



VILMORIN-MIKADO UNVEILS ITS INSTITUTIONAL WEBSITE WWW.VILMORINMIKADO.COM

Vilmorin-Mikado is strengthening its identity as it launches its institutional website www.vilmorinmikado.com, which went live on January 31, 2022. Vilmorin-Mikado is using the launch of its global platform to reveal its purpose and its mission.



An institutional website that showcases Vilmorin-Mikado's identity, know-how and expertise

Vilmorin-Mikado, a Franco-Japanese seed company specialized in creating, producing and marketing vegetable seeds for professionals since 1743, presents its new institutional website www.vilmorinmikado.com. Available in 4 languages (English, French, Japanese and Spanish), the platform is tailored to both members of the general public including students, candidates and journalists and professionals such as partners and customers. The site's users will be able to read about Vilmorin-Mikado's history, the seed company's expertise in research, its ranges, CSR pledges, job offers and its latest news, and access a press area.



Website: www.vilmorinmikado.com - Homepage

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As Dominique Amilien, Vilmorin-Mikado's CEO, explains: *"This new platform is designed to explain our purpose and our activities to all our stakeholders. As a **responsible partner in the vegetable food chain, Vilmorin-Mikado is committed to helping better nourish people everywhere.** Company employees explain our purpose and our mission in an exceptional video that you can now watch on our institutional website."*

An online portal to get closer to users

To personalize and simplify access to Vilmorin-Mikado's ranges, the portal directs users to one of the 12 Vilmorin-Mikado sites throughout the world. This means that the seed company's customers are rapidly directed to product ranges tailored to their local market, in their language and with a key contact.

New content will regularly be added to the site over the coming months. To see our new online platform, visit www.vilmorinmikado.com.

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About Vilmorin-Mikado

Vilmorin-Mikado is a Franco-Japanese seed producer that has specialized in developing, producing, and selling vegetable seeds for professionals since 1743. As a responsible partner in the vegetable food chain, Vilmorin-Mikado is committed to helping better nourish people everywhere. Our wide range of unique, original seeds is distributed on five continents in more than 100 countries. Vilmorin-Mikado has more than 1,000 employees and recorded sales of €218 million in 2020-2021, of which 15% was entirely devoted to research. World leader in carrots and witloof chicory, Vilmorin-Mikado is also a major player in salads, tomatoes, sweet peppers, kabocha squashes, daikon radishes and bunching onions. Nearly three centuries ago, Vilmorin-Mikado's founders began our Tree Seeds work, which actively contributes to rebuilding sustainable forests. www.vilmorinmikado.com

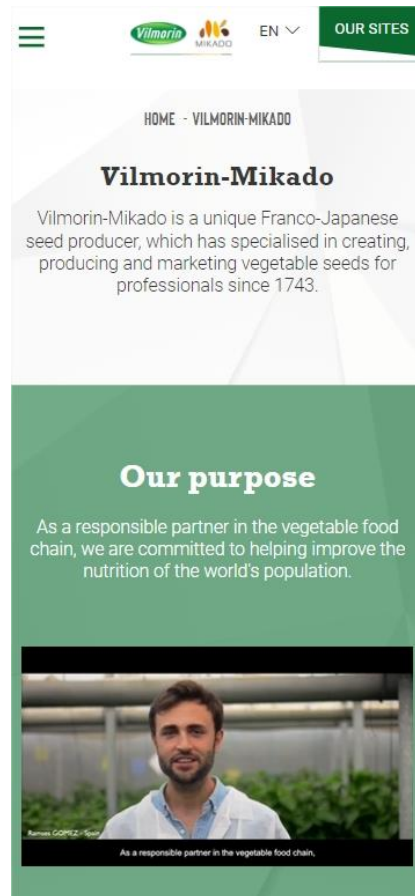
Vilmorin-Mikado is part of **Limagrain**, an agricultural cooperative held by French farmers and an international seed group. Limagrain is laser-focused on a single mission: working cooperatively to advance agriculture everywhere, for everyone. Concentrating on the genetic progress of plants, Limagrain selects, produces, and sells field seeds, vegetable seeds and agri-food products. www.limagrain.com - #Limagrain

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Vilmorin-Mikado, a responsible partner in the vegetable food chain: the institutional video presenting its purpose and mission.

Website www.vilmorinmikado.com – Mobile display