

GROWERTALKS

Features

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Your Seed & Ball Seed

Jim Kennedy

Pulling orders at the peak of spring, you might take for granted those flats that are bench run. At Ball Seed, we put a big focus on doing our part to get you seed that germinates consistently, leading to uniform plug flats at transplant and eventually to that bench run you love.

A uniform finish starts with uniformity at the seedling stage, and to get that superior seedling you need a uniform seed. Our commitment at Ball Seed is to consistently offer high-quality seed and service. We continuously seek ways to serve growers better and we want to hear from you on how we can better serve your needs on seed or plugs.

With a foundation of 120 years in the seed distribution business, Ball Seed is no stranger to meeting our customers' needs. Sourcing from world-class breeders and developing programs together with growers in multiple product categories from bedding plants to cut flowers, perennials and vegetables, we've supplied generations of greenhouse growers with the seed they want, when they want it.

The needs of greenhouse growers are constantly changing: What challenges are you facing on seed or plugs? Ball Seed is here to work with you to meet your needs and help you optimize your plans on seed for next season.

Flexible & reliable

Because every square foot counts and every minute matters, Ball Seed places a high emphasis on flexibility and reliability. Flexibility helps us meet greenhouse growers' needs with the packet size and quantities they seek in the right crops they need for their operations, on the dates they want it delivered.

Ball Seed has the broadest assortment of seed available in the world and it's as close as your fingertips. Contact your Ball Seed Sales Representative or call us at Ball Seed (800-879-2255). Customers can log in to WebTrack, our online business management and ordering system, to check live availability, track their orders and access invoicing 24/7.

Reliability includes our Ball Vigor Index (BVI) rating that identifies superior seed lots for the best growth and optimized use in automated seeding systems. We test each seed lot to assure uniformity in both vigor and germination.

Our advancements in seed forms and our Ball Premier Line enhance uniformity or provide a balanced seed mix that germinates and grows compatibly. Today more than 80% of our seed inventory passes through our Ball Premier Lab for coating, pelleting or priming. These enhanced seeds are faster and easier to sow and tested to meet our standards for professional growers. You'll benefit from reduced shrink, reduced costs and improved yield.

You can count on Ball Seed for:

- Easy access to tens of thousands of trialed-and-proven varieties from 225-plus top-notch suppliers.
- Seed technology that improves grower efficiency and yield.
- Industry-leading packaging and storage conditions that give you the freshest seed in the fastest way possible.



Advanced delivery

In 2024, Ball Seed unveiled updated seed packaging from a simple barcode to an interactive QR code. Growers scan with a smartphone or barcode scanner to access details on seed germination rates and the most recent testing dates, marketing and technical support links, lot numbers, the packing list, and all electronic BVI files at the time of shipping.

The increased access to seed data supports growers in making data-driven decisions in their production planning, allows predictable performance of seed during the growing season and allows for more accurate production decisions.

The continuous reinvestment in our industry to support the future now includes infrastructure in West Chicago to ship seed to you faster with more accuracy and increased efficiency. This year, Ball Seed constructed a campus addition that

houses our Seed Distribution and Seed Processing systems. The improved storage conditions and capacity support a greater availability of seed and the ability to ship it to you immediately.

For the first time in 120 years, Ball Seed has completely updated the way we gather seed orders.

The new digital and automated order-picking system is a product-to-person method where every seed packet arrives exactly when and where it's needed, making the whole process faster and more precise.

How else will this new system benefit our customers?

- The system will allow us to ship faster and more accurately.
- It will keep our costs low.
- It will allow us to handle high shipping peaks.
- It will provide ideal storage conditions to extend shelf life and maximize seed quality.



Seed from Ball Seed continues to ship the same day the order is received. If an order is in by 5:00 p.m., it'll be out the door by 7:00 p.m., and we can expedite to next-day delivery at your request.

All of these investments in seed quality, order fill, storage and availability will have generational impacts on the floriculture industry. For you, the greenhouse grower, the future of seed is bright and Ball Seed is proud to offer "All the Best and Nothing Else." Contact us today to talk about how we can work together on your seed. **GT**

[Watch a time-lapse video of the new Ball Seed order-picking system being built!](#)

Jim Kennedy is Senior Commercial Director for Ball Seed.