



*“Go and proclaim in the hearing of Jerusalem: ‘I remember the devotion of your youth, how as a bride you loved me and followed me through the desert, through a land not sown.’”*

*-Jeremiah 2:2*



*“At Genesis Seeds you can find all your needs. No matter how you grow your plants, we will always keep an eye on the environment for you and bring with us news with no compromise. In seeking the best quality, we focus on Organic production under strict agro–technical methods while always looking for the best Genetics. Innovating, Breeding and Keeping a full assortment of Flowers, Herbs and Vegetables in order to fulfill and serve the Organic and Conventional markets”*



# NEW IN 2010

**Cucumber Green (18), F-1 (G)**  
Productive & Vigor Slicer, Open Field Type



*Cucumis Sativus*

**Lettuce Dov (391/9) (G)**  
Summer slow bolting Romaine, Heat tolerance & tip burn



*Lactuca Sativa*

**Pepper Paprik (G)**  
Sweet red Paprika, high uniformity, very productive



*Capsicum Annum*

**Pepper Madonna, F-1 (G)**  
Very unique yellow blocky L4 TSVW



*Capsicum Annum*

**Pumpkin Chestnut (G)**  
Acorn squash, Delicious, small size, Sweet and Extremely Uniform



*Cucurbita Pepo*

**Ibris Spray (G)**  
Pure white Inflorescence for cut flower, White Pinnacle type



*Ibris amara*

**Basil Adi, F-1 (G)**  
Compact, relatively small leaves and short internodes. Light green color, tender Genovese type aroma. High Fusarium resistance.



*Ocimum Basilicum*

**Squash Rotem (914), F-1 (G) (ARO)**  
Pale green marrow, ZYMVT, short cylindrical fruit, color intensity 2/10



*Cucurbita Pepo*

Good Things Grow  
Naturally. 100% Organic

# BASIL

*Ocimum basilicum*

## CULINARY

**Sweet Aroma 2, F-1** (G) (ARO)  
Best Genovese type, Fusarium tolerance



**Sweet Nufar, F-1** (G) (ARO)  
Italian large leaf type, Fusarium tolerance



**Super Sweet Ashalim** (G)  
True Genovese type, pot plants & open field



**Sweet Aroma 1, F-1** (G) (ARO)  
Genovese type, Fusarium tolerance



**Sweet Aroma 4** (G) (ARO)  
Medium size, Italian large leaf type



**Chen** (G) (ARO)  
Most Productive, Italian Large Leaf Type



**Petra** (G)  
Dark purple, large leaf type



**Greg** (G)  
Greek basil type, Dome shape



**Adino** (G)  
Fino Verde type, Miniature leaves



**Lime** (G)  
Citrus Flavor, Lime Aroma



**Limon** (G)  
Low Spreading, Small Leaves, Very Lemony



**Sweet Thai** (G)  
Selected Most Uniform & Authentic Flavor



**Cinnamon** (G)  
Large Dark Green Leaves, Purple Flowers



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## ORNAMENTAL

**Cardinal** (G) (ARO)  
Cut flower, Flora select quality remark



**Aromatto** (G)  
Cut flower bicolor, best aroma



# HERBS

**Chives Garlic Nira** (G) (FA)  
Very delicate Garlic leaves



**Coriander Rani** (G)  
Cilantro, special selection, slow bolting



**Dill Bouquet** (G)  
Uniform, Dark Blue-Green Feathery Leaves



**Marjoram Sweet** (G)  
Sweet oregano flavor, high uniformity



**Melissa Alis** (G) (ARO)  
Lemon Balm, Culinary & Medicinal



**Mexican Tarragon** (G)  
Licorice flavor, resembles French tarragon



**Parsley Italian Dark Green** (G)  
Plain Flat Leaf



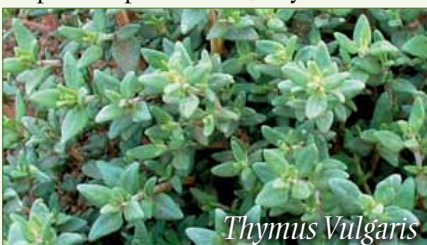
**Sage Marva** (G)  
Best aromatic selection among growers



**Stevia Rebaudiana** (G)  
Incredibly sweet leaves, substitute to sugar



**Thyme Ayelet** (G)  
Superb compact selection, very aromatic



**Zaatar** (G)  
Spicy oregano, native to the Mediterranean



“Are you goin’ to Scarborough Fair? Parsley, sage, rosemary, and thyme.”

-Scarborough Fair, Simon & Garfunkel

# VEGETABLES

**Artichoke Tavor** (G)  
High quality Imperial star selection



**Beet Aviv** (G)  
Globe dark red, selected for root uniformity



**Broccoli Calibrese** (G)  
Very nutritional, uniform selection



**Celery leaf Early Belle** (G)  
Productive, uniform and very tasty



**Cucumber Eve** (58) (G)  
Beit Alfa, Indoor, fall spring ,PMT,CVYMT



**Eggplant Black Beauty** (G)  
Favorite, selected traditional cultivar



**Leek Alto** (G)  
Selected , tall Bulgarian type, very popular



**Lettuce Super Jericho** (G)  
Our number 1 Romaine Lettuce



**Lettuce Gilaad** (G)  
Impressive glossy dark red, plain leaf



# VEGETABLES

**Lettuce Superior** (G)  
Hardy iceberg type, extra crisp leaves



*Lactuca Sativa*

**Melon Dona** (2110), F-1 (G)  
New Galia for open field & indoor prod.



*Cucumis Melo*

**Melon Sivan, F-1** (G)  
Charentais type, Super sweet Orange flesh



*Cucumis Melo*

**Pepper Salsa** (G)  
Sweet cone type, good flavor, productive



*Capsicum Annum*

**Pepper Magnum** (G)  
Selected hot Habanero orange, very prod.



*Capsicum Annum*

**Radish Tali** (G)  
Cherry Belle selection, crispy white flash



*Raphanus Sativus*

**Squash Anton** (663), F-1 (G) (ARO)  
Extremely dark green Zucchini



*Cucubita Pepo*

**Tomato Lola** (2109), F-1 (G)  
Greenhouse (ID), extra Lg. fruit, very prod.



*Lycopersicum Esculentum*

Good Things Grow  
Naturally.  
100% Organic

*"To get the best results,  
you must talk  
to your vegetables."*

*- Charles, Prince of Wales*

# BABIES AND GREENS

Arugula Rocky Wild (G)



Arugula Cultivated (G)



Mustard Green coin-Tatsoi (G)



Mustard Tokyo Bekana (G)



Mustard Lahav-Mizuna (G)



Mustard Green Wave (G)



Mustard Segal-Osaka (G)



Mustard Red Giant (G)



Spinach Galilee (Sbanach) (G)



Swiss Chard Ruby Red (G)



Swiss Chard Whity (G)



Orach-Mountain spinach (G)



Beet Red Bulls (G)



“Our food should be our medicine and our medicine should be our food.”

-Hippocrates

# FLOWERS

Ammi Snow white (G)



Asclepias ORO (G)



Basil Cardinal (G) (ARO)



Calendula Maayan (G)



Chartamus Orange Head (G)



Celosia Red Flame (G)



Dianthus Volcano Mix (G)



Larkspur Galilee Carmin (G)



Moluccela Country Bells (G)



Pumpkin On-A-Stick (G)



Sunflower Zohar, F-1 (G)



Zinnia Red Beauty (G)



*“My lover has gone down to his garden, to the beds of spices, to browse in the gardens and to gather lilies.”*

*-Song of Solomon 6:2*



# RESEARCH

## **Basil** / *Dr. Native Dudai, (ARO- Newe Ya'ar experimental Station)*

Research emphasizes improvements for chilling effects and Fusarium and Botrytis tolerance. Improvements of growing habit, late bolting, uniformity, leaf size, color and shape, shelf life and aromatic compounds. Already commercialized F-1 hybrids with high Fusarium tolerance like Nufar and Aroma 2. Currently launching a new potted variety Adi, with high Fusarium tolerance as well.

## **Melon & Watermelon** / *Dr. Ran Herman*

Organic Breeding in our Melons program concentrates mainly in Galia and Cantaloupe types. The breeding target in Galia is to develop varieties that suit different seasons in open field and greenhouse with resistances to PM, Fusarium (0, 1, and 2) & MNSV. Rona & Dona are our first commercial varieties. Experimental varieties from the Cantaloupe program with PM and Fusarium resistances will be ready in 2010 in order to place trials in 2011. Organic Breeding in watermelons consists mainly on mini (2-4 kg.) & midi (4-6kg.) sizes with red flesh and green rind with dark green strips. Production of experimental varieties, including seedless, will start in spring 2010 in order to place trials in different zones in 2011.

## **Cucumber** / *Mr. Shlomo Niego (Formerly Weitzman Institute Cucumbers breeder)*

Organic breeding program in Cucumbers focuses on Beit Alfa and American Slicers. Beit Alfa: the breeding is targeted towards developing indoor varieties to suit different growing seasons with plant and fruit quality, resistances to PM, DM, and CVYV. Adam, Eve and Manny are our first commercial varieties. American Slicers: breeding is targeted towards developing open field varieties with resistances to PM, DM and CVYV. Green 18 is our first commercial variety. Experimental production will take place in 2010 to place trials in 2011.

## **Squash & Pumpkin** / *Dr. Harry Paris (senior crop breeder, ARO, Newe Ya'ar Experimental Station)*

Research in squash and pumpkins focuses on improved yield, fruit & plant quality, PM and virus resistances. Anton, Dario, Goldy, Segev, G-Star, Y-Star already commercialized. Currently launching two new varieties, acorn squash (Armonim) and light green marrow squash (Rotem).

## **Artichoke & Carrot** / *Dr. Nakdimon Umiel (Geneticist & plant-breeder, Former ARO researcher)*

The breeding program is aimed at developing various cultivars which will meet the specific demands of the fresh-markets' consumers in different countries, as well as cultivars for the needs of the processing industry of Artichoke. Special attention is given to heritable traits for yield & harvesting-time, as well as for colors, shape & quality of the harvested heads. First experimental cultivars will be released for trials in 2010 and 2011. Carrots, we are working on methods for seed production under organic growing requirements and the local climatic conditions. We aim at production of organic seed from both open-pollinated & hybrid cultivars.

## **Ornamental Sunflower** / *Mr. Yalon Shchori (Formerly ARO flower breeder)*

Breeding of Ornamental Sunflower F-1 Hybrid sterile Varieties. The main subject of our sunflower breeding is winter varieties that can yield good quality flowers under cooler temperatures. We aim to release such varieties in 2010/2011. Other subjects of breeding are pot plant varieties as well as different colors.

## **Lettuce Breeding** / *Mrs. Anat Shahaf (Manager, Ashalim R&D)*

consists mainly on Green Romaine and Red Lola Rosa types. The target in the Romaine types is to develop varieties for different growing seasons with high quality and resistances to bolting, burning tips and bremia. Super Jericho is our main variety. Currently we are launching a new summer variety, Dov. Red Lola Rosa Types: progressive clones of dark-red curly lettuce are selected to improve color and size of our colored collection. Gilaad and Gloria are our first commercial varieties. Experimental production of the new varieties will be done in 2010 in order to place trials in 2011.

*Let every individual and institution now think and act as a responsible trustee of Earth, seeking choices in ecology, economics and ethics that will provide a sustainable future, eliminate pollution, poverty and violence, awaken the wonder of life and foster peaceful progress in the human adventure.”*

*-John McConnell, founder of International Earth Day*



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*Genesis Seeds in-house Designer: Gilad Nir / Miami Beach, FL*