GROWERTALKS

GT in Brief

6/1/2026

Dümmen Orange, Syngenta Flowers to Combine Their Global Businesses

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It's been rumored for several years that two of the world's large breeding companies have been seeking buyers, but I'm not sure how many in our industry imagined the buyers would be each other!

That is, in essence, what has happened with the joint venture announced between Dümmen Orange and Syngenta Flowers. The two global flower breeders will form a new company under a new name and logo to be announced at a future date. The Boards of both companies have approved the deal; closing is expected in Q4 of this year after going through the necessary regulatory approvals in the many countries in which they do business.

Why join forces? "To build a more resilient and competitive enterprise," stated the press release. The joint venture will bring together both companies' complementary portfolios, combining Dümmen Orange's expertise in cut flowers and Syngenta Flowers' leadership in seed varieties, along with annual, perennial and potted plant portfolios that both companies have built over decades. Advanced R&D capabilities, optimized production processes and expanded commercial networks will be integrated to improve efficiency and better serve customer needs.

For more, we spoke via Teams with the heads of both companies, Dümmen Orange CEO Ellen Mackenbach-Lakeman and Syngenta Flowers Global Head Mark Schermer.

First, why they're calling it a joint venture and not a merger, which is what it seems to be on the surface? That choice of terminology comes down to their shareholders, they explained, because they are remaining as shareholders in the new venture.

"I think that's a very positive signal that they believe in us and want to continue," said Ellen. The shareholders in Dümmen Orange's case is a small group of financial investors; in Syngenta's case, its owner, Sinochem. No financial particulars of the deal have been released.

As for the timing of the venture, Mark said it's been in the backs of many minds for quite some time. "But sometimes it takes the right time, the right people and the right level of opportunity," he said. "Investors keep on looking at, 'How can we build more value with what we have?' And in this case, the conclusion was that bringing Syngenta Flowers

and Dümmen Orange together was of really good value.”

Both leaders are obviously excited about the opportunities that come from bringing together two world leaders in horticulture.

“When you combine great people with leading technologies and complementary products, you create something truly powerful—a unified team with a shared vision for the future,” said Ellen.

She spoke, for instance, of simplifying the company and making it more creative, more entrepreneurial. “One of the things we definitely don’t want this combination to be is more of what we currently do. We want to start doing things differently,” such as breeding specifically for market needs and solving customers problems.

Added Mark, “We very strongly believe in solving problems for growers. I think that’s where our core is and that’s what makes us wake up every morning with energy.”

Finally, while both companies are currently headquartered in the Netherlands and the leaders are both Dutch, they want the new joint venture to be viewed as truly international.

“We have a vast presence in North America. We have a vast presence in Latin America when it comes to cut flowers and in Africa for cut flowers, too,” said Mark. “We are where the market is. We see ourselves not as a Dutch company, we see ourselves as a truly global company with hubs located close to our most important customers around the world.”

Regarding your orders with the two companies: Through the rest of the 2026 season and into Spring 2027, they’ll continue to operate individually to produce stock and fill orders, so you can continue to place your Dümmen Orange and Syngenta variety orders as usual.

“Enriched product offerings and more streamlined logistics will follow in the near future,” they promise. **GT**