

Beacon Impatiens Wins 2 Medals Of Excellence

A panel of industry experts and Greenhouse Grower magazine readers awarded NEW Beacon Impatiens awards at Cultivate'19.

WEST CHICAGO, IL – PanAmerican Seed is proud to announce its Beacon™ Impatiens is a double-award winner of the *Greenhouse Grower* magazine Medal Of Excellence. At this year's Cultivate'19 in Columbus, Ohio, the new impatiens with high resistance to Impatiens downy mildew took home the Industry's Choice Best New Variety Medal of Excellence, as well as the Reader's Choice award for Best New Variety. The awards were received during the magazine's Evening of Excellence reception, July 15.

Greenhouse Grower annually recognizes 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 who attended Spring Trials and see the latest introductions in person.

"We know how important bringing Impatiens back to the landscape has been for the industry, and PanAmerican Seed is thrilled that its Beacon Impatiens were recognized as the best choice by greenhouse growers and industry experts," says **Anne Leventry**, President of PanAmerican Seed. She accepted the award for Beacon Impatiens, and she thanked the hard work and dedication of the collaborative PanAmerican Seed team of breeders and product managers.

Momentum for Beacon Impatiens continues since its launch earlier this year. Excitement is building as we enter the university trial season and industry distributors begin to recommend next year's product to greenhouse customers. This double-award win for Beacon Impatiens is a tribute to its impressive debut and performance.

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

About PanAmerican Seed

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.