

GROWERTALKS

GT in Brief

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Basewell Now Available in Perennials

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Dümmen Orange introduced the next phase of Basewell at the California Spring Trials, which now includes top-selling perennial varieties, opening up the benefits of this innovative technology to perennial growers across North America.

Basewell was introduced to the North American market one year ago, and has seen a year of successful trialing and an increasing number of annual growers adopting it into their regular production programs. A new product form, Basewell young plants are propagated off-shore and feature advanced root development without growing media. This allows Basewell product to ship to growers from off-shore production locations, arriving ready to transplant directly into the finish container.

Basewell delivers the following benefits for perennial growers:

- Simplifies processes with the ability to order rooted product directly from the production farm, decreasing order lead time to maximize flexibility in program planning.
- Optimizes space with the ability to transplant directly into the finish container, allowing additional production turns and a reduction of propagation space.
- Saves labor with Basewell Singles, individual cells suitable for ISO automated sticking and increased speed in hand transplanting.

Perry Wismans, Global Head of Floriculture Innovation at Dümmen Orange, said, “Since the successful introduction of Basewell, we have made important adjustments to increase quality and reliability in Basewell deliveries. Based on grower feedback, specs have been adjusted to meet expectations and production methods between farms have been standardized to minimize production losses and maximize grower savings. By expanding the Basewell offerings in perennials and third party annual genetics, Basewell becomes accessible for more growers in North America.”

For more information and to request a free trial pack, visit GrowBasewell.com. **GT**