

GROWERTALKS

GT in Brief

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Selecta One is Now a Kalanchoe Breeder

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Breeder Selecta One is making more of a commitment in the potted plant business (they do poinsettias) with the acquisition of the kalanchoe assortment and breeding program of Topcolor Breeding, of De Lier, the Netherlands.

Formed in 2004, Topcolor Breeding has specialized in breeding and sales of single-flowering kalanchoe varieties, working with potted plant growers in Holland, Denmark, Germany, Brazil and North America.

Says Dr. Ulrich Sander, CMO/CTO of Selecta One, "The genetic diversity of Topcolor's breeding is highly interesting. The large gene pool will help us to develop the assortment program further to launch new, attractive products into our worldwide markets." **GT**