

Cinven's investments

Consumer

Planasa is a leading global operator in the agri-food sector, specialising in plant variety research and nursery within the berry category worldwide.

Overview

Founded in 1973 and headquartered in Valtierra, Spain, Planasa is high value-add operator that provides farmers with seeds, plants and R&D services. Planasa employs c. 2,100 people and serves customers across 11 countries from its 17 facilities which cover c. 4,000 hectares of land.

Cinven's Consumer and Iberia teams worked closely together to identify Planasa as an attractive primary investment opportunity, given its market leading position and strong track record of growth. Through Cinven's consumer expertise and strong local presence in Iberia, the team identified Planasa as well placed to capitalise on underlying long term growth trends, as global berry consumption continues to benefit from increased consumer focus on health and wellness, and snacking and convenience.

Since acquisition, Cinven and management have worked together to increase investment in R&D to develop new and/or improved product offerings to drive growth. In parallel, a series of operational initiatives have been undertaken to position the business for future growth. A number of acquisition opportunities have also been explored globally.



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