

GROWERTALKS

GT in Brief

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Steve Rinehart Breeding Poinsettias for Express Seed

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You may recall that last October, Express Seed Company became the exclusive licensee of the Syngenta Flowers poinsettia program. We covered it here in *GrowerTalks* and the *Acres Online* newsletter. In that piece, we mentioned that long-time poinsettia expert and former Ecke Ranch VP/COO Steve Rinehart would be consulting with Express on the crop.

Well, Express has announced that Steve has gone from consultant to breeder under an exclusive contract with his company, Rinehart Poinsettias. Steve will continue breeding his own Rinehart Poinsettias line, but will also be developing genetics for Express. The new poinsettias will be part of Express' newly formed "InBlume" Indoor Floral collection, which includes potted crops like poinsettias, kalanchoes, gerberas, potted mums, hydrangeas, calla lilies and such. InBlume represents a team of breeding, technical support and industry experts that strives to provide optimal varieties, product forms, supply chain and growing recommendations to assist growers and promote indoor flowering crops.

In addition to their own new breeding, Express will offer poinsettia genetics from several other breeding companies, including Steve's existing Rinehart Poinsettias line, Beekenkamp, Lazzeri and Suntory. Cuttings for the North American market will be produced at Vivero Internacional in Mexico.

"InBlume's poinsettia portfolio is the perfect example of providing grower solutions," said Rebecca Siemonsma, Director of InBlume. (If you recognize Rebecca's name, it's because she has years of poinsettia experience with Dümmer Orange, Beekenkamp and The Ecke Ranch.)

"By bringing the best genetics from multiple trusted poinsettia breeders from one trusted poinsettia producer, InBlume offers a one-stop-shop and a well-rounded poinsettia package," she said in the release. "Our poinsettia program includes a variety to suit every grower's need, and our InBlume team is dedicated to ensuring grower success by delivering the best genetics and quality cuttings."

Rinehart poinsettias were produced at Danziger through the 2023 season. For 2024 orders, brokers can order Rinehart and Express poinsettia genetics through Express Seed Company. **GT**