



THE WORLD  
FOOD PRIZE

# SIMON N. GROOT

## 2019 LAUREATE SOCIAL MEDIA KIT



**“I THINK I WAS BORN TO BE A  
VEGETABLE SEEDSMAN.”**

~SIMON N. GROOT

**SIMON N. GROOT** of the Netherlands will receive the 2019 World Food Prize for his transformative role in empowering millions of smallholder farmers in more than 60 countries to earn greater incomes through enhanced vegetable production, benefiting hundreds of millions of consumers with greater access to nutritious vegetables for healthy diets.

As founder and leader of East-West Seed, his initiative over the past four decades has developed a dynamic, smallholder-centric tropical vegetable seed industry, starting in Southeast Asia and spreading through Asia, Africa and Latin America.



Like small-town Iowa farm boy Norman Borlaug, our 2019 World Food Prize recipient Simon N. Groot is from a small town in the Netherlands, where he learned the value of agriculture from an early age. Both men had a vision to feed the world and both succeeded. More than 20 million smallholder farmers in over 60 tropical countries have benefitted from the work of our 2019 Laureate. **#FoodPrize19**



The 2019 World Food Prize recipient is Simon N. Groot! Through his work, he has created a better quality of life for millions of farmers and their families. Smallholder farmers in 60 tropical countries have access to 60 different improved vegetable crops through his company East-West Seed. **#FoodPrize19**



Twenty million smallholder vegetable farmers in over 60 tropical countries have benefitted from the work of our 2019 World Food Prize Laureate, Simon N. Groot. **#FoodPrize19**

## GRAPHICS AVAILABLE:

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