



GRAND JARDIN IN THE CITY!

Because the French population is increasingly urban, the **6th edition of the “GRAND JARDIN”**, a demonstration space that brings together the best CLAUSE varieties intended for home gardeners, took up residence in the heart of Paris on July 5-7 and 10-12, 2017.

Premium varieties for balconies, patios, vegetable patches and small gardens were under the bright lights, with starring roles for new products in cherry tomatoes (CROKINI, GOLDWIN), round summer squash (SUPERBALL), beans (MASCOTTE), mini-sweet peppers (BALCONI, TERRAZZI), flowers (SUNTASTIC) and aromatic plants (PISTOU)...

With the assistance of three partners, Bucomat (Belgian dealer of the EcoPots line-up made of recycled plastic), Or Brun (potting mix) and Spear & Jackson (garden tools), the CLAUSE Home Garden production, sales and communication teams have been busy since January to make this city gathering a success.

Forty European professionals in the home garden market and twenty journalists visited this 200 m² space on the rooftop terrace of the MERCURE Hotel in Montmartre to discover more than 50 varieties of vegetables, flowers and aromatic plants specifically adapted to current trends.

The event was a wonderful opportunity to discuss the needs of new or seasoned urban gardeners and to learn, in the heart of Paris, about a line-up of varieties dedicated to small city spaces.

The "Grand Jardin" remains in place at the Montmartre MERCURE Hotel this summer and will welcome the annual conference of the Fleuroselect international association on September 21-22.

Portes-lès-Valence,
July 21, 2017

Illustrations: event photos

HM.CLAUSE is a global vegetable seed company dedicated to meeting local needs through global diversity, and is committed to innovation inspired by worldwide partnerships in the scientific, industrial, and commercial fields. An innovative company whose core business is plant breeding, HM.CLAUSE specializes in the development, production, and sales of vegetable seeds worldwide. A French company, it has been a major player in varietal breeding for the vegetable garden for more than two centuries. CLAUSE Home Garden is exclusively dedicated to promoting varieties for home gardeners: sales of vegetable seeds and flowers to packet seed producers and sales of vegetable seeds to professional young plant producers for gardeners.

In 2008, Harris Moran Seed Company (USA) and Clause (France) were grouped together under the HM.CLAUSE Business Unit of Limagrain. HM.CLAUSE generated 325 euro million in annual sales in 2016 and employs more than 2800 people full-time located in over 30 countries around the world. Its investments in research and breeding represent 14% of annual sales. The organization coordinates breeding for 25 species and has more than 800 people actively engaged in research and development activities. HM.CLAUSE is a Business Unit of Limagrain, an international agricultural cooperative group, specializing in field seeds, vegetable seeds and cereal products. Founded and managed by French farmers, Limagrain is the 4th largest seed company in the world.

To learn more, please visit HM.CLAUSE's corporate site: www.hmclause.com.

And the Home Garden site: www.clausehomegarden.com

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