

Americans celebrate Halloween with... French pumpkins, thanks to Limagrain!

Halloween is a cherished tradition in the United States, but it was a French company's savoir-faire that gave the holiday its iconic pumpkins! Limagrain, a group with generations of experience in vegetable seed breeding, is the global leader in Halloween pumpkins through its HM.CLAUSE subsidiary — supplying over half the market.

Every year, American farmers grow 680 million kilos of pumpkins. Take a peek into the all-American Jack-o'-lantern, and you'll see French expertise shining.

According to a Toluna – Harris Interactive – Limagrain poll, tonight nearly 1 in 3 people in France will celebrate Halloween!



Pumpkins at Halloween: as iconic as Christmas trees

Pumpkins are the iconic Halloween symbol: more than 1 in 5 people in France (22%, or over 10 million) has used a pumpkin for a festive fall decoration.

62% of those who plan to celebrate will decorate a pumpkin.

Around a third of French people say they are more inclined to buy, decorate and cook pumpkins when Halloween comes around. And all those Jack-o'-lanterns are possible thanks to a beautiful story of innovation... full of pumpkin spice!

France is getting spookier

Our poll found that a clear majority of French people, 61%, think Halloween is getting more popular, and 44% went so far as to call it a "traditional" French holiday.

More than half of people under age 35 say they celebrate Halloween every year. Its popularity with kids makes it one of the most important holidays of the year. 80% of respondents said Halloween makes them think of youngsters.

And 74% of those who plan to celebrate tonight said they would do so with friends.

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1 in 3 French people
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**62% of them will
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A holiday that won't strain your budget

French people who celebrate Halloween say decorations are their biggest expense, and the average budget is €35, making it an affordable celebration.

Top choice for the best varieties

HM.CLAUSE stands out for its deep expertise and ongoing innovations in this dynamic, fast-growing market. The company has successfully responded to evolving demands -from farmers seeking earlier-ripening, disease-resistant pumpkins, to consumers looking for more interesting colors, shapes and sizes.



¹ Kratos is a character in the video game God of War



The fun of Halloween is also reflected in the imaginative names of the pumpkin varieties HM.CLAUSE sells in the United States. Breeders have embraced the festive spirit, creating new varieties -like *Magic Lantern*, *Kratos*¹, *Gladiator* and *Warty Gnome*- all designed for the beloved family fall celebration.

The many pumpkin varieties developed by HM.CLAUSE (a total of 38) showcase the remarkable diversity and innovation behind this iconic squash. There are textured cultivars like *Warty Goblin*, *Warty Gnome* and *Miniwarts*. The vibrant palette of colors ranges from red, pink and green to grey, yellow, and creamy white (as seen in the *Specter* pumpkin). And sizes span the full spectrum- from centerpiece miniatures like *Munchkin*, to the blue ribbon-winning colossal giants cultivated for competition.

ABOUT LIMAGRAIN

Limagrain is a global company with deep local roots. Our parent company is an agricultural cooperative based in the Limagne-Val d'Allier plain, in the heart of Central France's Auvergne region, while we are an international seed and agri-food group with some 9,600 employees working in 53 countries.

At Limagrain, we breed, produce, and sell high value-added field and vegetable seeds, drawing on our long history of expertise in plant improvement. Uniquely, we also have agri-food chain activities, in France and internationally, to transform the produce of the Cooperative's 1,300 farmer members. Through its various businesses, Limagrain helps deliver solutions to global agricultural and food challenges, addressing the growing pressures of climate change, the environmental sustainability and shifting demographics .

We are the world's fourth-largest seed group and generated €2.522 billion in revenue in 2023-2024, plus an additional €729 million in revenue from joint ventures with our strategic partners.

www.limagrain.com - #Limagrain

ABOUT HM.CLAUSE

With a heritage dating back to 1785, Limagrain subsidiary HM.CLAUSE combines centuries of expertise to deliver high-quality vegetable seeds. Operating in 27 countries, HM.CLAUSE addresses key agricultural challenges and introduces over 200 new seed varieties each year. Its commitment to collaborative innovation prioritizes partnerships with growers, allowing it to conduct over 10,000 trials annually to co-create solutions that meet farmers' needs. HM.CLAUSE is the largest seed producer of summer squash, beans and hot peppers, and the top seed producer of pumpkin, corn salad, melon and fennel seeds. The company is also the top supplier of tomato seeds across the USA, Italy, Brazil and Spain.

www.hmclause.com

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