

GROWERTALKS

GT in Brief

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Syngenta Acquires Cyclamen Breeding

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Syngenta has added to its cyclamen offering by acquiring the full line (11 series) from Dutch breeder Varinova, run by Bart Kuiker and Marga Janus. This broadens Syngenta's position in the global cyclamen business, both with genetics and technical expertise.

Back in late March, during Spring Trials, the two companies had announced a joint sales and marketing agreement, with Syngenta offering some of Varinova's genetics in the U.S. and Canada. It seems they've gone beyond that to a full acquisition agreement.

Said Michael Kester, Syngenta's Global Head of Flowers, in a statement: "Cyclamen is a focus crop for us in which we are determined to grow through a broader portfolio and strong technical support to our growers. Varinova brings the complementary product portfolio and breeding pipeline we were looking for."

Said Marga and Bart in the same statement, "This step will help bring our breeding program with beautiful cyclamen genetics to the next level. We look forward to making use of the commercial power of Syngenta. Personally, we are very happy to give Varinova and the people continuity through this acquisition. The team of Syngenta has given us the confidence that this is a good fit, with nice people, short communication lines and a family feeling."

For its part, Varinova will continue to sell their assortment to their existing customers. **GT**