

# GROWERTALKS

## GT in Brief

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## HilverdaFlorist and Takii Join Forces on Potted Gerbera Breeding

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HilverdaFlorist and Takii are extending their existing relationship with a collaboration on potted gerbera breeding. By joining forces, the companies aim to meet customer demand in a rapidly changing potted gerbera market.

Takii already runs a potted gerbera breeding program that has led to numerous introductions, such as the hybrid Royal series. As the gerbera specialist, HilverdaFlorist is an ideal match for incorporating this breeding program into their breeding location in the Netherlands and driving seed production.

Both family businesses have a long shared history and have been collaborating in other areas. This strategic collaboration is only a logical step and will benefit from the expertise of both sides.

The collaboration is only based on breeding activities and seed production. Sales of the potted gerbera Royal series will continue to be through Takii, and the Flori Line and Sundayz exclusively through HilverdaFlorist. **GT**