



Early-Release Seed Intros For 2023 Available Now From PanAmerican Seed®

A short list of early-release varieties gives growers access to top-performing new introductions for the upcoming 2022 sales season.

WEST CHICAGO, ILLINOIS – October 2021: On October 1, PanAmerican Seed released a select group of **new 2023 introductions for sale**. These early-release seed products provide growers a chance to purchase larger quantities of the best new varieties a year in advance, and sell them during the 2022 season rather than only offering small quantities for sampling.

This year's 2023 early-release list includes three new **Beacon® Impatiens mixes** named for famous lighthouses across the globe to "shine more light" on color for the shade with high resistance to Impatiens downy mildew. PanAmerican Seed is also releasing seed for **Cool Wave® Blue Spreading Pansy** to meet spring-season demand for pansy baskets and landscape color.

"Giving early access to our newest genetics as soon as we have seed in stock supports the sales timeline for growers and expands our plant trial season," says **Mark Gross**, Sales Account Manager for PanAmerican Seed. "PanAmerican Seed remains committed to plant trials with growers before wider introduction to confirm performance. Launching new products early helps generate market interest and feedback from consumers and landscaper customers."

To see the full list of 2023 early sales products, visit our website **www.panamseed.com/newvarieties**. Watch for additional 2023 product launch announcements closer to California Spring Trials in March 2022.

About PanAmerican Seed

PanAmerican Seed is an internationally renowned breeder and producer of seed-raised flowers and vegetables based in West Chicago, Illinois, USA 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 climate 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.