



EXPRESS SEED COMPANY

**Express Seed Company
is now the EXCLUSIVE
LICENSEE of Syngenta's
poinsettia portfolio.**

Express Seed Company and Syngenta Flowers are working together to ensure reliable supply and a smooth transfer of all activities.

Express Seed Company and Vivero are focused on continued improvements in cutting quality through a more pragmatic approach to integrated pest management.

Vivero continues to enhance its protocols and has new options for 2023 URC production.

Weekly production visits are planned by ESC's technical team to further support both organizations:

- Focus on Quality
- Sharing Best Practices
- Communication to Growers



FAQs

What does this mean?

Express Seed Company now holds the global license for these varieties. Going forward, Express will manage the licensing, royalty collection, sales, support growers with technical advice and develop new products from this germplasm base.

Why did Express Seed Company acquire these Poinsettias?

Since Syngenta's announcement in July, we knew we wanted to step up and help our growers to secure reliable, quality cuttings for these well-known and respected varieties. Our capabilities in technical support, product development, and logistics as well as our strong relationships with global production partners are well matched to ensure uninterrupted supply for our growers in 2023 and beyond.

Where is production of URCs?

For the North American market, production will remain at Vivero Internacional S.A. de C.V. Their experience and strict protocols will continue to ensure a high-quality, reliable cutting supply. For the European market, Express has signed an exclusive license with Florensis. Express will license the varieties for sales in all other global markets.

Where will I order my cuttings?

USA- Express is maintaining existing agreements for sales of unrooted cuttings in the United States. That means growers can still purchase URCs from existing distributors including Ball Seed, Griffin, and Michell's. All young plant producers will keep their ability to produce poinsettia liners. All growers will be able to order liners from the same root 'n sell partners as in previous years.

Canada- In order to effectively manage the logistics in Canada, Express Seed Company will exclusively sell the unrooted cuttings. Most of the liner producers will continue to produce poinsettia liners as in the past.

What liner sources are available?

USA- Liners in the US will be available from existing producers like Green Circle Growers, Heimos, Lucas, Plantpeddler and Mast Young Plants.

Canada- Liners in Canada will be available from existing producers like Linwell and DeVry Greenhouses.

What happens to my order that I already placed with Syngenta?

Orders that Syngenta has already taken for URCs in 2023 will be transferred to Express Seed Company.

Where will I get growing and technical advice?

Express Seed Company has a team of technical advisors and a sales team with experience with these varieties. They will continue to assist you by answering questions as they arise. Steve Rinehart will also consult with Express for technical support and assistance.

Are there any Syngenta varieties in development for future commercial launch?

Yes, there are approximately two dozen varieties currently under evaluation and trialing that may lead to new commercial varieties in the next 1-3 years. We also have hundreds of new varieties from Syngenta's breeding germplasm that will be developed in a collective effort by the existing technical, product and sales team at Express. Steve Rinehart will also consult on the grower's needs for new varieties.

Our customers will notice improvements in quality while ordering will be "business as usual".

- *Same varieties are available, with the same names.*
- *Same high quality production location with Vivero.*
- *Same liner producers will have access to the product going forward.*

EXPRESS SEED COMPANY

51051 US Highway 20 | Oberlin, OH 44074 | 440-774-2259 | www.ExpressSeed.com