

GROWERTALKS

GT in Brief

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PanAmerican Seed Adds Begonia Bulbs to Its Lineup

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PanAmerican Seed announced it has purchased the begonia product lines from Golden State Bulb Growers, one of the oldest growers and breeders of tuberous begonias in North America. The acquisition includes genetics of released varieties, breeding rights and seed bank, intellectual property and marketing assets for the commercial AmeriHybrid and On Top begonia product lines.

“The begonia class continues to grow in popularity among consumer and landscape markets. This investment to build on our PanAmerican Seed begonia offering will widen our reach in this important segment of the industry,” says Anne Leventry, President of PanAmerican Seed.

There are currently more than 50 AmeriHybrid varieties, which feature unique flower forms and plant habits. Golden State Bulb Growers has bred begonias for over 100 years and has achieved many breakthroughs culminating in very unique, free-flowering, multi-branched plants, with some of the largest blooms on the market today.

“The achievements and innovation from years of our in-house begonia research is in good hands with the team at PanAmerican Seed,” says Walter Petuck, CEO of Golden State Bulb Growers, Inc.

The purchase was completed in late December. Products will be available from PanAmerican Seed distribution partners beginning in April 2018. Visit www.panamseed.com with more details to come. **GT**