

GROWERTALKS

GT in Brief

8/1/2024

Selecta Acquires Whetman Plants

Chris Beytes

In recent acquisition news, German flower breeder Selecta One is taking on Whetman Plants International of Exeter, United Kingdom. Whetman is known for breeding dianthus, and seeing how Selecta One has been making a concerted effort in dianthus recently—especially in North America—it makes the acquisition quite logical.

Says the July 2 press release, “Selecta will gradually integrate Whetman into the Selecta Group, building on existing relationships and continuing to deliver high-quality plants to the Whetman customer base. The aim is to have a seamless transition with regards to the supply chain.”

Fiona and Ed Marley, owners of Whetman, stated, “We are delighted to see the Whetman genetics and pipeline benefit from Selecta One’s significant resources and global reach. We have been impressed by the professional approach of their leadership team and we look forward to watching the innovation continue.”

Fiona Marley will remain as WPI Managing Director. Ed Marley will continue to lead Pinnacle Plants International (worldwide young plant sales, UK finished pot production and breeder’s agent) and Valin Genetics (breeding).

Per Klemm, owner and CEO of Selecta, said, “We are very happy to welcome Whetman, another successful and well-known company, into our family. This strengthens our claim to be the number one in dianthus worldwide. The Whetman range, with its particular strengths in perennial dianthus, complements our successful portfolio in all the right places.” **GT**