

GROWERTALKS

GT in Brief

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PanAm Acquires Celosia Breeding

Chris Beytes

Long a distributor of Celex's varieties of celosia, both cuts and bedding, PanAmerican Seed has decided to buy their full assortment, along with the breeding programs. Celex is known for the cut-flower celosia Neo and Sunday, and annual series First Flame, Bombay, Dracula, Kosmo and Concertina. Their varieties have won two Fleuroselect Gold Medals, as well as a Quality Mark.

The two companies have been partners for more than 25 years, with Celex doing the breeding and PanAm doing the seed production, distribution, sales and marketing.

"Over our many years of partnership, we have built a successful and sustainable growing business in celosia," says Anne Leventry, President of PanAmerican Seed. "We are pleased with all the efforts Celex has put into this class and we can't wait to build on this momentum of excellence."

"We are assured our Celex breeding efforts and genetics are in good hands at PanAmerican Seed," says Peter Van Den Bosch, owner of Celex, who is nearing retirement along with business partner Henk Van Der Boog. "They will continue our work to the benefit of cut flower, potted and bedding plant growers all over the world."

The sale will be finalized October 1, when the full Celex celosia breeding assortment will be integrated into PanAm's catalog. No employees or assets are part of the purchase. **GT**