



## AGA Agro, Ball Horticultural Company Partner Across South And Southeast Asia

The collaboration will further develop garland marigold genetics for the region and expand AGA's floriculture product offering.



WEST CHICAGO, ILLINOIS, May 2019: AGA Agro, a breeder, producer and distributor of garland marigolds across South and Southeast Asia, as well as a distributor of ornamental and cut flower seeds and plugs across the region, has partnered with Ball Horticultural Company. The partnership will provide AGA access to the vast floriculture offering of Ball, and will lead to the expansion of its product assortment, including entry into new product categories such as indoor flowering plants and vegetative flower varieties.

In addition, the partnership will result in rapid development of new garland marigold genetics for the region by combining AGA's existing breeding with Ball's ability to apply advanced breeding technology to this important product category.

"AGA is a young company that has grown rapidly with garland marigold, ornamental flower and cut flower seed," says **Soraya Jaranyanon**, Founder and Managing Director of AGA. "My team is the best at what they do. By partnering with Ball, we will be able to fulfill our goal of becoming the leading supplier of a diverse range of floriculture plant products across the region."

AGA will continue under its current leadership with Soraya as a major shareholder and Managing Director, along with her outstanding management team.

"We are thrilled to become a shareholder in AGA and to work with Soraya and the AGA team," says **Jason Hough**, President – Asia Pacific Region for Ball. "Ball is passionate about flowers; our company's goal is to 'Color the World.' Flowers play a very special role in the lives of people across this region. Whether it's marigolds, which have significant cultural meaning, or the wonderful landscapes of color in many towns and cities, AGA and Ball have a combined mission to expose more of the 2.4 billion people in the region to the wonders of flowers and the value they bring to people's lives."

**Anne Leventry**, President of PanAmerican Seed, a division of Ball, explains that the partnership with AGA is twofold. "The marigold has been an important seed crop for PanAmerican Seed for many years. We have been a leader in the ornamental marigold category. Combining PanAmerican Seed and AGA's knowledge of the marigold market will result in great developments for AGA's marigold customers. In addition, we are excited to have a partner in Thailand that will support our many flower products, including Wave® Spreading Petunia, Serena® Angelonia and Jolt™ Dianthus, just to name a few."

"Our customers will only experience positive changes as a result of this partnership," says Soraya. "As we look not only to grow the garland marigold market, but also the use of ornamental and cut flowers across the region, we are now in the strong position to deliver what our customers have been asking for: Great new genetics bred for the region, reliability of supply, and the creation of new business opportunities that help our customers grow."

#### *About Ball Horticultural Company*

*Ball Horticultural Company is an internationally renowned breeder, producer and wholesale distributor of ornamental plants. A family-owned business since it was founded in 1905, Ball has introduced many innovative and award-winning varieties to the world of horticulture. The company has worldwide production, sales and marketing through its many subsidiaries on six continents. For further information, visit [ballhort.com](http://ballhort.com).*

#### *About AGA Agro*

AGA Agro was founded in 2013 as a distributor of flower seed in Southeast Asia. The company quickly established itself across the region and progressed to breeding and production of garland marigold varieties in 2014. Today, the company sells across South and Southeast Asia. The company is headquartered in Chiang Mai, Thailand, and operates breeding, seed production, seed distribution, plug production and flower trialing locations. For further information, visit [aga-agro.com](http://aga-agro.com).