

**biooverita - Organic right from the start**  
**From breeding to the final product**

# biooverita

- Non-profit organization founded in 2010 in Switzerland
- Three employees
- Unites almost all organic breeders in Europe, important organizations in organic farming are members
- Interface between breeding initiatives and trade
- **Enhances visibility of varieties from organic breeding (reproducible, no hybrids)**



# biooverita as quality label

- No legal definition of organic breeding
- Certifies new varieties from organic breeding (vegetables, cereals, fruits)
- biooverita has strict requirements for the breeding process
- A label commission approves that a new variety hits the requirements
- biooverita variety lists: almost 200 vegetable cultivars and 44 cereals

<https://biooverita.ch/en/varieties/vegetable-varieties/>

## Vegetable varieties

### List of biooverita certified varieties (as at February 14 2025)



#### Aubergine Kono

Early maturing (from the end of July) and very high-yielding variety. Stable, bushy growing plants with small, round, shiny dark-purple fruits with purple calyxes. Fruit diameter about 6-10 cm. Firm, greenish white flesh with a very fine, fruity aroma. For outdoor, protected cultivation; also suitable for cultivation in pots.

[Read more >](#)

ReinSaat GmbH



#### Broccoli Bobby

Broccoli Bobby is a beautiful broccoli that develops nice, green crowns early on (60-70 days). Due to its rapid growth, this variety is less susceptible for pests like caterpillars and aphids. The variety has little to no secondary growth nor hollow stems and is easy to harvest due to its long stem. This broccoli is very suitable for late summer and fall cultivation because of the short time it takes to grow. For an open pollinated variety, Bobby is nicely uniform, has a high percentage of useable crowns that are beautifully shaped, average of size and of good weight.

[Welterlesen >](#)

De Bolster Organic Seeds



#### Carrot Asap

Asap is an early, smooth-skinned summer carrot with upright growing, stable, and very healthy foliage. This variety is suitable only for fresh consumption and cannot be stored for long periods. Cultivation period is 90-95 days.

[Welterlesen >](#)

Saat:gut e.V.



#### Carrot Deliva

Carrot Deliva is a further development of Doliva. Breeding focussed on the homogeneity of the roots, smooth skin, healthy foliage and good yield. The variety has also attracted positive attention in cultivation trials due to its good emergence/young development. Good flavour with sweetness and aroma. The variety is suitable for both fresh sale and storage.

[Welterlesen >](#)

Sativa Rheinau AG



#### Beetroot Angela

Angela is a sweet, beautifully evenly coloured round beetroot. The colour is dark purple inside and out. The young development is medium fast. The beetroot is medium strong, the skin is smooth. Defined transition to the root. The crop is very uniform in size. The variety can be stored very well.

[Read more >](#)

Saat:gut e.V.

# Collaborations with market partners: Seed trade



bioverita

# sativa



# REIN SAAT



bingenheimer  
saatgut

# Collaborations with market partners: Organic wholesalers



biopartner

BioTropic  
BIO FÜR EINE WELT

BODAN

Grell  
Naturkost

NATURKOST SCHRAMM  
Import-Export GmbH

Naturkost  
West  
Natur kostet nicht die Welt.

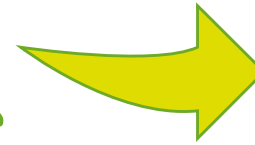
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NATURKOST

TERRA  
Naturkosthandel

# Collaborations with market partners: Organic wholesalers

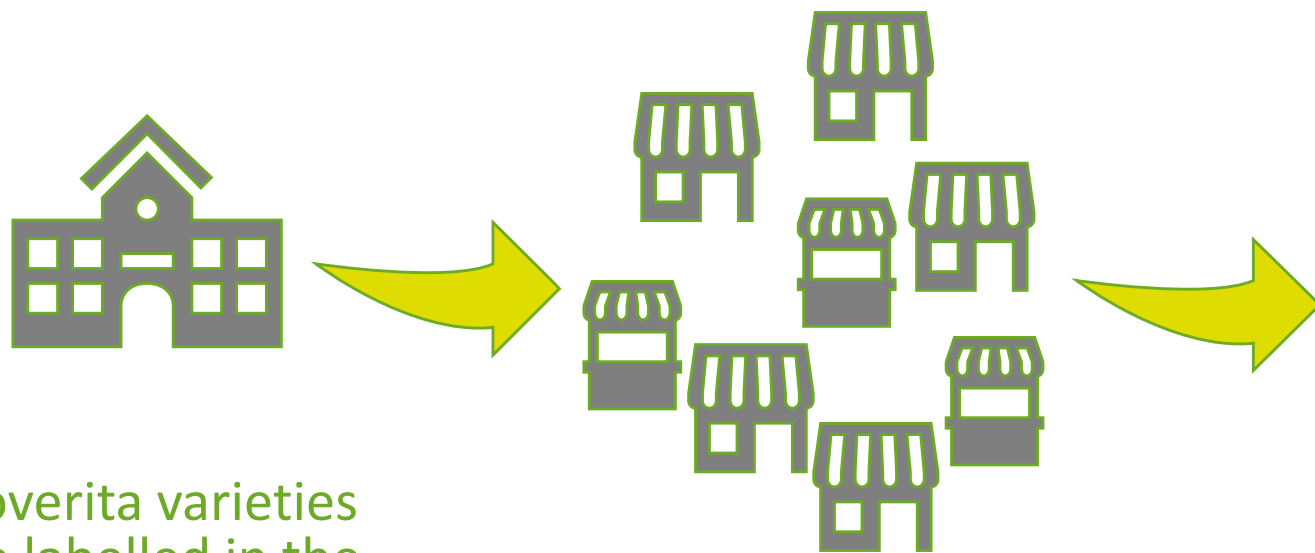


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- Agreement
- definition of the varieties
- bioverita offers trainings

# Collaborations with market partners: Organic wholesalers



bioverita varieties  
are labelled in the  
product lists

bioverita offers marketing  
support



bioverita varieties are  
labelled in the shops

## Collaborations with market partners: Wholesalers and direct marketers

13  
market  
partners

57  
vegetable  
varieties from  
organic  
breeding

17 cereal  
products



2023 were 1,700 tonnes of bioverita-certified vegetables in cultivation and trade

## bioverita as unique selling point

The label identifies the benefits of organic breeding for farmers, retailers and consumers

The label is used by market partners for

- Seed packets
- Packaging
- Catalogues / assortment lists
- Invoices
- Information / advertising material



bioverita

# bioverita as unique selling point

**OBST + GEMÜSE**

Jetzt im Juli im Angebot:  
**Starkes Gemüse aus biologischer Züchtung**

- ✓ Batavia-Salat ‚Tarengo‘, gezüchtet und angebaut in Rengoldshausen, Art.Nr. 1003 11
- ✓ Schlangengurke ‚Cleopha‘, Moosfeld
- ✓ Kohlrabi ‚Rasko/Enrico‘, Art.Nr. 115950, Obergrashof
- ✓ Blattmangold ‚Rainbow‘, Art.Nr. 117700, Hechelfurt
- ✓ Stielmangold, Art.Nr. 117810, Hechelfurt
- ✓ Pastinaken, Art.Nr. 121510, Heggelbach
- ✓ Rettich weiß, Art.Nr. 122500, Obergrashof
- ✓ Rotkohl, Art.Nr. 123805, Moosfeld
- ✓ Knollensellerie, Art.Nr. 124510, Heggelbach
- ✓ Ochsenherz-Tomate ‚Heart of Gold‘, orange, Art.Nr. 125913, Rengoldshausen
- ✓ Salat-Mischkiste, Art.Nr. 104710, Rengoldshausen
- ✓ Zuckermais, Art.Nr. 129217, Heggelbach

bioverita: Paprika ‚Lady Lou‘, gezüchtet auf dem Hofgut Rengoldshausen

bioverita: Blattmangold ‚Rainbow‘

bioverita: Ochsenherz-Tomate ‚Heart of Gold‘

bioverita steht für Bio von Anfang an:  
 » Züchtung unter Bio-Bedingungen  
 » Samenfeste Sorten  
 » Frei von Patenten  
 » Für die Unabhängigkeit des Bio-Landbaus

[www.bodan.de/bioverita](http://www.bodan.de/bioverita)

6    BODAN MARKTPLATZ | JULI 2024 | GÜLTIGKEIT 24.06. - 28.07.2024

**Erdkorn® Bio Supermarkt**    Aktion 07/2024

**BIO AUS MEINER REGION**

bioverita: samenfeste Sorten aus Bio-Züchtung

|  |   |  |
|--|---|--|
| <p>Biohof Wilkenschhoff aus der Nordheide<br/><b>ZUCCHINI</b><br/>Bioverita ‚Serafia‘<br/>2,79</p> | <p>Jan Schütt Diebeswärschen<br/><b>KOHLRABI</b><br/>Bioverita<br/>1,59</p> | <p>Reesdörfer Hof aus Bodesheim<br/><b>CIABATTA</b><br/>Tomate, Olive<br/>2,69<br/>1 kg = 7,68</p> |
|--|---|--|

unsere Angebote vom 27.6. - 24.7.2024



Find out more and stay tuned!



<https://bioverita.org>

Regular posts at

