

The interactive magazine for Genovix insiders

PLANTING THE FUTURE

ENID & THE INDUSTRY

Our Industry Engagement
Manager discusses Ag trends,
challenges, and opportunities

BUILDING GENOVIX

Since 1990 Agronomix has developed
plant breeding software, but where did
it start and what does the future hold?

THANK YOU, DIETER

Agronomix bids
FAREWELL to the legend
behind the legacy

February 2025

AGRONOMIX
SOFTWARE
a CULTURA company

Issue 1



MEET THE TEAM

Leadership



Rajesh Patel
Development Team
Leader



Marsha A-Marcelin
VP of Operations



Christopher Leonard
President



Enid Perez-Lara
Industry Engagement
Manager



Maryjane Mercado
Financial Controller

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06. ENID & THE INDUSTRY

Our Industry Engagement Manager explains how she selected plant breeding as a career. She discusses the challenges, trends, and exciting changes she sees coming in the agriculture industry over the next few months and year.

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Genovix is one of the biggest innovations in plant breeding data management, but it had very humble roots. Customer Success Professional, Fatima Masadre, examines where it came from and considers the future.

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**JOIN
US!**



SOYBEAN

Breeders Meeting 2025

Find out how GENOVIX can help your program!

Technicians' Session
February 18, 2025
Hilton St. Louis, MO

GUEST SPEAKER:



DR. JIA SUN

Dr Jia Sun has ***PhD in plant breeding, MSc in plant breeding of flax, PhD in breeding and genomic prediction of hybrid canola***. Proficient in R code development for statistical procedures and genomic prediction.

welcome note

Welcome to 2025 with Agronomix Software!



As we turn the page to an exciting new chapter, we reflect on the values that have shaped Agronomix Software: innovation, collaboration, and a commitment to excellence in plant breeding. These principles, established by our visionary founder, Dieter Mulitze, continue to inspire everything we do.

2025 promises to be a year of groundbreaking developments. We are thrilled to announce the upcoming release of our "Bioinformatics" module, a powerful new tool designed to advance genetic analysis and data-driven decision-making. This marks a significant step forward in empowering you with cutting-edge technology for plant breeding.

We're also excited to unveil our product roadmap, which will outline our vision for the future and ensure transparency as we work together to address the challenges and opportunities of the industry. Keep an eye out for updates—your input will remain at the heart of our journey.

This year, we're enhancing our training offerings to support your success. Our highly regarded public training events will return to Frankfurt, Germany; Winnipeg, Canada; and Adelaide, Australia. In addition, we're introducing an exciting new online training series featuring live sessions tailored to the seasonal use of Genovix. These short, focused sessions are designed to fit seamlessly into your schedule.

Our online Learning Center will continue to provide resources and support whenever you need it.

In 2025, we are expanding our presence at industry trade shows, both familiar and new. These events are invaluable opportunities to connect with you, share insights, and learn from the best minds in the field. We look forward to meeting you there!

We're also thrilled to announce the launch of our brand-new website at www.agronomix.com. The updated design and features are aimed at delivering a smoother, more informative experience for you.

Collaboration remains a cornerstone of our growth, and this year we'll deepen our partnerships with Cultura companies like AgVision and ExtendAg. Together, we aim to create even more integrated solutions that meet the diverse needs of our clients worldwide.

Finally, this interactive magazine is just one of the many ways we're enhancing our communication and engagement with you. In this edition, you'll find insights from our talented plant breeder, Enid Perez-Lara, a celebration of Dieter Mulitze's legacy, and much more.

Thank you for being part of the Agronomix community. We're honored to support your work and look forward to an extraordinary 2025 together.

Christopher Leonard, MBA
President
Agronomix Software

Enid Perez-Lara

Industry Engagement Manager

"Diversity in breeding is the foundation of innovation. By bringing together different perspectives, experiences, and ideas, we can tackle agriculture's biggest challenges and unlock its greatest opportunities. Embracing diversity isn't just the right thing to do—it's essential for the future of our industry."

Enid Perez-Lara



Enid and the Agriculture Industry

What inspired you to pursue a career in the plant breeding industry?

I grew up in Cuba, but agriculture wasn't something I initially thought about. My husband suggested I explore the field of agriculture, seeing its untapped potential and fewer competitors. Once I began working in plant breeding, I quickly fell in love with it and knew I wouldn't want to do anything else. Genetics, in particular, was my favorite subject at university—I understood it deeply and truly enjoyed it. Since then, everything I've done, whether writing, research, or marketing studies, has been intimately connected to plant breeding. It's become a passion that continues to grow every day.



What do you enjoy most about working at Agronomix?

I love the global reach and impact of our work. At Agronomix, we empower breeders worldwide with advanced tools to make data-driven decisions. Collaborating with diverse clients and supporting their success in tackling agricultural challenges is truly rewarding.

How does Agronomix support innovation in the plant breeding industry?

Agronomix drives innovation by continuously improving Genovix, our flagship software. We integrate cutting-edge technologies like AI and genomics tools, ensuring breeders have access to the best resources. We also actively listen to our clients, shaping our solutions to meet their evolving needs. ▶



ENHANCING



Transform your **Genovix** experience with our *customization services* to meet your business needs

[Book a consultation](#)

What trends do you see shaping the future of plant breeding?

The future of plant breeding is being shaped by several transformative trends. The integration of genomics and artificial intelligence is paving the way for precision breeding, enabling breeders to develop crops with enhanced traits more efficiently. As the world faces growing environmental challenges, there is a heightened focus on developing climate-resilient crops that can thrive in diverse and changing conditions. Sustainable practices and resource efficiency are becoming central to breeding strategies, reflecting a global push for environmentally responsible agriculture. Additionally, the rise of open-access data sharing is fostering collaboration and innovation across the industry, breaking down barriers and accelerating advancements.

What challenges in plant breeding excite you the most?

Developing climate-resilient crops is both a challenge and a passion. Finding ways to address food security while improving efficiency and sustainability is incredibly motivating. I'm also intrigued by integrating new technologies to revolutionize breeding programs.

How does Agronomix contribute to sustainable agriculture?

Agronomix supports sustainable agriculture by enabling breeders to optimize their programs, reducing waste and improving resource efficiency. Our tools facilitate the development of resilient, high-yield crops that meet the demands of a growing population without compromising environmental health. ■

Read Enid's articles in SeedWorld

**Plant Breeders Are
Vital to our Success**

**Los Fitomejoradores
Son Vitales Para
Nuestro Éxito**



SeedWORLD

INSIDERS

Introducing!



VIRTUAL MINI-SERIES TRAINING

SERIES:

Planting series

Data Collection series

Harvesting series

Data Analysis series

Reports/Graphs series



PRICING:

→ All series - CA\$2,450

→ 4 series - CA\$2,295

→ 3 series - CA\$2,095

→ 2 series - CA\$1,850

→ 1 series - CA\$995

AGENDA:

- Expt/trial creation & modification
- Field Plan
- Reports/Labels

SCHEDULE:

- March 3, 5 7 | 1-3PM CST
- March 10, 12, 14 | 9-11AM CST



Dr. Jia Sun
Instructor

Dr Jia Sun has *PhD in plant breeding, MSc in plant breeding of flax, PhD in breeding and genomic prediction of hybrid canola*. Proficient in R code development for statistical procedures and genomic prediction.

Words cannot express

A tribute to our founder

by Chris Leonard

Honoring the Legacy

Dr. Dieter Mulitze's life was a testament to innovation, leadership, and an unwavering commitment to improving the world of plant breeding. As the founder of Agronomix Software, he transformed the industry with his visionary ideas and dedication, leaving an indelible mark that continues to inspire.




Born in Germany in 1953, Dieter emigrated to Canada with his family at just three months old. From his early years on a dairy farm in Ontario, he learned the values of hard work and perseverance, qualities that became hallmarks of his life and career. These formative experiences shaped Dieter's entrepreneurial spirit and innovative mindset, which would later lead him to revolutionize plant breeding research.

of Dr. Dieter Mulitze

Agronomix Software, Dieter's second business venture, began from a simple conversation on a plane with another plant breeder. This sparked an idea that would eventually grow into a market leader in plant-breeding data management and analysis software. From its inception, Agronomix was designed to address the real-world challenges Dieter faced as a researcher. The result was AGROBASE, a groundbreaking tool that has supported crop researchers in over 70 countries, enhancing their ability to manage, analyze, and understand their data.

Dieter's passion for innovation and excellence earned Agronomix a global reputation, reinforced by countless messages of condolence from clients who valued his work and leadership. Many shared how his efforts improved their ability to achieve breakthroughs in plant breeding, underscoring the profound impact he had on the industry.

His pioneering efforts extended beyond technology. He championed workplace diversity, building a team that reflected a mosaic of cultures and experiences. 



Starting from a one-person operation in his home office, Dieter grew Agronomix into a thriving international company, employing talented individuals from around the world. Staff members remember him not just as an employer but as a father figure, mentor, and motivator who saw potential in everyone and inspired them to achieve greatness.

Colleagues and staff remember Dieter not only as a brilliant entrepreneur but also as a compassionate leader and mentor. His kindness, positivity, and care for his team fostered an environment where innovation flourished. Even during challenging times, Dieter prioritized his employees and clients, often sacrificing his own comfort to ensure their needs were met. His ability to motivate and inspire those around him turned Agronomix into more than just a company; it became a family.

Dieter's influence extended far beyond Agronomix. He was a natural connector, building communities and fostering collaboration wherever he went. His international travels, which exceeded a million miles, were not just business ventures but opportunities to form lasting relationships and share his vision with the world.

He was known for his incredible patience, his ability to listen, and his commitment to lifting others up.

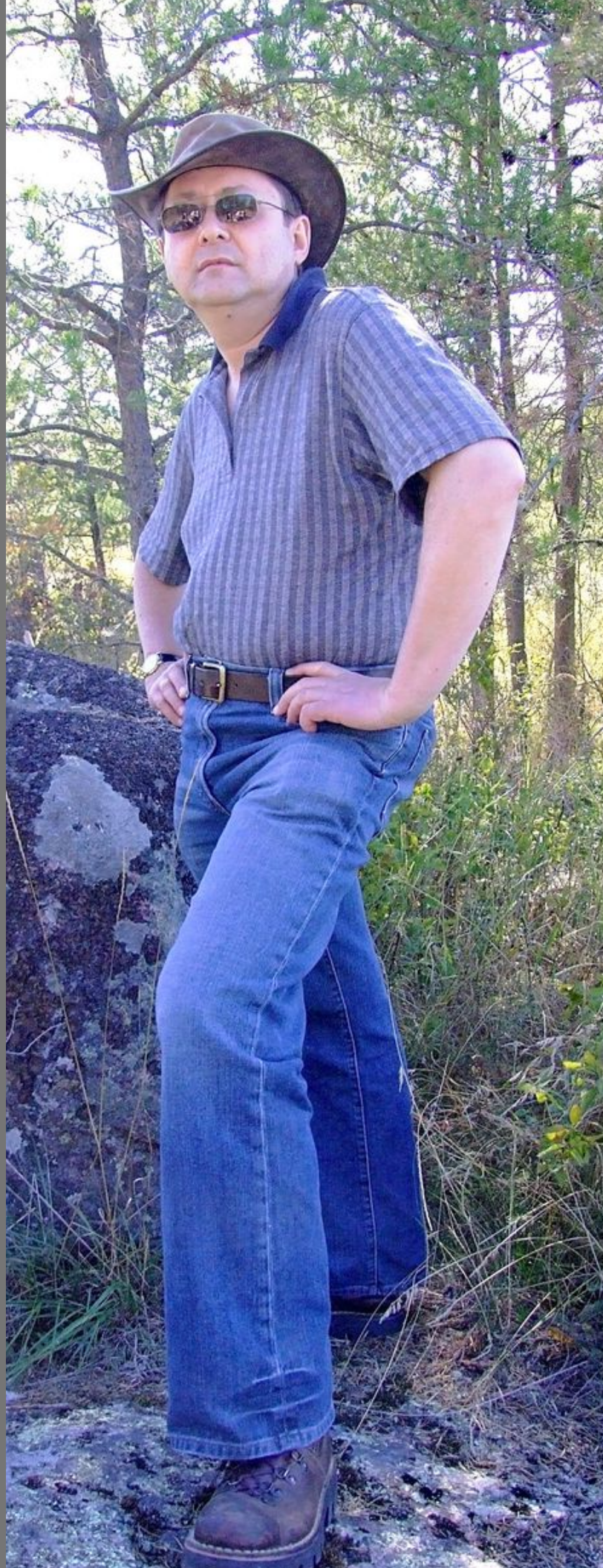
A reflection shared by Chris Leonard, Dieter's son-in-law and the current leader of Agronomix, captures his profound influence: "Dieter challenged me to be the best version of myself. He was a mentor, a motivator, and one of the best people to bounce ideas off. He saw strengths and abilities in me that I hadn't seen in myself. Because of him, I now have the privilege of building upon his incredible legacy."

The depth of respect and admiration for Dieter was evident in the response to his passing. Clients, staff, and industry peers alike shared heartfelt tributes, highlighting his kindness, guidance, and the transformative impact of his work. For many, he was not just a visionary leader but a trusted friend and an inspiration.

Today, Agronomix Software stands as a living tribute to Dieter's life's work. Under his leadership, the company became synonymous with excellence in plant-breeding software, and his legacy continues to guide its journey. As we move forward, we honor Dr. Dieter Mulitze not only for his achievements but for the values he instilled in all of us—hard work, innovation, compassion, and an unwavering commitment to making the world a better place.

Dr. Dieter Mulitze was truly an “army of the people,” a man who lived up to the meaning of his name by dedicating his life to helping others. His legacy will forever inspire those who had the privilege of knowing him and those who benefit from his incredible contributions to the plant breeding industry.

Thank you, Dieter



On the Blog with Chris Leonard

Why I favour significance over success

In today's fast-paced world, success is often highlighted as the ultimate goal across various industries. From social media influencers to bestselling books on Amazon, everyone seems to be obsessed with defining and achieving success. Yet, it's essential to ask ourselves what truly holds lasting value – is it mere success, or is it something deeper, like significance?



From Seed to Software: Navigating Plant Breeding Technology Choices



Selecting the right software is a critical decision for any plant breeding company, poised to transform how research and operations are conducted. This choice significantly impacts both the efficiency and the effectiveness of breeding programs. It is essential to approach this decision with a strategic mindset, considering long-term technological needs and compatibility with existing systems.

Elevating Agricultural Efficiency

In the dynamic world of agricultural science, enhancing crop yields and quality is pivotal for securing global food sustainability. As the population continues to swell, the demand for resilient, high-yielding crops escalates, spotlighting the critical role of precise crop yield tracking in plant breeding and research.



GENOVIX[®]

2024 ENHANCEMENTS



PRODUCT ENHANCEMENTS

Total Product Enhancements for the last 365 days



CUSTOMIZATIONS DELIVERED

Total customizations completed for clients



VERSION RELEASES

1.6.2406 - released October

- 9 enhancements

1.6.2394 - released June

- 11 enhancements

1.6.2390 - released May

- 8 enhancements

1.6.2387 - released April

- 10 enhancements

1.6.2380 - released January

- 10 enhancements

TOP PRODUCT ENHANCEMENTS

- Summary Command
- New Import Command
- Lock Experiments, Nurseries, Experiment traits, and Nursery traits
- New Visualizations to R Analysis
- Data Change Logging and Rollback

Building Genovix

Plant Breeding Software by Breeders, for Breeders

In the dynamic world of plant science, software innovation plays a critical role in addressing the challenges of modern breeding. Agronomix Software's Genovix stands as a testament to what's possible when plant breeders and software developers come together to create solutions tailored to the industry's unique needs.



The Roots of Genovix

Genovix did not emerge overnight. Its origins can be traced back to the groundbreaking vision of Agronomix Software's founder, Dr. Dieter Mulitze. With a deep commitment to improving crop science research data management and analysis methods, Dieter launched a series of software solutions that revolutionized plant breeding workflows.

The journey began in the 1980's when Dieter was working as a plant breeder. He created a software program to manage and analyse his own data. After his research program came to an end in 1989 Dieter met a breeder on a plane going to the same conference. The breeder suggested Dieter start his own company selling the software to breeders. Dieter did just that and created Agronomix Software in 1990 to help breeders better and more effectively manage and analyse their data using all the latest, as well as a few traditional, techniques. That first package AGROBASE 20, for use in MS-DOS, was an innovative tool designed to handle plant breeding data more effectively than ever before. Over time, AGROBASE evolved through multiple iterations—AGROBASE21, AGROBASE 95 - the first version for Windows, AGROBASE 98, and AGROBASE Generation II—each version incorporating advancements in technology and responding to the evolving needs of breeders worldwide. These solutions laid the foundation for Genovix, launched in 2017, which represents the culmination of decades of expertise and innovation.

The Distinctive Approach of Genovix

What sets Genovix apart is its foundation: a deep understanding of plant biology combined with cutting-edge programming. Unlike generic software tools, Genovix is built with direct input from plant breeders who have spent years navigating the complexities of field trials, genetic analysis, and trait selection. This breeder-driven approach ensures that every feature addresses real-world challenges faced in the lab and the field.



GENOVIX[®]

For example, Genovix's mobile app reflects this commitment to usability. Its design allows breeders to switch seamlessly between traits and plots, capturing data in a way that mirrors the realities of fieldwork. This level of customization is only possible when software developers work hand-in-hand with breeding experts, creating tools that are intuitive, efficient, and highly functional.

Empowering Breeders with Integrated Tools

A hallmark of Genovix is its ability to integrate multiple disciplines into one cohesive platform. The software's bioinformatics module is a prime example, offering breeders tools to analyse genetic markers, perform genomic predictions, and manage large datasets with ease. This eliminates the need for external tools, saving time and reducing the risk of errors associated with data transfer.

The bioinformatics module facilitates molecular breeding by addressing key challenges in conventional methods. Molecular breeding reduces the need for growing thousands of plants, significantly lowering labor and space costs while saving time and effort. Genomic prediction tools, integrated directly into Genovix, allow breeders to predict plant performance across several populations in a few clicks. Parallel computing ensures seamless processing of even the largest genomic datasets, with results integrated back into the database for immediate use.

Additionally, Agronomix Software is actively expanding the bioinformatics capabilities within Genovix. Future developments include genome-wide association studies (GWAS) and a bioinformatics cloud computing system leveraging secure AWS Linux servers. These enhancements will enable complex computations while maintaining data security, further empowering breeders to make groundbreaking advances in their programs. ▶



A Vision for the Future

Agronomix Software's vision extends beyond the tools it provides today. By continually expanding Genovix's capabilities, the company is laying the groundwork for a future where plant breeders can harness the full potential of genomic and environmental data. This includes ongoing development in marker analysis, genomic data mining, and tailored consultations for molecular breeding program design.

At Agronomix, the mission is clear: to empower breeders with the tools they need to innovate and thrive. Genovix isn't just software; it's a partner in the journey to create better, more resilient crops for a growing world. ■



Fatima Masadre
Customer Success Professional

Welcome to Agronomix: JOB REYES - Network Administrator

Job is the newest addition to our team. He has a degree in IT and worked with an international technology company, an asset that allows him to understand both our internal and customers needs. Read below to get to know more about Job:



What excited you most about joining our team? The opportunity to be part of a team that's on the cutting edge of agricultural technology. Agronomix's commitment to helping agronomists, researchers, and growers make data-driven decisions really aligns with my passion for combining innovation with sustainability is something I'm truly excited about.

Favorite quote - The only way to do great work is to love what you do. – Steve Jobs. It reminds me to stay passionate and dedicated in everything I pursue.

What are your hobbies or interests outside of work? - I enjoy playing instruments, camping, and experimenting with new recipes in the kitchen.

How do you see yourself growing in this role? - I see myself growing by expanding my knowledge in cloud networking technologies, automation, and security best practices. I'll focus on mastering tools and platforms like AWS, Azure, and SQL Server Virtualization (Citrix), while also staying updated on industry trends.

EVENTS NOW

Each year we run public training courses around the world and visit certain industry trade shows. Follow us on social media for more details

www.agronomix.com

Training Courses

Winnipeg, Canada - June 2025

Adelaide, Australia - July 2025

Frankfurt, Germany - January 2026

Trade shows

Fruit Logistica - Berlin, Germany
- 5-7 February

ISF - Istanbul, Turkey - 19-21 May

APBC 2025 - Perth, Australia - 4-6 June

SAA Seed Conference - Foz d'Iguazu, Brazil
- 30 September-2 October

Euroseeds - Edinburgh, Scotland
- 19-22 October



In Loving Memory



Dieter Mulitze, PhD
Founder

1953-2024