

New Website For HandPicked® Vegetables Collection

Targeting vegetable growers and fresh market farmers, the new microsite from PanAmerican Seed shares product info and plant resources for successful production.



WEST CHICAGO, ILLINOIS, October 2019: PanAmerican Seed® announces the launch of a new micro-website devoted to its HandPicked® Vegetables, a collection of high-quality vegetables and herbs bred especially for those who supply fresh market farmers and home gardeners. The new handpickedveg.com offers product information and resources to meet the needs of these market segments to help them with successful production.

“What sets HandPicked varieties apart are their fresh, home-grown flavor, exceptional fruit quality, earlier and longer harvests, and loads of produce,” says **Josh Kirschenbaum**, vegetable sales account manager for PanAmerican Seed. “The collection is filled with award winners – great choices for field, garden or container – and this new site helps customers select top-performing products, while offering the tools they need to succeed.”

Key resources of the new HandPicked Vegetables microsite include:

- A to Z list of products that can be filtered by growing regime
- Plant culture details and other product resources from our trials experts
- Video gallery introducing key new products
- Downloadable brochures and point-of-purchases signage

Vegetable growers can explore the new microsite by bookmarking handpickedveg.com. Growing plants for retail? Visit PanAmerican Seed at panamseed.com/vegetables to learn more about our vegetable assortment.

About PanAmerican Seed

PanAmerican Seed is an internationally renowned breeder and producer of seed-raised flowers and vegetables based in West Chicago, IL. We produce high-quality and best-performing varieties through our research facilities in North and South America, the Pacific Rim and Europe. They enable us to test and evaluate new varieties under numerous climatic 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.