

GROWERTALKS

GT in Brief

9/1/2018

Danziger, Syngenta Join to Market Perennials

Chris Beytes

Breeders Danziger and Syngenta Flowers are going to join forces to market their respective perennial varieties to growers in the U.S. and Canada under one new brand name: ThinkPlants. And according to the press release, it seems as though others are invited to join the program:

“This new marketing initiative not only supports the respective efforts of Danziger and Syngenta, but also opens the door for additional breeders and suppliers to market their varieties under the ThinkPlants family of products, enabling brokers and growers to more efficiently create and book their perennial program.”

It won't be just perennial liners, either, because joining the two in the brand will be Dutch calla breeder Kapiteyn and bare-root perennial and bulb supplier Unex USA. Danziger Guatemala will provide the Danziger and Syngenta young plant supply chain genetics for the program for 2019-2020. (An interesting sidebar: Express Seed Company is an owner of the ThinkPlants trademark, along with Syngenta and Danziger.)

Scott Valentine, Head of Syngenta Flowers North America, says, “Syngenta is committed to providing our grower and broker partners with the best-of-the-best innovative breeding and top-quality supply of seeds and cuttings. This new initiative in the bulb and bare-root classes continues to deliver on this commitment.” Adds Ori Danziger, Deputy CEO of Danziger, “We witness an increased demand for high-quality perennials in many markets, as well as North America. By creative collaborations, with strong partners, we believe we have created the best value proposition for this market.”

To learn more, visit www.ThinkPlants.com. **GT**