GROWERTALKS

GT in Brief

3/31/2026

Schoneveld Breeding Joins the De Groot en Slot Family Business

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Schoneveld Breeding has become part of family-owned company De Groot en Slot, taking the next step in development and long-term continuity. The focus will be on knowledge development, chain collaboration and the commitment to sustainability and innovation. Schoneveld Breeding will continue to operate as an independent company under the leadership of Peter van de Pol. For customers, nothing will change.

Since 2020, Beekenkamp Plants has held a minority share in Schoneveld Breeding, enabling valuable knowledge exchange in breeding and product development. De Groot en Slot will become the full owner and acquire all shares from both Peter van de Pol and Beekenkamp Plants. Schoneveld Breeding will remain a supplier to Beekenkamp Plants.

For years, Schoneveld Breeding has been working on a new generation of more sustainably grown flowering pot plants. Through craftsmanship, innovative breeding techniques, strong partnerships, targeted cultivation and sales support, the company has worked to develop strong genetics and added value for its chain partners. This aligns well with the vision of De Groot en Slot. As a market leader in onion seed breeding and production, active in the development of the seaweed sector and one of the founders of the Intratuin concept, De Groot en Slot stands for innovation, quality and a sustainable future.

Martin Slot, director of De Groot en Slot, said, “The future of the agricultural sector is full of challenges. Together with Schoneveld Breeding, we see numerous opportunities to strengthen our companies, the value chain and the market—particularly through sharing knowledge in breeding, development and genetics. Schoneveld Breeding fits very well within our family business.”

“Together, we can stay ahead in a rapidly changing market with increasingly high demands,” said Peter van de Pol, owner and director of Schoneveld Breeding. “De Groot en Slot gives us the opportunity to continue innovating, reduce our time to market, introduce new product-market combinations and keep investing in sustainably produced genetics. This enables us to continue offering our chain partners the lead and added value they need.” **GT**