



Kieft Seed's Echinacea Artisan™ Collection Wins Medal of Excellence Industry's Choice Award

A panel of industry experts has chosen this year's stand-out introductions. The NEW Artisan collection from Kieft Seed elevates seed Echinacea.



WEST CHICAGO, ILLINOIS, August 2020: Kieft Seed™ perennials from PanAmerican Seed® is proud to accept the **2020 Medal of Excellence Industry's Choice Award** for its NEW Artisan collection of seed Echinacea. Industry's Choice is determined by a panel of industry experts who reviewed dozens of new varieties from spring launch presentations by breeders across North America.

Greenhouse Grower magazine annually recognizes outstanding contributions in breeding through its Medal of Excellence awards program. Due to social distancing regulations, this year's award results were shared through a video showcase in the Aug. 5 edition of the "Benchrunner" newsletter. (See video below.)

"The Artisan collection elevates seed Echinacea, and we are thrilled to be recognized by greenhouse professionals and industry experts, as these advancements were truly achieved with them in mind," says **Anne Leventry**, President of PanAmerican Seed. "We're proud of our dedicated breeding teams that bring excellent new plants to market each year, and congratulations to all the nominees who continue to raise the bar in floriculture."

The Artisan collection made its debut during SimulCAST, a virtual California Spring Trials experience. It is the first F₁ hybrid from seed with individual colors available in this class. For 2021, two varieties launched in an amplified seed format: Red Ombre and Soft Orange.

For more information on the Artisan collection, visit www.panamseed.com or contact your preferred seed supplier.

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 climatic conditions. Our state-of-the-art seed distribution center guarantees quick, efficient processing of orders for our worldwide customers. Visit www.panamseed.com for more information.

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