

*“To plant a seed
is to believe in tomorrow”*



About US

- With over 2 decades of operational and leadership responsibilities in the seed business and proven track record work experiences across the globe, we strive to share with our clients our unique regional and international agri-business insights to create added value and improved performance.
- Our consulting practice has assembled a solid professional and international network of senior executives and tap on a diverse team of experts and partners across the globe in the area of research and breeding, supply chain, product development, sales and marketing, legal and regulatory as well as support functions. Our objective is to provide practical solutions for your business objectives in seeds, bio-solutions, crop protection, distribution, and agri-businesses at large.
- We are located in DAVIS, CA (USA), one of the most important cluster of international and regional seed companies, plant research labs, Ag biotech start-ups and industry talents in the world.
- In addition, our proximity with the world-renowned University of California DAVIS (UC-Davis) gives us also access firsthand to one of the best public-private Ag science-ecosystem in the world.





Andre Cariou

Managing Director

Andre Cariou is the founder and managing director of Agri-Generation where he leverages his 25 years of leadership experience in the worldwide seed industry. He has worked in France, Mexico, USA and gained insights on the international markets through multiple professional assignments in North and South America, Europe, Middle east and Africa as well as Asia.

Between 2008 and 2018, he held several executive positions for HM.CLAUSE (GROUPE LIMAGRAIN), from VP head of global Sales to DEPUTY CEO leading the global executive team for sales, marketing, seed supply, QA and IT.

In 2018, Andre Cariou launched his own vegetable seed company in Davis (CA), ADMIRAL SEEDS, focused on the international markets and ultimately merged it with LARK SEEDS INTERNATIONAL, another CA based seed company.

Mr Cariou hold a MSc in Agronomy from ESA Angers (France)



Our Services

AGRI-BUSINESS DEVELOPMENT

- *Marketing and Sales Strategies*

Positioning a new product? a brand? Assessing the competitive edge of your product portfolio or evaluating a new market potential? We help our clients optimize their product offering to capture its maximum value and successfully identify development opportunities. Based on comprehensive market analysis, we craft effective go-to market strategies and implement targeted sales & distribution plans.

- *International development*

With 25 years of proven track records in this field, we support your international development strategy with detailed market analysis, distribution footprint and selection of potential partners. International expansion could lead also to establishing local teams or create and open subsidiaries for targeted countries.

ALLIANCES, PARTNERSHIPS & ACQUISITIONS

- Whether you seek for collaboration, strategic alliances or acquisitions to accelerate your growth, to complement your portfolio, to access technologies or to acquire key assets, we can help your organization assess these business opportunities and leverage our commercial experience and industry network. We provide a comprehensive technical and commercial expertise for the due diligence phase, craft an integration plan and support your team throughout its implementation

Our Services

INTERIM MANAGEMENT, ADVISORY ROLE & ORGANIZATION DEVELOPMENT

- Finding the right candidate for an executive position takes time. Agri-Generation offers the service of interim management on a short-term assignment to organizations with the need to transition its management leadership. We work also directly with your organization and selected managers to build effective team and unlock their full potential.
- In addition, we advise board of directors to steer their company strategy, craft business recommendations and provide critical information and feed back to support the company decisions.

STRATEGIC PLANNING

- Any organization can increase its chance of success by developing a robust strategic plan and roadmap in order to align its organization, its goals and initiatives, as well as to identify the resource allocation to achieve its plans.
- We help your organization throughout this process, accelerate its leap into the future, scale its growth plan while maintaining its core values.



Where we operate

Our activities are primarily focused on:

- North America
- South America
- Europe
- Middle East & North Africa.

Our network and past experiences include also activities in:

- Eastern and South Africa
- Japan - South Korea - China
- South East Asia
- India

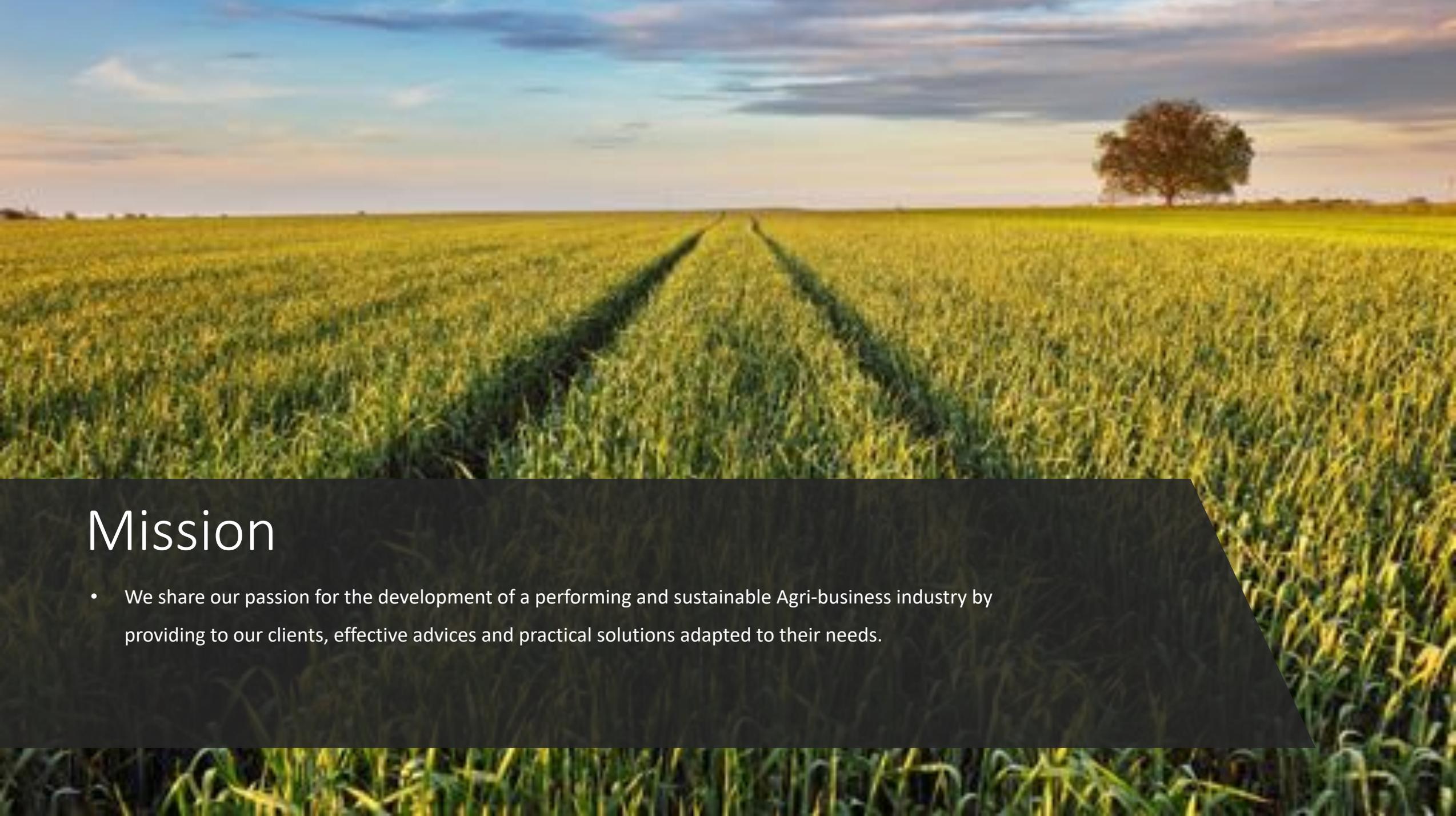
where we can provide selective services and leverage our network of contacts and partners.



Our Approach

- Deeply Rooted in our multicultural and international expertise combined with multiple managerial and operational roles with a leading global company as well as smaller organizations, we strive to provide our clients a personal and hands-on approach at all levels.
- We are committed to deliver customized solutions and management tools catering to their local or global objectives and needs.
- We aim at cultivating long standing professional relationship and collaboration with our clients.





Mission

- We share our passion for the development of a performing and sustainable Agri-business industry by providing to our clients, effective advices and practical solutions adapted to their needs.

Contact

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