

GROWERTALKS

GT in Brief

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Restart of Schneider Young Plants

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In mid-October, the announcement came out that Schneider B.V. had declared bankruptcy. The press release at the time said, "The management and curator are currently exploring several restructuring and restart options. Discussions with potential partners and investors are in full progress."

It turned out those discussions have been fruitful! Here's what Schneider posted on Facebook a few weeks after the announcement in its entirety:

As of October 21, 2025, it's official: The restart of Schneider Young Plants B.V. has become a reality!

Two new investors—Jan den Hartog and Bernd Postma—have taken over the company following the bankruptcy.

Our focus: The production of young plants from seed—including annuals, biennials, perennials, cut flowers and cyclamen.

Our new roles:

- Jan den Hartog acts as an engaged investor
- Bernd Postma leads the transformation process
- Jacob Schneider remains the driving force behind international sales
- Jan Arends continues to oversee production and product innovation

Our goal: From our location in Woudrichem, we aim to develop Schneider Young Plants into Europe's most automated and highest-quality producer of seed-raised young plants. That takes a strong team, professional suppliers, reliable partners in every country and customers who value our quality, craftsmanship and commitment. Together, we're building the future of Schneider Young Plants!

A heartfelt thank you to our suppliers—especially our seed suppliers—for their confidence in the restart and willingness to continue working with us. And to our sales partners, for their remarkable loyalty and ongoing support.

They added that they would be exhibiting at Trade Fair Aalsmeer where you can see everyone in person and learn more about Schneider's comeback. **GT**