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PanAmericanSeed®

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## Early Sales 2020 New Varieties Available Now From PanAmerican Seed

*A short list of early-release varieties gives growers access to top-performing new introductions for the upcoming Spring 2019 season – a year early.*

**WEST CHICAGO, ILLINOIS, October 2018:** On October 1, PanAmerican Seed released a select group of new 2020 introductions for sale. This provides growers a chance to purchase larger quantities and sell the latest seed genetics during the 2019 spring season rather than only offering small quantities for sampling. This early-release timeline closes the loop on the company's strategy to trial with growers before introduction to confirm performance and encourages growers to use the best new varieties a year in advance of traditional availability timelines.

The early sales list includes varieties from all of PanAmerican Seed's product categories: Annuals, Perennials, Edibles, Cut Flowers and Potted Plants. From cool- to warm-season varieties, distributors can sell seed or provide trial seeds to their greenhouse customers. The timing is also ideal as the main production period for early-spring and spring crops is just starting in many markets. Items like Spreading Petunia Easy Wave® Lavender Sky Blue, Spreading Pansy Cool Wave® Strawberry Swirl, Osteospermum Akila® Sunset Shades, and Salvia Salvatore do not require long days, so winter and early-spring production is not an issue.

"It is important that our customers have access to our newest genetics as soon as we have the seed in stock, along with relevant growing information and marketing support. We are excited to offer 31 new varieties a year ahead of the traditional industry timelines," says Scott Rusch, Product Development Director at PanAmerican Seed. "The improvements that our breeders, product managers and trial collaborators have seen for the last several years solve key grower challenges. We also have several innovative new products that will help growers generate interest with consumers and landscapers."

To see the full list of 2020 early sales products, visit [www.panamseed.com/newvarieties](http://www.panamseed.com/newvarieties). Watch for further 2020 releases in the New Year and closer to California Spring Trials in March 2019.

### *About PanAmerican Seed*

*PanAmerican Seed is an internationally renowned breeder and producer of seed-raised flowers and vegetables based in West Chicago, IL, that produces high-quality and best-performing varieties. Research facilities in North and South America, the Pacific Rim and Europe enable us to test and evaluate new varieties under numerous climactic conditions. Our state-of-the-art seed distribution center guarantees quick, efficient processing of orders for our worldwide customers. Visit [www.panamseed.com](http://www.panamseed.com) for more information.*

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