TomaTech endorses iBreedIT

Who is Tomatech?

TomaTech Ltd is a privately owned dynamic and creative Seed House comprised of highly qualified and skilled expert breeders and seed production managers. TomaTech uses advanced molecular technology combined with classic breeding techniques to produce high quality hybrid tomato seeds. The iBreedIT® software helps TomaTech experts to develop specific varieties of tomato seeds tailored to specific attributes requirements requested by the market. Attributes such as disease resistance, shelf life, shape, color, flavor, balance and texture are tailored to meet diverse customer needs.

Dr. Favi Vidavski, is the owner of TomaTech. He founded the company in 2002 and has been breeding hundreds of tomato varieties ever since.

The Challenges of breeding

The main challenge in breeding is dealing with tons of data items gathered over the years from thousands of plant observations. Another big challenge is choosing the right parents from a genetic pool of hundreds of plants in order to produce the desired hybrid. Prior to iBreedIT TomaTech was using excel sheets to manage all this big data and found themselves drowning in huge amounts of data. Needless to say it was hard and unproductive to work that way. TomaTech needed a solution that would help them plan, manage and analyze their breeding data, as well as perform research quickly and effectively.

TomaTech adopts iBreedIT

In 2008 Tomatech purchased & implemented the iBreedIT system which delivered them great benefits from the start. TomaTech's breeders adopted iBreedIT instantly and have been using it on daily basis for producing and shipping out to the world dozens of tailored made tomatoes with specific attributes quickly and effectively.

 Dr. Favi Vidavski says:

"*iBreedIT is a great tool for breeders that improves efficiency which can save time to market*"

BreedIT Ltd.

Is an emerging provider of advanced agro breeding information & technologies.

iBreedIT® is a software solution that supports breeders and researchers. The system accommodates breeder's specific needs in terms of crop, and breeding goals. The solution provides a way to control and manage big data in order to create desirable hybrids and successful breeding of new varieties. The system

offers traditional and advanced breeding methods, employing techniques such as marker-assisted selections, plant physiology, biochemistry and phytopathology.

The system was developed by the world-leading seed specialists and research group at the Faculty of Agriculture in the Hebrew University of Jerusalem, who imbued their great knowledge and experience to the development of the software and has already made possible breakthrough results in vegetable breeds.

The iBreedIT® software facilitates, improves and supports the planning, execution and management of the growing process and provides a one-stop solution for seed and/or breeding companies resulting in improved product quality and reductions in time to market and development costs.