

GROWERTALKS

GT in Brief

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Syngenta Licenses Lazzeri Poinsettias and Royal Van Zanten Pot Mums

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Starting with the 2020 season, Syngenta Flowers will be selling poinsettias from Italian breeder Lazzeri Societa Agricola in the U.S. and Canada. Lazzeri has 15 years of poinsettia breeding experience. Their middle-European breeding is characterized by “easy cultivation for the producers and ... excellent post-sales for the end consumers,” they say. Look for the Lazzeri varieties on display this fall at all key poinsettia trials across the U.S. and Canada.

Syngenta will also be licensing a second crop in the U.S. and Canada: pot mums from Dutch breeder Royal Van Zanten. The Royal Van Zanten varieties will join Syngenta’s broad range of existing Yoder genetics.

All Syngenta Flowers and Royal Van Zanten varieties will be available through Syngenta’s current broker network and supplied from their newly renovated onshore production farm in Alva, Florida.

“This new partnership will leverage the product knowledge and services from both companies to give growers a full package of genetics and technical growing support,” stated the release. **GT**