide sustainable solutions for continued success.



Celebrating 
150 Years
Innovating
Solutions
Since 1871




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