



PanAmerican Seed Wins 2 Medals Of Excellence

A panel of industry experts and Greenhouse Grower magazine editors recognize Echinacea 'Cheyenne Spirit' and Vinca Tattoo with awards at Cultivate'18.



WEST CHICAGO, IL - At this year's Cultivate'18 in Columbus, Ohio, the new [Vinca Tattoo series](#) from PanAmerican Seed took home the Industry's Choice Best New Variety Medal of Excellence, while [Echinacea 'Cheyenne Spirit'](#) was recognized as Industry's Choice Best Performing Variety. Both awards were announced during *Greenhouse Grower* magazine's Evening of Excellence reception, July 16.

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 see introductions in person. The award was expanded for 2018 to include top-performing genetics, recognizing strong products that excel in trials nationwide.



"PanAmerican Seed is thrilled for the recognition of new breeding, as well as established performers," says **Anne Leventry**, President of PanAmerican Seed. She accepted the award for 'Cheyenne Spirit' and touted its enjoyment on a personal level; it is widely planted in her home garden. She also thanked the hard work of breeder Ping Ren and product manager Lisa Lacy, who were instrumental in bringing this winner to market.

According to Product Marketing Manager **Claire Josephson**, there was great excitement surrounding the launch of Tattoo at Spring Trials. When she accepted the award, she shared with the audience that Tattoo is the result of collaboration between one of PanAmerican Seed's youngest breeders and one of our most revered elder breeders. "It truly is an honor to be recognized."

To learn more about these award-winning varieties and more products from PanAmerican Seed, visit www.panamseed.com.

PanAmerican Seed is an internationally renowned breeder and producer of seed-raised flowers and vegetables based in West Chicago, Illinois, that produces high-quality and best-performing varieties, including 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 climate 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.

