

NUMBER ONE FOR SEED



2022 NEW VARIETIES

LVG Heidelberg Online 2021-07-07

PanAmericanSeed®

PLANTS FOR
GROWING
SUCCESS

FlowerTalk by PanAmerican Seed – June 2021



Would you like to see what you missed during our FlowerTalk. Check out the videos via the link below and let yourself be amazed by the interesting subjects and PanAmerican Seed products.

<https://youtube.com/playlist?list=PLLP5ZOBAqUACpvULvQCr3QVLhWewQhX4o>

PanAmerican Seed®



wave®
PETUNIAS



PanAmerican Seed®

NEW Spreading Petunia **E3 Easy Wave™ F1 series**

Wake up early-season sales!

It's Early, it's Efficient, it's the Evolution of Easy Wave...it's E3!

This brand-new Wave® series flowers at 10 hours daylength, and it will be ready at retail to kick off Easy Wave sales even earlier! With a manageable, uniform plant structure and vigour, this new series offers simple production to save on labour costs. The plants can be grown at lower Plant Growth Regulator rates than Easy Wave®, so we say it's 'Extra Easy' Wave! The plants look better longer at retail for even better sell-through and still provide the extraordinary performance that consumers expect!

- A **NEW** Wave brand series is now available to fulfill sales earlier in the season.
- Flowers at or under 10 hours daylength.
- E3 Easy Wave offers simplified production, as it can be successfully grown at lower Plant Growth Regulator rates than Easy Wave (except Blue).



wave®
PETUNIAS



Height: 15 to 30 cm/6 to 12 inch

Spread: 65 to 80 cm/25 to 32 inch

Plug crop time: 4 to 6 weeks

Transplant to finish: Spring 6 to 7 weeks, Summer 4 to 5 weeks

Seed supplied as: Pelleted with 85% Min. Germ. Standard

PanAmericanSeed®

NEW Spreading Petunia **E3 Easy Wave™** F1 series



Blue



Coral



Pink



Pink Cosmo



Red



Sky Blue



White

PanAmericanSeed®



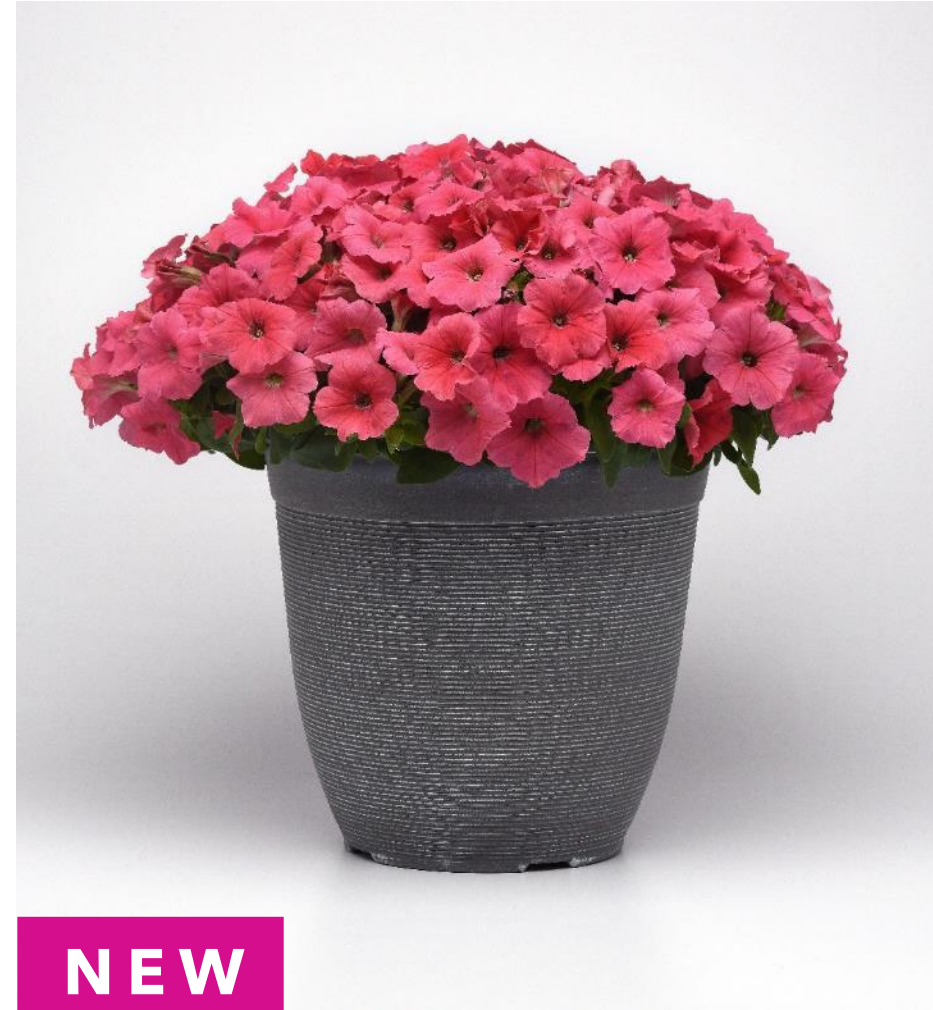
NEW Spreading Petunia **E3 Easy Wave™ F1 series**



NEW

Blue

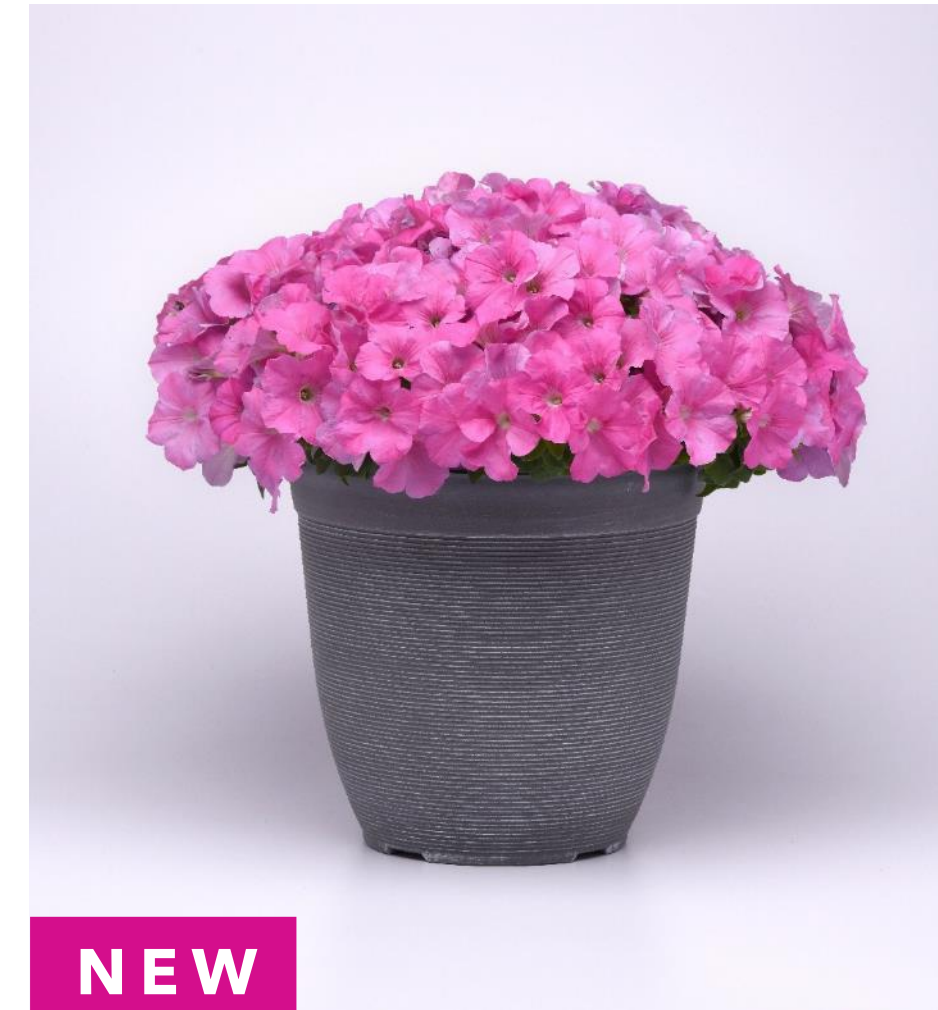
Requires 10 hours daylength. Most vigorous of the series, so it is recommended to be grown at the Easy Wave Plant Growth Regulator rates. Cold durable.



NEW

Coral

Deep coral-salmon with slight veining. Requires 9.5 hours daylength. Can be produced using the Easy Wave Plant Growth Regulator rates or at half the rate. Cold durable.

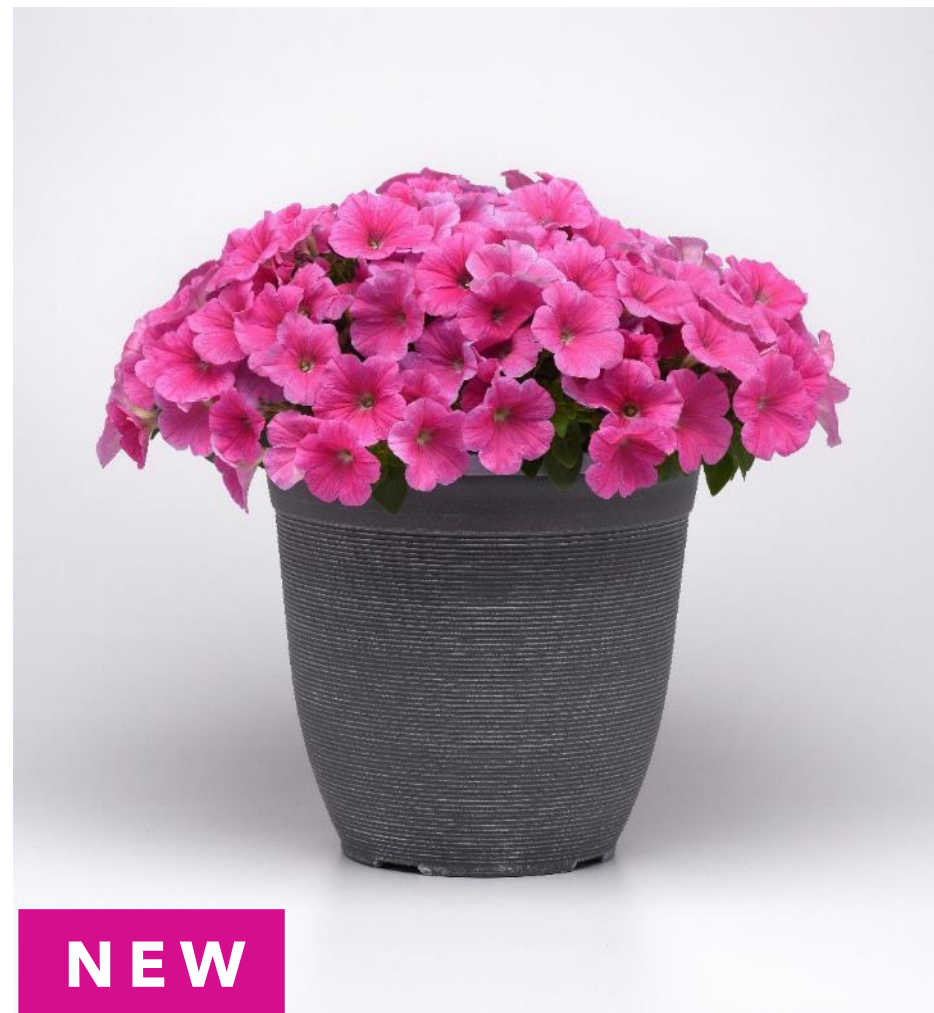


NEW

Pink

Mid-true pink colour. Requires 9.5 hours daylength. Can be produced using the Easy Wave Plant Growth Regulator rates or at half the rate. Cold durable.

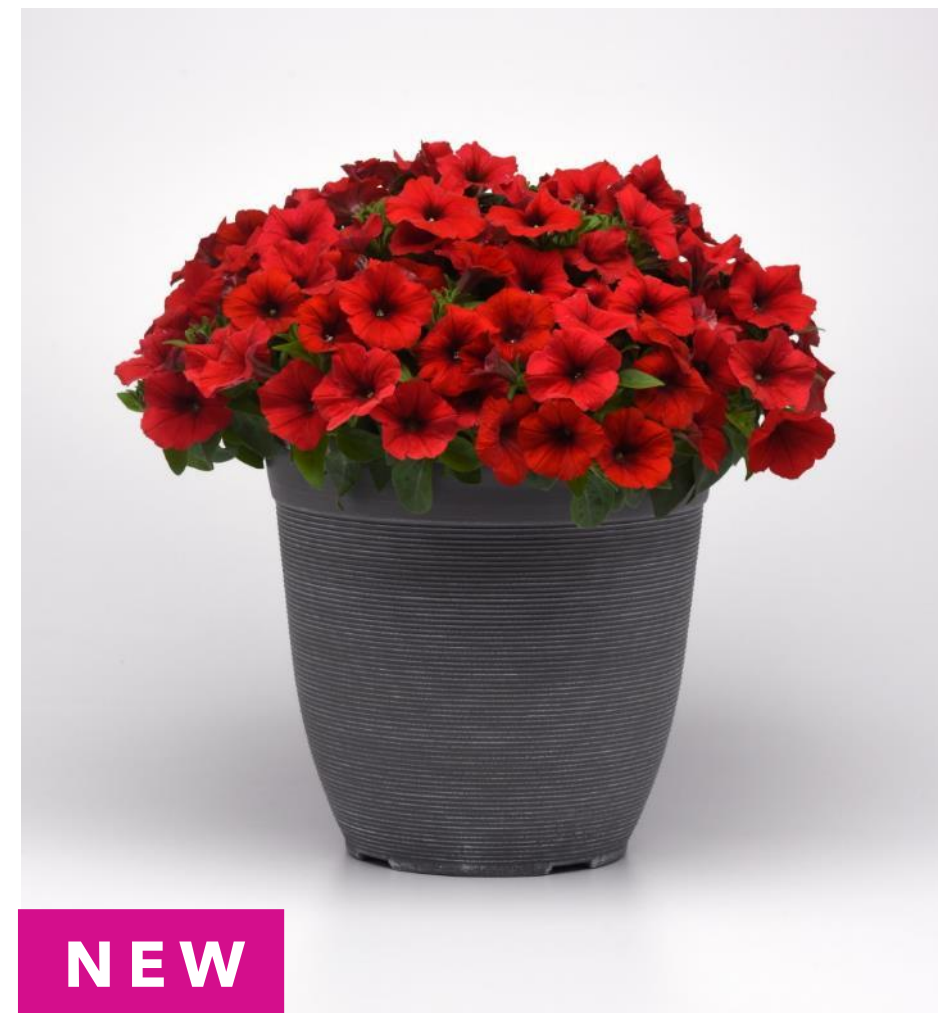
NEW Spreading Petunia **E3 Easy Wave™ F1 series**



Pink Cosmo

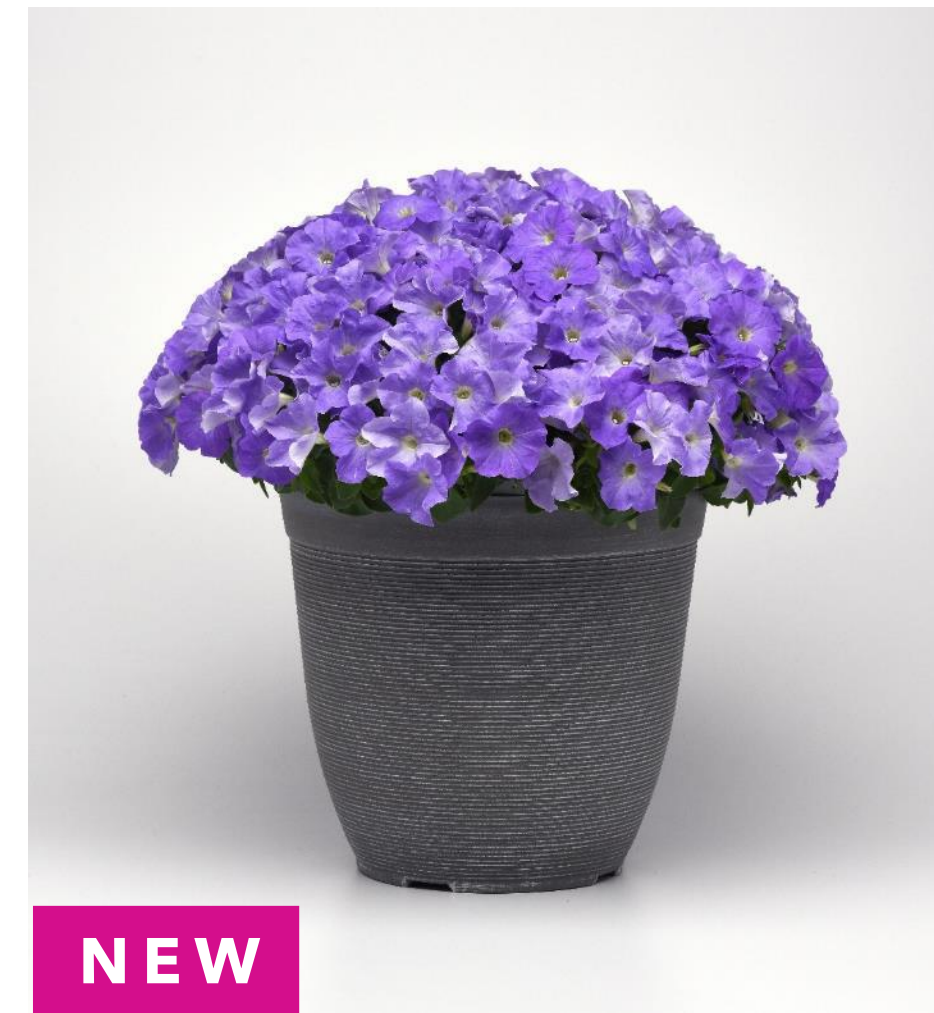
Medium pink with deeper pink veins that are more prominent in cooler and lower light conditions. Requires 10 hours daylength. Can be produced using the Easy Wave Plant Growth Regulator rates or at half the rate. Cold durable.

PanAmericanSeed®



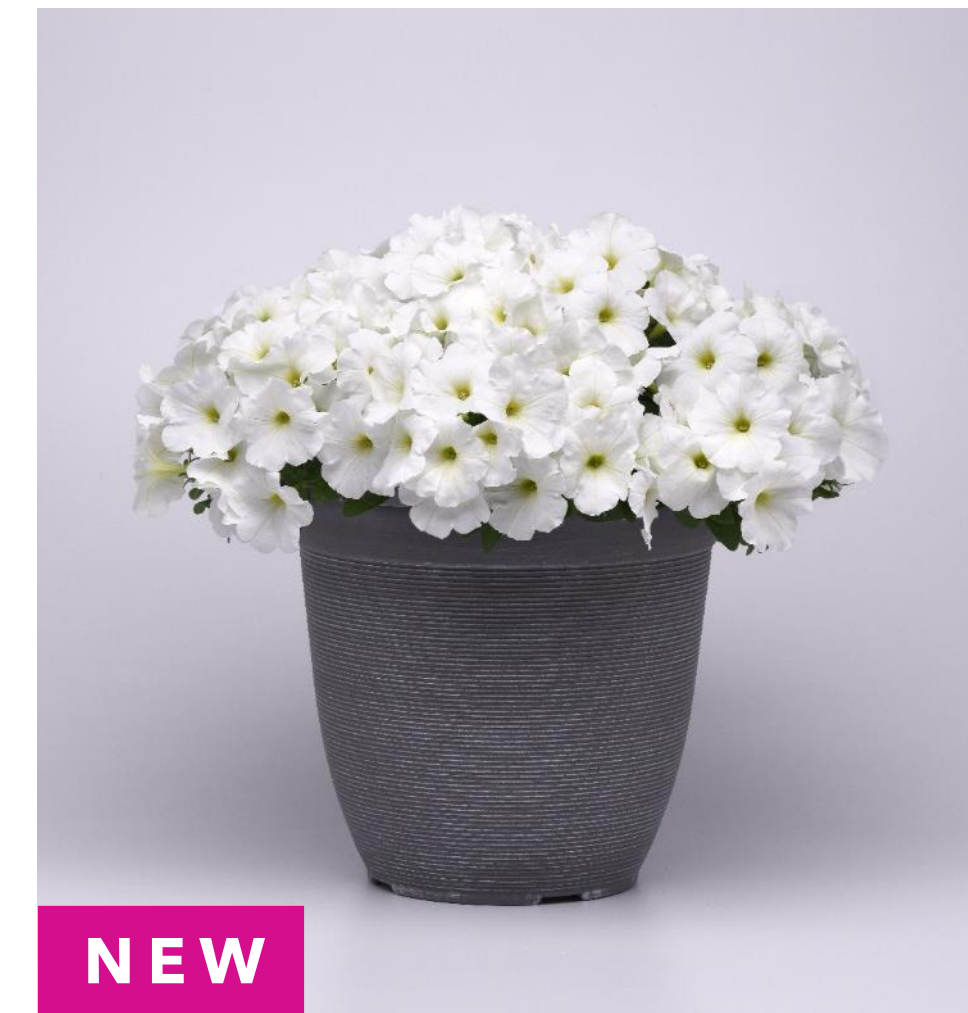
Red

True deep, vibrant red colour. Requires 9.5 hours daylength. Variety is more receptive to Plant Growth Regulators, so best control is achieved at half the rate of Easy Wave. Cold durable.



Sky Blue

Requires 9.5 hours daylength. Flowers will lighten with age and in high light conditions. Can be produced using the Easy Wave Plant Growth Regulator rates or at half the rate. Cold durable.



White

Pure, clean white. Requires 9 hours daylength. Can be produced using the Easy Wave Plant Growth Regulator rates or at half the rate. Cold durable.

wave®
PETUNIAS



NEW Petunia **E3 Easy Wave™** F1 series: Elburn greenhouse trial



Sky Blue



Coral



Pink



Pink Cosmo



NEW Petunia **E3 Easy Wave™** F1 series: Elburn greenhouse trial



Blue



Red



White



Spreading Petunia variety grower trials 2020



E3 Easy Wave (Dome EXP) trial 10,5 cm / pw 20 / picture June 3, 2020

PanAmericanSeed®



E3 Easy Wave (Dome EXP) trial 27 cm 3ppp / pw 12 / picture April 29, 2020

wave®
PETUNIAS

Spreading Petunia variety holding comparison



L to R: Success!® Red, E3 Easy Wave™ Red, Easy Wave® Red

L to R: Success!® White, E3 Easy Wave™ White, Easy Wave® White

Spreading Petunia variety holding comparison



L to R: Success!® Blue, E3 Easy Wave™ Blue, Easy Wave® Blue

Spreading Petunia Shock Wave® series F1

Packed with petite blooms!

You've never seen petunia hanging baskets like these – each Shock Wave plant is blanketed with masses of colour from the amazing number of petite, high-impact flowers.

- Blooms in a tight, consistent, 4 to 6-day window.
- Smaller blooms rebound faster from overhead watering and rain than other petunias – stays fresher-looking at retail and outdoors.
- Performs equally well in small spaces, baskets, containers and mixed combos.
- Mounded, spreading plants are similar in shape and just as easy to manage as Easy Wave® petunia.
- Recommended in Wave branded packaging: 10-cm/4-in. pots, premium quarts, premium packs with handle, hanging baskets.



wave®
PETUNIAS



Height: 18 to 25 cm/7 to 10 inch

Spread: 50 to 75 cm/20 to 30 inch

Plug crop time: 4 to 6 weeks

Transplant to finish: Spring 5 to 6 weeks, Summer 4 to 5 weeks

Seed supplied as: Pelleted with 85% Min. Germ. Standard

PanAmericanSeed®

Spreading Petunia Shock Wave® series F1



White



Spark Mixture Improved



Volt Mixture Improved



Coral Crush



Deep Purple



Denim



Pink Shades



Pink Vein



Purple Tie Dye

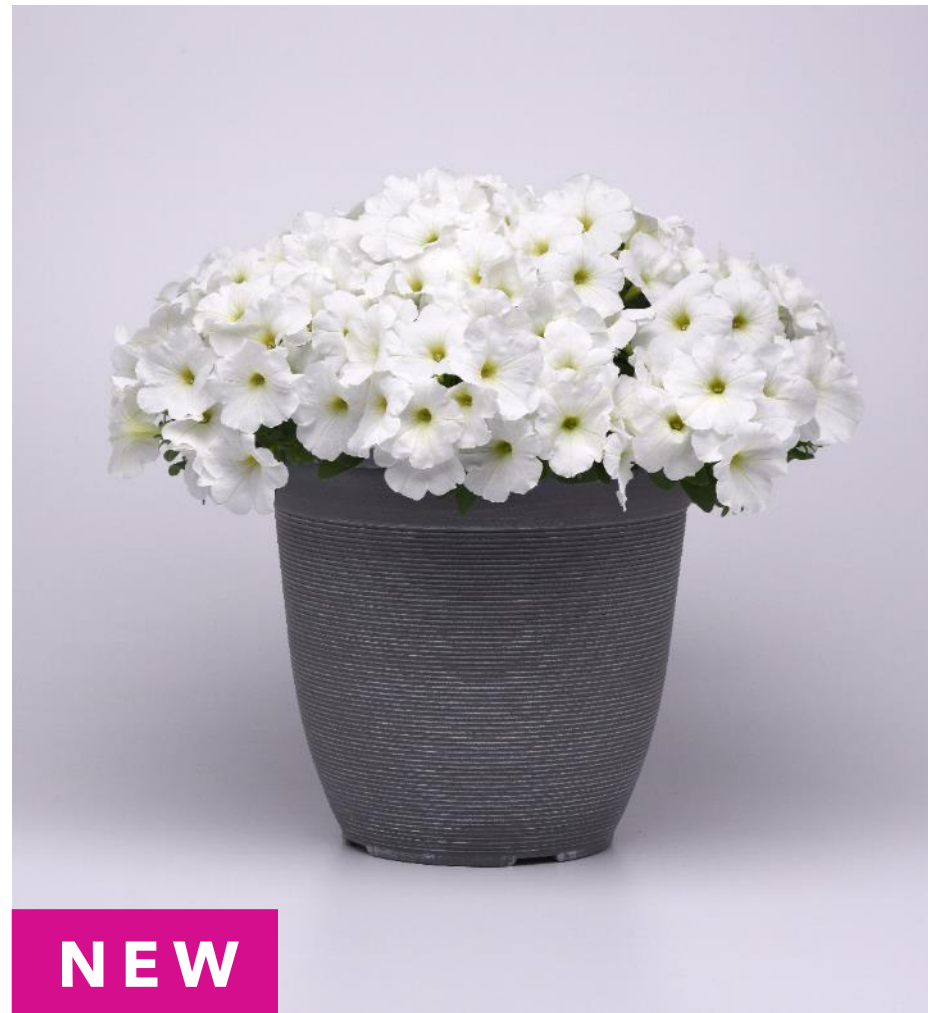


Red



Rose

Spreading Petunia Shock Wave® series F1



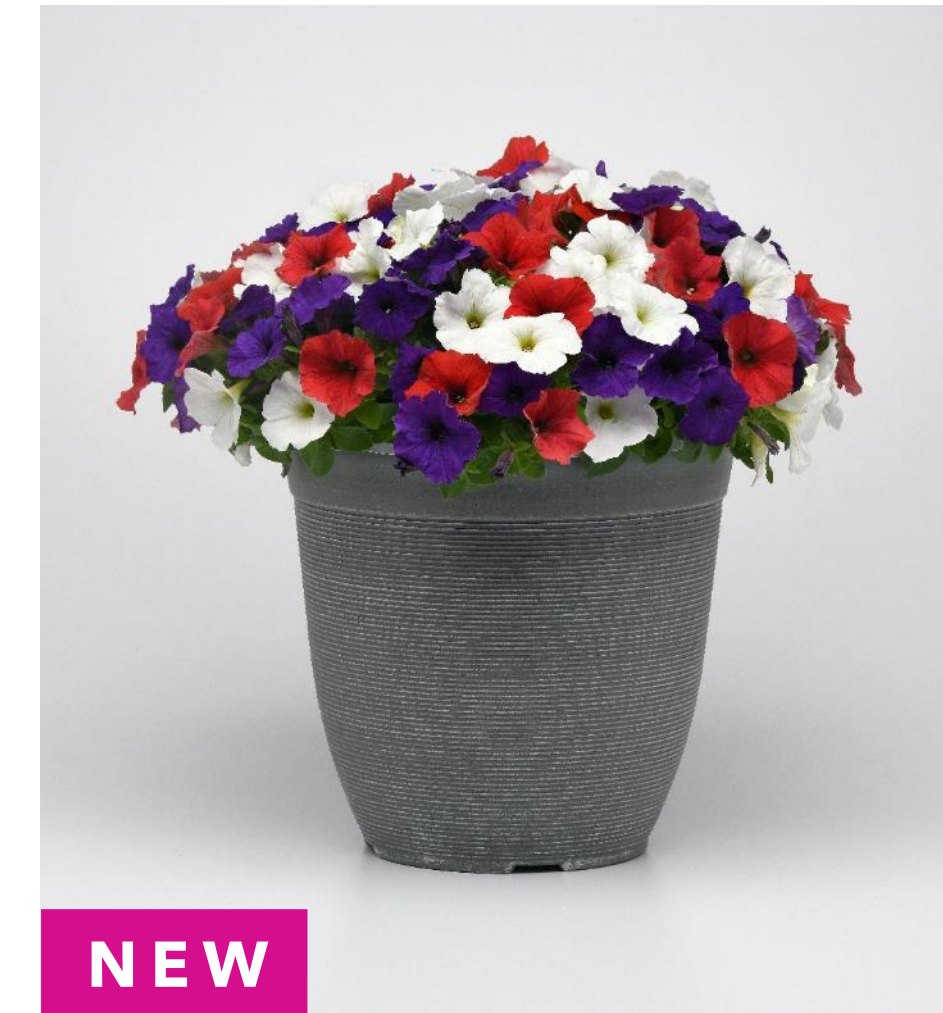
White

Pure white variety requires 10.5 hours daylength for best flowering. Replaces Coconut. Plant vigour is slightly more compact than Red and fits the series well. Cold durable.



Spark Mixture Improved

Includes **NEW** White in place of Coconut, so the mix is more uniform in habit and vigour, making it easier to produce. Also includes Denim and Pink Shades.



Volt Mixture Improved

Includes **NEW** White in place of Coconut, so the mix is more uniform in habit and vigour, making it easier to produce. Also includes Denim and Red.

Spreading Petunia Wave® different series



L to R: Shock Wave®, **NEW** E3 Easy Wave™, Easy Wave®



ANNUALS

Begonia Megawatt™ F1 series

- Fresh, high-energy begonia option has quickly proven itself in the marketplace with great timing benefits and ultimate garden power.
- Striking, non-stop flowers keep plants covered in huge colour from Spring through Autumn...even in heat and drought.
- Sturdy flower stems hold flowers above the foliage for superior show versus others.
- Shows well at retail and perfect for landscapes, baskets, big tubs and borders.
- Available exclusively via Florensis only.



Height: 50 to 70 cm /20 to 28 inch
Spread: 40 to 60 cm /16 to 24 inch
Plug crop time: 7 to 8 weeks
Transplant to finish: 7 to 9 weeks
Seed supplied as: Pelleted with 90% Min. Germ. Standard

Begonia Megawatt™ F1 series



Pink Bronze Leaf Improved

Features darker bronze foliage and no green leaf off-types, with a more intense pink bloom colour and no shading.

PanAmericanSeed®



Pink Green Leaf



Red Bronze Leaf



Red Green Leaf



Rose Bronze Leaf



Rose Green Leaf

Begonia Megawatt™ F1 series, Venhuizen, NL greenhouse trial



Pink Bronze Leaf
(drop)

Pink Bronze Leaf
Improved



Rose Bronze Leaf

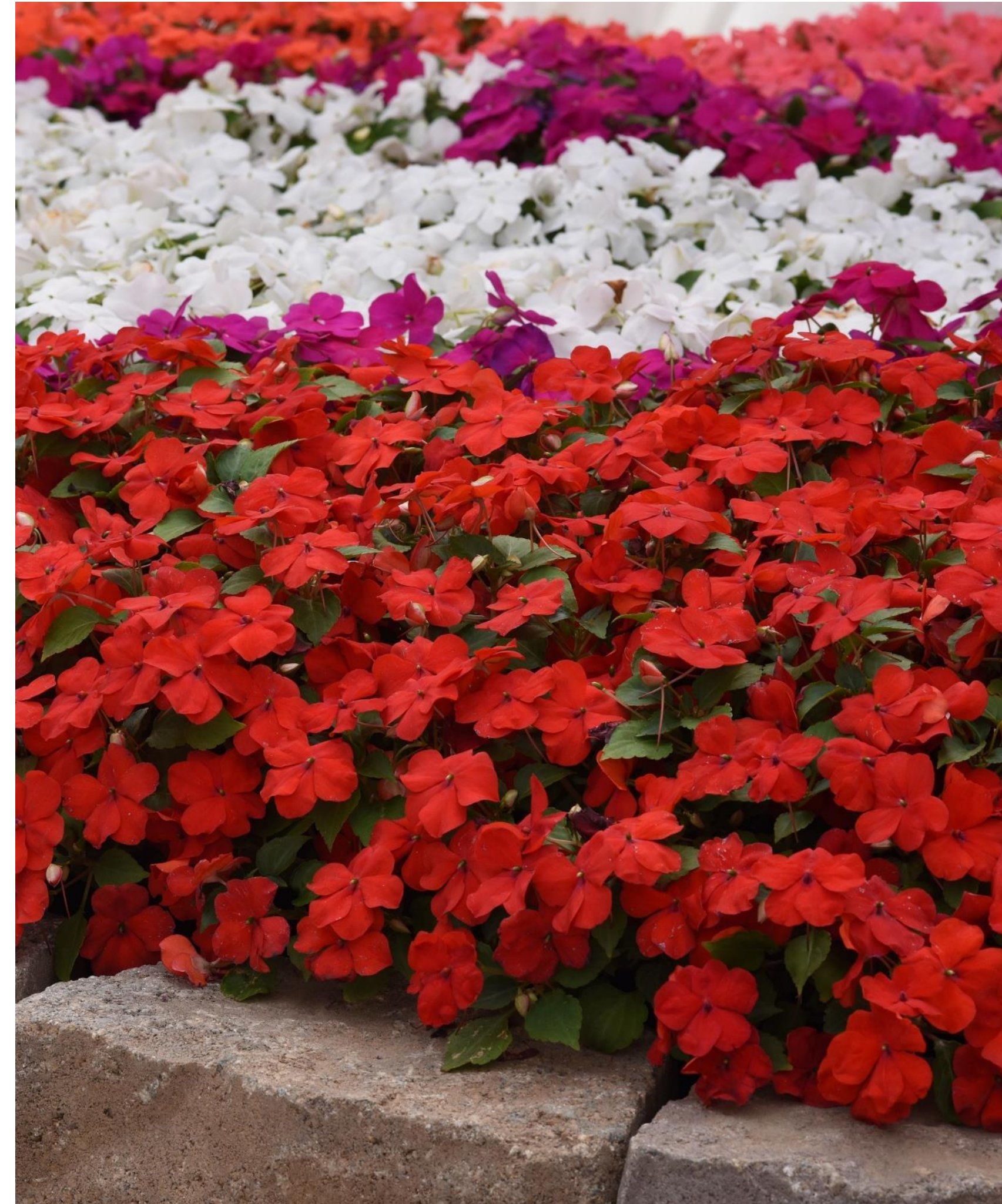
Venhuizen, The Netherlands
Week 24, 2020

Impatiens Beacon® series F1

- Beacon impatiens exhibits high resistance to the currently known and widely prevalent populations of *Plasmopara obducens*, which cause Impatiens downy mildew (IDM).
- Beacon impatiens offers the opportunity to bring back into production a well-known, in-demand, easy-to-grow and versatile product for increased sales.
- Extensive trialing has proven that Beacon impatiens provides genetic high resistance to IDM. Beacon is not immune to IDM; there are scenarios where preventative IDM fungicides may be recommended.



PanAmericanSeed®



Height: 38 to 50 cm/15 to 20 inch
Spread: 30 to 35 cm/12 to 14 inch
Plug crop time: 4 to 5 weeks
Transplant to finish: 3 to 4 weeks
Seed supplied as: Coated

Impatiens Beacon® series F1

- With a plant structure, flowering time, flower size and crop culture that is similar to Super Elfin, Beacon impatiens is easy to incorporate into production planning.
- Offers season-long colour, and it brings back fast-filling colour to gardens and landscapes.



Impatiens Beacon® series F1



Rose

Rose colour expands the series.



Formula Mixture

Bright Red, Coral, Orange, **NEW** Rose, Salmon, Violet Shades and White.



Impatiens Beacon® series F1



Rose



Formula Mixture



Bright Red



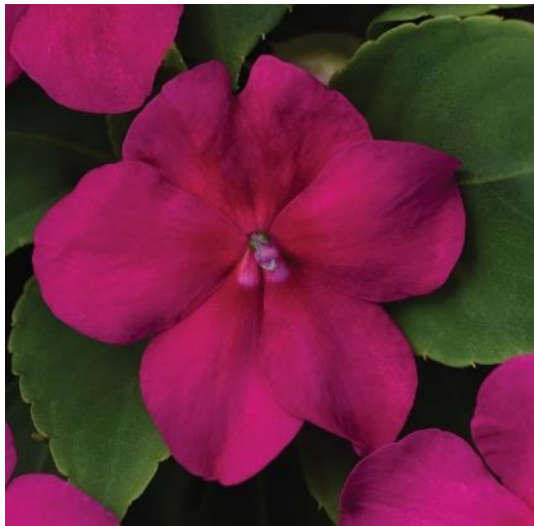
Coral



Orange



Salmon



Violet Shades



White



Red White
Mixture



Interspecific Dianthus Jolt™ series F1

- *Shocking Summer Colour* from the most heat-tolerant Interspecific Dianthus!
- Electrifying colours and all-season performance make Jolt stand out in landscapes and premium containers.
- Highly durable plants withstand hot conditions with few disease issues and continue to flower without setting seed.
- Grower-friendly, well-branched plants are easy to produce with less to no Plant Growth Regulators.



Height: 40 to 50 cm/16 to 20 inch

Spread: 30 to 35 cm/12 to 14 inch

Plug crop time: 4 to 5 weeks

Transplant to finish: Late Spring through Autumn finish, 11 to 13 weeks; Winter finish, 14 to 18 weeks

Seed supplied as: Pelleted with 90% Min. Germ. Standard

Interspecific Dianthus Jolt™ series F1

- Perfect for Summer premium grower choice for large 14 upto 19 cm containers to command a higher price point.
- Strong dark green foliage.
- Performs as a semi-hardy annual in Zone 7 (-18°C/0°F minimum temperature) and milder.
- All-America Selections National Winner Jolt Pink continues to stir up consumer excitement with extra publicity and promotion.



Interspecific Dianthus Jolt™ series F1



Cherry



Pink 



Pink Magic

Purple

Drive-by bright! Stunning Purple has a bloom size and landscape performance to match the rest of the series.



Perennials

KieftSeed™

PanAmerican Seed®

NEW Leucanthemum **White Lion F1**

Spring Shasta grows in short days!

White Lion brings an early sales opportunity in this key perennial class – it can be grown in natural short days! With high quality and reliable supply, this seed Leucanthemum is a must-have for early Spring.

- The Spring Shasta! This unique compact seed leucanthemum can be grown in short days (10-hour daylength requirement) – perfect for early Spring sales!
- First year flowering perennial. Ideal for an annual production schedule. No supplemental lighting needed, flowers under natural days.
- Perfect for overwintered production in natural short days, finished under natural short days, when it will bulk more uniformly. No supplemental light or Night Interruption needed.
- No other seed variety offers this early programming solution!

PanAmericanSeed®



KieftSeed™



Height: 20 to 25 cm/8 to 10 inch

Spread: 20 to 30 cm/8 to 12 inch

Plug crop time: 5 to 6 weeks

Transplant to finish: annual, 9 to 12 weeks; overwintered, 18 to 26 weeks (18 in southern regions)

Seed supplied as: Raw with 85% Min. Germ. Standard

USDA Hardiness Zones: 3b to 9a (-37 to -7°C/-35 to 20°F minimum temperatures)

Leucanthemum early flowering trial



Santa Paula,
California, USA
Week 10, 2020

(Sow week 38
Transplant
week 42)

L to R: **NEW** White Lion, Snow Lady, Madonna

Lobelia Starship™ series F1

- Earlier flowering; improved branching; low stretch; uniform, controlled habit; and huge flower power assure a better-quality finished plant than the competition.
- Pretty Summer plant for beds and borders – prefers higher temperatures, humidity and moisture.
- Good germination and plug yield.
- Versatile series works well from 13-cm/5-in. pots to higher-value 17-cm and 22-cm (1 and 2-gallon) containers.
- Performs well in both annual and perennial combos.
- Attracts hummingbirds and butterflies.



KieftSeed™



Height: 50 to 60 cm/20 to 24 inch

Spread: 20 to 30 cm/8 to 12 inch

Plug crop time (288 tray):

Scarlet, 7 to 9 weeks; all others,
8 to 10 weeks

Transplant to finish:

14 to 18 weeks

Seed supplied as: Pelleted with
70% Min. Germ. Standard

PanAmerican Seed®

Lobelia Starship™ series F1



Rose

A bright rose colour.
Matches Scarlet for timing and uniformity.
NEW Rose replaces Deep Rose in the series.



Blue



Burgundy



Scarlet



Scarlet
Bronze Leaf



Vegetables & Herbs



PanAmerican Seed®

NEW Basil Everleaf Thai Towers

Towering over other basil

The aromatic and vibrant licorice flavour complements any dish, especially Thai cuisine. This well-branched Thai basil variety with short internodes makes a beautiful, tidy, towering plant that has huge harvest potential and brightens gardens and mixed containers.

- Flowers up to 10 to 12 weeks later than standard Thai basil with huge harvest potential.
- Well-branched variety with short internodes makes a beautiful, columnar plant that stays tidy for many uses, including in-ground, container gardens and hydroponics.
- Aromatic and vibrant licorice flavour complements any dish, especially Thai cuisine. Blends well when cooked in a curry or chop fresh on Pad Thai to experience full licorice aroma.
- Masses of medium-green leaves with occasional purple flecks and soft purple stems will brighten any retail display.



NEW

PanAmericanSeed®



Height: 60 to 90 cm/24 to 36 inch

Spread: 20 to 30 cm/8 to 12 inch

Days to maturity from direct seed: 45-60

Days to maturity from transplant: 30-45

Seed supplied as: Raw with 80% Min. Germ. Standard



Edible Potted Vegetables



NO GARDEN?
NO PROBLEM.

Buy. Eat. Repeat!

The **NEW Kitchen Minis** collection includes potted vegetable plants consumers can grow inside on a sunny windowsill or counter without a garden! They can also be grown outside as tabletop patio varieties.

Easy-to-grow **Kitchen Minis** encourage consumers to harvest and enjoy their own homegrown vegetables, then when the plant is finished fruiting, buy a fresh plant to harvest from every few weeks!

PanAmerican Seed®

NEW Edible Potted Tomato **Cocoa F1**

- Plant benefits from being grown dry. Support fruit weight by inserting sticks close to the central stem at the time of flowering.
- Cocoa provides uniquely burgundy-coloured fruit that is deliciously sweet for your recipes! Smaller, more compact habit is perfect for 14-cm (quartz) and 11-cm/4.5-inch programs.



NEW

NEW Edible Potted Tomato Red Velvet F1

- Plant benefits from being grown dry. Support fruit weight by inserting sticks close to the central stem at the time of flowering.
- Red Velvet provides beautiful red-coloured fruit that is deliciously sweet for your recipes! Smaller, more compact habit is perfect for 14-cm (quartz) and 4.5-in./11-cm programs.



NEW



Cut Flowers

SM

Get to know BloomStudios...

For years, PanAmerican Seed has provided the highest quality seed to professional cut flower growers around the world. BloomStudios Cut Flowers is a new venture bringing innovative breeding and technical resources to the professional cut flower market through the PanAmerican Seed distribution network.

BloomStudios - Igniting Imagination with Every StemSM

Anemone **Mona Lisa**[®] F1 series

- The large, bright blooms of Mona Lisa Anemone are a masterpiece in any bouquet.
- Mona Lisa varieties produce up to 18 flowers per plant and are best grown cool without the need for supplemental light.
- Low temperatures (8 to 12°C/46 to 54°F) promote optimum stem length.



PanAmerican Seed[®]



Propagation Method: Seed

Form Supplied As: Raw with 80%
Min. Germ. Standard

Cultivation Type: Greenhouse,
High Tunnel

Planting Density:
22 to 44 plants/sq. meter
(2 to 4 plants/sq. foot).

Stem Length: 46 cm/18 inch

Bloom Size: 10 to 11 cm/4.00 to
4.50 inch

Anemone **Mona Lisa**® F1 series



NEW

Mixture Improved

Reformulated for a better balance of all colours in the series, it now includes the recently improved Deep Blue and Orchid Shades, as well as Pink, Red Bicolor, Scarlet Eye, White and Wine White Bicolor.

PanAmericanSeed®



Deep Blue



Orchid Shades



Pink



Red Bicolor



Scarlet Eye



White



Wine White Bicolor

Dianthus Sweet™ series F1

- Versatile and programmable, Sweet can be produced without vernalisation and is the best dianthus for cooler production seasons.
- It is a top-notch filler series that features large, long-lasting blooms on strong stems.



PanAmerican Seed®



Propagation Method: Seed

Form Supplied As: Pelleted with 85% Min. Germ. Standard

Cultivation Type: Greenhouse, High Tunnel

Planting Density: 64 plants/sq. meter (6 plants/sq. foot).

Stem Length: 45 to 90 cm/18 to 36 inch

Dianthus Sweet™ series F1



Neon Purple



Rose Magic



Black Cherry



Coral



Deep Pink Maxine



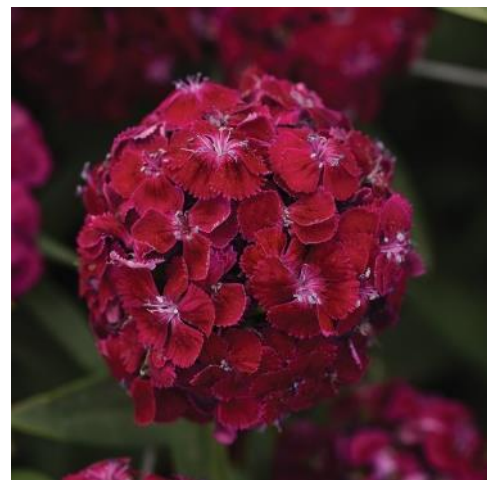
Magenta Bicolor



Pink



Pink Magic



Purple



Purple White Bicolor



Red



Scarlet



White



Mixture

Dianthus Sweet™ series F1



Neon Purple

Bright purple colour really pops in bouquets. Similar to the colour of the very popular Amazon Neon Purple.



Rose Magic:

NEW colour option for the series! Flowers open white, change to pink, and then mature to a rich rose for a tricolour look on the stem. Similar to the pattern of the very popular Amazon Rose Magic.

NEW Marigold **Xochi Orange F1**

- A great option for Summer and Autumn cut flower programs, Xochi delivers stronger stems and richer colours than competing varieties.
- Xochi means “flower” or “princess of flowers” and is a shortened version of Xochitl, an ancient Mayan word used in Spanish today, most commonly in Mexico.
- Offers the uniformity, good shipability and durability to meet the increasing consumer demand for Dia de los Muertos and Halloween celebrations; good for use in bouquets and grower bunches.



Propagation Method: Seed

Form Supplied As: Coated with 85% Min. Germ. Standard

Cultivation Type: High Tunnel, Field

Planting Density: 80-100 plants/sq. meter (8-10 plants/sq. foot).

Stem Length: 60 to 90 cm/24 to 36 inch

Snapdragon **Potomac™** series F1

Group 4

- Potomac is a group 4 snapdragon best for long days, high light and temperatures greater than 16°C/60°F.

PanAmerican Seed®



Propagation Method: Seed

Form Supplied As: Raw with 85%
Min. Germ. Standard

Cultivation Type: Greenhouse,
High Tunnel

Planting Density:
80 to 106 plants/sq. meter
(8 to 10 plants/sq. foot).

Stem Length: 100 to 150 cm/39 –
60 inch

Snapdragon Potomac™ series F1



Dark Pink

Brings a key colour in the dark pink/rose category in line with the newer breeding in the Potomac series; a great match to Pink. Replaces Rose with a more uniform flowering variety and improved bud taper.



Appleblossom



Cherry Rose



Crimson



Dark Orange



Ivory White



Lavender



Orange



Pink



Red



Royal



Yellow



White

Snapdragon **Early Potomac™** series F1

Group 3

- Early Potomac is a group 3 snapdragon best for moderate daylength, moderate to high light levels and temperatures of 13-16°C (55-60°F).



Yellow



Pink



Rose



White



Orange



Propagation Method: Seed
Form Supplied As: Raw with 85% Min. Germ. Standard
Cultivation Type: Greenhouse, High Tunnel
Planting Density: 64 to 106 plants/sq. meter (6 to 10 plants/sq. foot).
Stem Length: 100 to 150 cm/39 – 60 inch