

GROWERTALKS

GT in Brief

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Syngenta Flowers Acquires Hydrangea Genetics From Bay City Flower

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Syngenta Flowers announced the purchase of key hydrangea and other select genetics, along with the Hana Bay Flowers brand, from Bay City Flower Co. of Half Moon Bay, California.

Bay City Flower's long legacy of leadership in hydrangeas and the indoor floral market brings a wealth of knowledge and best-in-class products to Syngenta Flowers' own indoor floral portfolio and helps to bolster Syngenta Flowers' ambition in continuing to develop its indoor focused line of genetics.

The focus of this transaction is Bay City's hydrangea varieties, which will complement Syngenta's existing hydrangea portfolio. These varieties will be added to Syngenta's unrooted hydrangea production program, based out of their Alva, Florida, farm. Syngenta Flowers will also develop other key programs around complementary genetics acquired from Bay City, including Echeveria Devotion and the Sunrise Easter Cactus line. **GT**