



# Living Seeds Sementes Vivas SA

Organic & biodynamic seeds

Idanha a Nova, February 2025

# Living Seeds Sementes Vivas – who we are and what we do

Living Seeds is running local and international operations – its production and processing facility is based in Portugal

## Overview

- Excellency in breeding, production and processing of vegetable, herbs, flowers and legumes organic and demeter seeds
- Strong Brand in the hobby market
- Targeting professional farmers as well as hobby market
- Own R&D facilities, member of research centers (CARE-BIO, CTAEX)
- Cooperative and networking approach
- Storyline from seeds to shelf, to table and to restaurant jointly with Migros and farmers
- Partnership with WM Sales, a leading sales support company
- Development of the e-commerce trading platform segetia4live

## Brands



## Certificates



## Funding

- LSI has been funded by the founders, private investors as well as strategic partners
- The overall funding invested till today €13m

## International Approach

### 2015– 2018

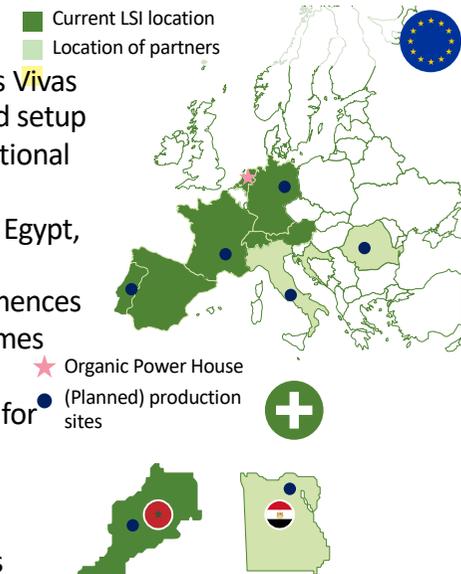
- Founding Living Seeds Sementes Vivas Portugal, expansion to Spain and setup the holding Living Seeds International

### 2018 – 2025

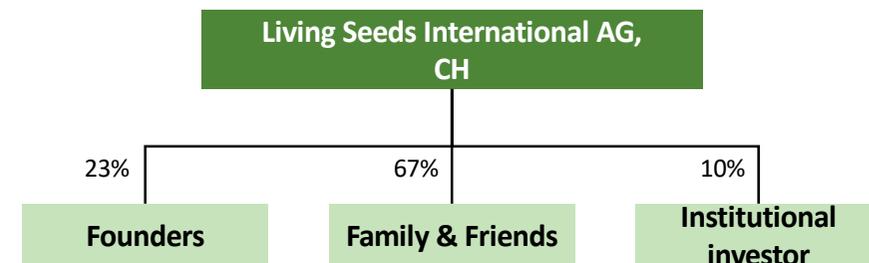
- Production in PT, ES, FR, Maroc, Egypt, Turkey, PL
- Cooperation with Union Bio Semences France for cover crops and legumes
- Cooperation of Demeter Seed companies in DE, CH, IT, NL and for forestry

### 2025 2030

- Commissioning, logistic, display service eCommerce for partners
- Off-take agreements with different retail chains



## Shareholder Structure





Thank You!

LIVING SEEDS  
INTERNATIONAL



## 2<sup>nd</sup> LiveSeeding Webinar: Strategies for Marketing & Promoting Organic Seeds Locally & Effectively

Herbert Völkle, Dr. Carl Vollenweider,  
Mitja Seyffert  
**BioSaat GmbH**  
Meißen, Germany

# Mission of GmbH



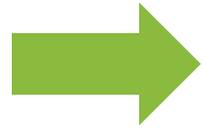
Promoting organically bred varieties of arable crops and bringing their seeds to the market!

BioSaat has been established and is owned by **organic crop breeding initiatives.**



# Main challenge

for organic cereal varieties



**all steps of seed multiplication** are conducted **from the start under organic conditions**, e.g. under higher weed & (seed borne) disease pressure

breeder	1 <sup>st</sup> year	2 <sup>nd</sup> year	3 <sup>rd</sup> year
60 kg	900 kg	14 t	200 t



# Outcomes

- established a **dedicated partner farm for (pre-)basic seed multiplication**
- investments in **adapted cultivation systems** (e.g. "Turiel"), **special machinery, ...**
- >2.000 t of seeds marketed p.a. in DE, i.e. **organic varieties grow on >10.000 ha** (~10% market share in organic wheat and spelt in DE)
- **partnership-based financing model** instead of compulsory re-seeding fees

<https://biosaat.eu/nachbau> (access on 20.2.2025)





# *LiveSeeding*



# MARKETING AND COMMUNICATION FOR RESILIENT ORGANIC SEEDS AND BREEDING BUSINESS



**SMARTIES.BIO**  
G R O W D I F F E R E N T



24-25 February 2025

2nd EU LiveSeeding Webinar on Strategies for  
Marketing and Promoting Organic Seeds Locally



# GUŠTO ITALIANO project



SAVE  
Biodiversity  
Vegetable  
Seeds



A COLLABORATION WITH  Uprising Seeds



## GUSTO ITALIANO PROJECT

Safeguarding and promoting the Italian horticultural heritage through the recovery of local germplasm and traditional knowledge, applying our scientific protocols





## GUSTO ITALIANO PROJECT

Offering to the market high genetic level seed with excellent quality in terms of germination and tested free from the main disease transmissible by seed.





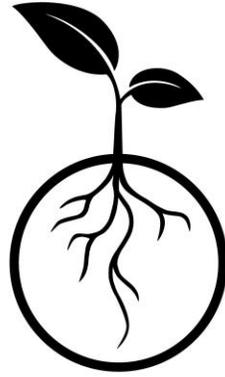
## GUSTO ITALIANO PROJECT

With a direct strong connection with the culinary aspect.

Intrinsic culinary value:

- taste
- flavour
- original recepies





Associació de  
**Varietats Locals**  
Mallorca

# Association of Local Varieties of Mallorca

[www.varietatslocals.org](http://www.varietatslocals.org)

info@varietatslocals.org

# The multiplication project: Multipliers



**Joan Garcies Ripoll**  
Son Ripoll  
Montuiri  
Segell del CBPAE



**Miquel Àngel Lobo**  
Mainou  
Porreres  
Segell del CBPAE



**Associació Estel de Llevant**  
Sa Vall de la Nou  
Manacor  
Segell del CBPAE



**Pere Ferragut**  
Can Delomo  
Algaida  
Segell del CBPAE



**Xesc Nicolau Català**  
Horteta  
Sant Joan  
Segell del CBPAE



**Pedro Osuna**  
Ses Terres  
Artà  
Segell del CBPAE



**Andreu Adrover**  
Can Pistola  
Felanitx  
Pràctiques agroecològiques



**Agromart, Rafel Figuera**  
Sa Volta / Son Mesquida  
Porreres / Felanitx



**Rafel Dalmau Estelrich**  
Son Soler, Son Mesquida  
Felanitx  
Segell del CBPAE



**Ca na Justa,  
Cati Vaquer i Pep Pou**  
Ca na Justa,  
Porreres



**Toni Calafell**  
Sa Vinyeta  
Binissalem  
Segell del CBPAE



**Toni Suñer Monserrat**  
S'Aljub d'en Mel  
Cas Concos, Felanitx  
Segell del CBPAE



**GOB, voluntàries  
de la Trapa**  
La Trapa  
Sant Elm, Andratx  
Segell del CBPAE



**Toni Sureda Nicolau**  
Son Vell  
Son Macià, Manacor  
Segell del CBPAE



**Miquel Villalonga Maimó**  
Son Frare  
Petra  
Segell del CBPAE



**Espècies Crespí,**  
Son Pou Nou  
Vilafranca  
Segell del CBPAE



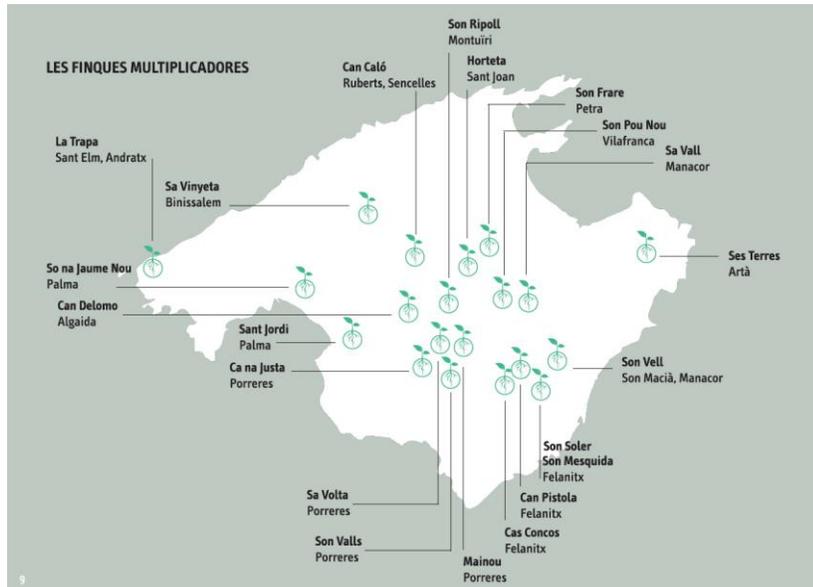
**Pep Barceló**  
Son Valls, Porreres  
Segell del CBPAE



**Toni Feliu Pou**  
So na Jaume Nou /  
Can Fàbregues  
Palma  
Segell del CBPAE



**Biel Torrens**  
Can Caló  
Ruberts, Sencelles  
Segell del CBPAE



# The multiplication project: Seed extraction and cleaning



# The multiplication project: Selling



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Associació de Varietats Locals Mallorca

L'Associació Multiplicam llavors Formació Actualtat Projectes Botiga

Albergínia i pebre Carabassa Llegums Meló i síndria Pastanaga i rave Tomàtucs

## Botiga

A la nostra botiga online podràs comprar llavors de Varietats Locals.

Comprar llavors Ordena per

- > Tomàtiga
- > Pebre i Albergínia
- > Meló i Síndria
- > Llegums
- > Col i Coflori
- > Plantes Aromàtiques
- > Carabassa
- > Pastanaga i Rave
- > Ceba
- > Enciam hivern
- > Enciam Estiu
- > Pèsols
- > Blat de les Índies
- > Espinacs

 <p>Ciuró mallorquí 4,50€ IVA inclòs <a href="#">Afegeix a la cistella</a></p>	 <p>Julivert mallorquí 2,60€ IVA inclòs <a href="#">Afegeix a la cistella</a></p>	 <p>Pastanaga morada 3,00€ IVA inclòs <a href="#">Afegeix a la cistella</a></p>
		

Filtrar per època

- Cultius d'Estiu
- Cultius d'Hivern

