

150 FACTS

To celebrate our 150th anniversary, we'll be sharing

150 facts about Germain's 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, Germain's 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, Germain's introduced the first pellet for sugarbeet 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 Germain's Seed Technology.

Continued on next page ►



germain's
seed technology

We Maximize Nature's Potential™

150 FACTS

#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 sugarbeet seed in the early 1960s.

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

Continued on next page ►



germains
seed technology

We Maximize Nature's Potential™

150 FACTS

- #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 Germains. Combined, these employees represent 429 years of industry experience. We want to thank them for their years of service and dedication.

Hans Penningts 38 years NL	Wim Rutgers 36 years NL	Cathy Farr 35 years US
Harm Siegers 34 years NL	Brian Brown 33 years UK	Sally Easey 33 years UK
Scott Pahl 33 years US	Kevin Bigger 32 years US	Ivan Hanks 32 years UK
Joost Obbink 32 years NL	Willemien Eenink 30 years NL	Jo Golding 30 years UK
Paul Ryan 30 years UK		

Continued on next page ►

150 FACTS

- 
- #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 catalog, 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 Catalog.
- #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 sugarbeet 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 sugarbeet was still only averaging about 65%. According to BBRO, today emergence is between 70-80% in the field.
- #42 Thiram steeping for sugarbeet 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 sugarbeet priming treatment.

Continued on next page ►



150 FACTS

- 
- #44 In 2016, Germains celebrated 50 years of supporting sugarbeet growers in the United Kingdom.
 - #45 In 2018, Germains processed over 189 billion sugarbeet 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 catalogs 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 sugarbeet 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 organizations throughout Europe and across the globe.

Continued on next page ►

150 FACTS

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.

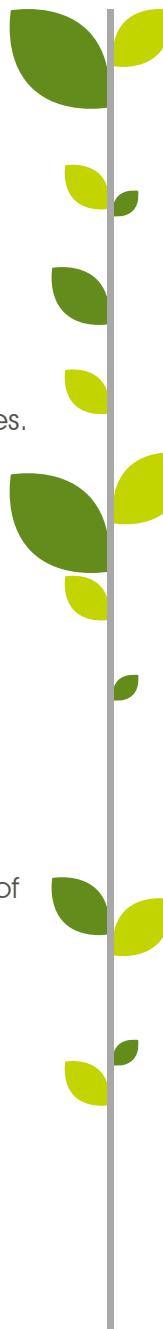
#60 Accountability. We strive for excellence—and deliver on our promises.

#61 Results. We provide sustainable solutions for continued success.

#62 Aside from Twinings (which is over 300 years old), Germains is the second-oldest company in the ABF business group. Elizabeth Twining, a renowned botanical illustrator, was the only Twining family member alive when Germains was founded in 1871.

#63 As a subsidiary of the AB Sugar network of businesses across the globe, Germains strives to be in alliance with AB Sugar's Social Sustainability Values.

#64 Our three pillars of sustainability include: Economic, Social, and Environmental. Each of the AB Sugar businesses across the world has a role to play in delivering on the ground.



#65 Germains is committed to social sustainability and supporting non-profit organizations in our communities around the globe.

#66 Germains proudly donates treated seed to impoverished communities in developing countries around the world through Seed Programs International, and we also provide regular support to various local charities.

#67 In 2019, Germains donated treated onion seeds to Seed Programs International that produced approximately 800,000 pounds of onions for communities in need.

#68 In the UK, Germains is proud to support Brambles Animal Sanctuary, The Norfolk Hospice: Tapping House, Tommy's, The British Heart Foundation, and The Mersea Island Festival.

#69 In the Netherlands, Germains is proud to support "Sow to Grow," an interactive plant science experience in Enkhuizen.

#70 In the U.S., Germains is proud to support Ag Against Hunger, Center for Farmworker Families, the California Rodeo Salinas, and scholarship programs through the California Seed Association.

Continued on next page ►

150 FACTS

- #71 Our seed treatments are sustainable solutions for growers that represent an environmentally sound approach to crop protection. Rather than just spraying fields, treating seeds provides targeted and effective ways of helping farmers reduce chemical applications to the field.
- #72 Our seed priming can help growers overcome adverse environmental conditions caused by climate change.
- #73 Our conventional or organic seed disinfection processes can prevent seeds infected with seed-borne pathogens from ending up in the landfill, helping to reduce waste.
- #74 All of our seed treatments contribute to helping growers improve yield so that they can help feed the growing world population.
- #75 Some of our seed treatments improve emergence, so growers do not use more fossil fuels to replant.
- #76 Germains has an annual carbon footprint of approximately 3,000 tons. Our current solar panel project should reduce this by more than 500 tons!
- #77 The global headquarters for Germains Seed Technology is King's Lynn in Norfolk on the western coast of the United Kingdom.



- #78 Since it was founded in 1101, King's Lynn was one of England's most important ports. The town's maritime past is featured throughout the town with fine old merchants' houses stretching down to the river between cobbled lanes and the elegant Custom House overlooking the original medieval harbor.
- #79 The original King's Lynn plant opened in 1966; Germains later opened a plant in nearby Wisbech in 1971. In 1982, both plants were merged into a new site in King's Lynn at the current location on Hansa Road.
- #80 The King's Lynn location has 3 buildings: The Head Office (including Factory 1) at Hansa Road; Factory 2 on Oldmedow Road; and the Research and Development Facility on St. Andrews Road.
- #81 Jordan Long is the Lead Scientist at our UK R&D facility and has worked at Germains for over 20 years.
- #82 Factory 1 covers horticulture and field crop priming, pelleting, film coating and packing, as well as polymers and blending. Two of the machines are named Gemini and Apollo.

Continued on next page ►



150 FACTS

- 
- #83 Factory 2 is just a 5-minute walk from Factory 1 and covers further field crop priming and horticulture hygiene.
 - #84 While sugarbeet is the main crop in the UK, our UK facilities also process other seed such as parsnip, leeks, onion, chicory, spinach, and arugula, to name just a few.
 - #85 Germains is accredited to the ESTA quality standard in the UK and the Netherlands and also the LEAF Marque, which is a leading global assurance system for environmental sustainability.
 - #86 In 2021, 75 employees work at the King's Lynn facilities.
 - #87 12 of the 75 employees in the UK have worked at Germains for over 20 years!
 - #88 In 2017, the King's Lynn facility launched its Employee Wellbeing Initiative to improve the health, wellbeing and quality of life of our whole team.
 - #89 Some of our Wellbeing activities have included mental health awareness, yoga, nutrition, bingo, quizzes, careers, women in workplace, and much more. These are always well supported, and our staff looks forward to the next exciting event!
 - #90 As part of its Corporate Social Responsibility program, Germains recently launched a pilot program in the UK for the employee charitable donation scheme. Staff may volunteer or apply for matching donations and sponsorship opportunities. Germains intends to expand the program to all locations over the next fiscal year.
 - #91 In March 2021 Germains sent a scrapbook to Queen Elizabeth with mementos celebrating the "Queen Elizabeth" rose that Germains introduced in 1954. We received a lovely thank-you note from Windsor Castle!
 - #92 The Norwich Research Park (NRP) opened in 2015.
 - #93 Germains joins more than 40 other businesses based at Norwich Research Park, including four world-renowned research institutes: John Innes Centre, The Sainsbury Laboratory and Quadram Institute.
 - #94 Three scientists currently work full time at the Norwich Research Park.
 - #95 The NRP lab focuses on fundamental/molecular biology to understand our treatments better and aid new product development.

Continued on next page ►



150 FACTS

- #96 The lab supports projects for both the horticulture and sugarbeet parts of the business.
- #97 Our researchers are able to measure changes caused by our treatments at the genetic, protein and metabolite level within seeds and plants.
- #98 Hamad Siddiqui is the senior scientist responsible for the NRP lab.
- #99 Germains is passionate about investing in research to support the development of innovative seed technologies that make sugarbeet production more efficient and further enhance British sugarbeet yields. As part of this commitment, Germains has invested in two growth rooms at the Riverside glasshouse, adjacent to British Sugar's factory located in Wissington, UK.
- #100 The growth rooms allow us to carry out various emergence and growth tests on potential new sugarbeet seed treatments in a number of cycles throughout the year. Accelerating the testing process will give greater efficiency, as completing more tests will allow us to identify the most promising new seed technologies before the treatments are then taken to the field trial stage.

- #101 As well as state-of-the-art R&D facilities, Germains also runs a comprehensive trials program.
- #102 The trials vary across:
- **Small plot trials** - Small randomized blocks
 - **Replicated strip trials** - Demonstrating a yield benefit under conditions as close as possible to normal farming practice
 - **Grower engagement trials** - Using commercial equipment and agronomic techniques which ensure product is fit for purpose
- #103 UK-based trials are completed by BBRO and Armstrong Fisher. The harvested beet is taken to the Wissington factory to obtain sugar yield. NIAB is then contracted to independently calculate yield results.
- #104 Germains locations sit within the heart of the UK Sugarbeet growing area and British Sugar factories at Wissington, Cantley, Newark and Bury St. Edmunds.
- #105 Britain's first sugarbeet crop was grown and processed in Norfolk over 100 years ago.
- #106 Today, the homegrown sugar industry involves 3,000 sugarbeet growers and supports up to 9,500 UK jobs in the wider economy.

Celebrating
150
Years

Helping Growers
Grow Since 1871



germains
seed technology

We Maximize Nature's Potential™