

GROWERTALKS

GT in Brief

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Danziger Partners with Gerbera Breeder

Jennifer Zurko

Danziger has become the exclusive worldwide distributor of Montiplanta Gerbera varieties and the supplier of plant material worldwide. The agreement was signed between Danziger and Rise and Shine, an Indian Biotech company that acquired Montiplanta's genetics as a part of their floriculture activities. Montiplanta was established 27 years ago in Portugal and focuses on breeding of various gerbera varieties, including the company's well-known Brakedance, Livia and Haimi varieties.

"We believe that this collaboration and the addition of world-class gerbera genetics by Montiplanta will enable us to provide our customers with a complete assortment and will benefit all of our growers with new, high-quality gerbera assortment," said Gaby Danziger, Danziger's CEO and co-owner. "We chose this partnership with Montiplanta because we believe they have a unique added value that will enable growers to enjoy a higher yield while applying simple cultivation practices."

Montiplanta's varieties are now available for trials. Contact Danziger for more information at Marketing@danziger.co.il. **GT**