

# GROWERTALKS

## GT in Brief

3/1/2020

### Syngenta Flowers to Sell HI Breeding Hydrangeas in NA

*Jennifer Zurko*



Syngenta Flowers and HI Breeding BV announced a new agreement where Syngenta Flowers will exclusively market and sell HI Breeding Hydrangea varieties in the United States and Canada.

Syngenta Flowers will produce HI Breeding hydrangea unrooted cuttings at their Alva, Florida, farm where they can leverage years of domestic unrooted cutting production knowledge and an ideal climate for unrooted cutting production. They'll primarily focus on servicing dormant hydrangea producers with unrooted cuttings sold through their established broker network.

*Pictured: HI Hydrangea Mountain.*

"HI Breeding is a world class Hydrangea producer with a focus on breeding hydrangeas with the growers' needs in mind. This is aligned with Syngenta Flower's strategy of offering an innovative portfolio of genetics to the North American market," said Scott Valentine, Head of Syngenta Flowers in North America. "We are excited to enter this new crop segment with the support of such a well-regarded breeder and collaborator in HI Breeding."

HI Breeding Hydrangea will be available from Syngenta Flowers as unrooted cuttings in the spring of 2020 and from select dormant plant producers in 2021. For more information, visit [www.syngentaflowers-us.com](http://www.syngentaflowers-us.com). **GT**