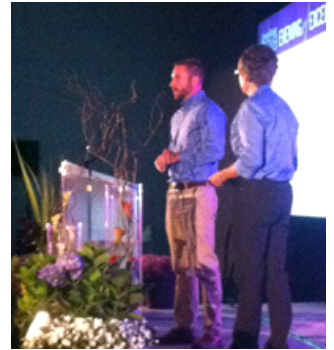




2 Industry Awards For The World's First Seed Calibrachoa Kabloom

The Industry and Greenhouse Grower magazine readers recognize Kabloom calibrachoa with two award wins at Cultivate'14.



WEST CHICAGO, IL – At this year's Cultivate'14 in Columbus, Ohio, the new **Kabloom series from PanAmerican Seed** took home two awards during *Greenhouse Grower* magazine's Evening of Excellence reception, July 14. The world's first calibrachoa from seed won both the **Reader's Choice** and **Industry's Choice Medal of Excellence**.

For years, *Greenhouse Grower* has recognized outstanding contributions in flower breeding through its Medal of Excellence awards program. Industry's Choice Award finalists are selected by a panel of industry members that attended Spring Trials and saw introductions in person. The Reader's Choice Award is voted on by *Greenhouse Grower* readers and attendees of the AmericanHort Cultivate'14 trade show in July.

According to the *Greenhouse Grower* industry panel, "The first seed series of calibrachoa, Kabloom offers growers an alternative to vegetative cultivars. Easy to grow and no concerns about storage or availability."

PanAmerican Seed is thrilled the Kabloom series is recognized as one of the best new introductions from the 2014 California Spring Trials. The award was accepted by Regional Breeding Director **Jason Jandrew** and PanAmerican Seed Global Product Manager **Lisa Lacy**.

To learn more about Kabloom Calibrachoa, visit www.panamseed.com/kabloom.

PanAmerican Seed is an internationally renowned breeder and producer based in West Chicago, Illinois, that produces high-quality and best-performing flower varieties, including Super Elfin® impatiens, Matrix® pansies and our award-winning series of Wave® petunias. Research facilities in North and South America, the Pacific Rim and Europe enable us to test and evaluate new varieties under numerous climatic conditions. Our state-of-the-art seed distribution center guarantees quick, efficient processing of orders for our worldwide customers. For more information, visit panamseed.com.