



Global Brand Guidelines

Global 2023-2024

PanAmerican Seed Brand

Our Story

A single seed can spark a world of growth. At PanAmerican Seed, we've been expanding our expertise for more than **75 years**. As an **internationally renowned breeder** and producer, we are at the forefront of providing **innovative solutions** through a wide range of seed-raised products. Every day we strive to **inspire and serve** our customers in the best way possible. Within our **state-of-the-art facilities**, we develop new varieties under diverse climate conditions, designing them to thrive globally. Our unwavering dedication to environmental stewardship drives our ongoing pursuit of sustainable, future-proof varieties and operational excellence.

Reliability and **trustworthiness** are paramount to both our continued success and the success of our global partners. It demands the highest quality of products that have been carefully handled and shipped to you. **Every day counts**. Our team is committed to ensuring your orders are **delivered fast, efficiently and on time**. If you want the **best**, PanAmerican Seed is your **go-to partner**.

Mission

To be the **GLOBAL LEADER** in breeding, producing and **RELIABLY** delivering **HIGH-QUALITY** seed from **INNOVATIVE AND BEST-IN-CLASS** genetics, enabling our customers to **COLOUR** the world.

Personality

We want to inspire our customers. What's not possible today will be possible tomorrow. Innovation is at the core of what we do. Our employees push the boundaries every day. Our goal? Help our customers perform better by developing more successful varieties and introduce new, bold colors. All our products are designed to meet both current and future market demands. Our customers challenge us. Their needs motivate us to innovate and provide solutions that strengthen our reputation as the best possible supplier. All our efforts contribute towards staying ahead and solving new challenges so that we remain the market leader and continue to be the best choice for all our customers.

Essence

Our seeds are more than just seeds. They help our customers thrive. We offer strong genetic varieties, bold new colors and the highest-quality seeds to help our customers have the best chance for a more profitable season. Our innovative approach and the dedication of our team to push the boundaries every day ensure we are the number one leading brand for customers across the globe, and that we are able to cultivate their success as a reliable and trusted partner.

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For brand management and graphic standards questions:

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Global Brand Manager
630 352-4607
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To request photos and logos:

Ball Photo Library
630 588-3319
photolibrary@ballhort.com

Values

We are a family-owned business focused on innovation.

RELIABILITY

Trust starts with our products. We provide our customers with the best products and optimum support in the market. Our customers can rely on us for our excellent product quality, availability and delivery.

HONESTY

We have open communication with our customers. We value our relationships and we believe that honesty is the way to enhance them.

INSPIRATION & INNOVATION

As a business, we want to appeal to everyone. Our innovative drive inspires our customers. We want to be the first to bring innovations to the market and we seek challenges so that we can stay ahead of the competition.

PASSION

We are passionate about what we do. We colour the world and we're proud to do it! Our employees are highly dedicated to helping each customer grow their business.

CARE

We maintain close relationships with our customers. We share our expertise, provide marketing tools and sales support and listen to their needs so we can offer product improvements and solutions. We strive to be easily accessible to our customers.

Voice

WHO WE ARE

Trustworthy, caring, casual, passionate, professional, respectful, serious, friendly, customer-focused and smart.

WHO WE WANT TO BE

Inspirational, aspirational, innovative and solution-oriented for our customers.

WHO WE ARE NOT

Arrogant, unprofessional, overly casual, promoters of slang, North American-centric with no regard for the global world.

Communication Strategy

We work to push the boundaries every day to innovate and solve problems for our customers. We are a solutions-based company that goes well beyond the seed.

This is communicated in all that we do, by calling out the solutions that we've developed for our customers. We lead with solutions.

Identity Map

RATIONAL BENEFITS

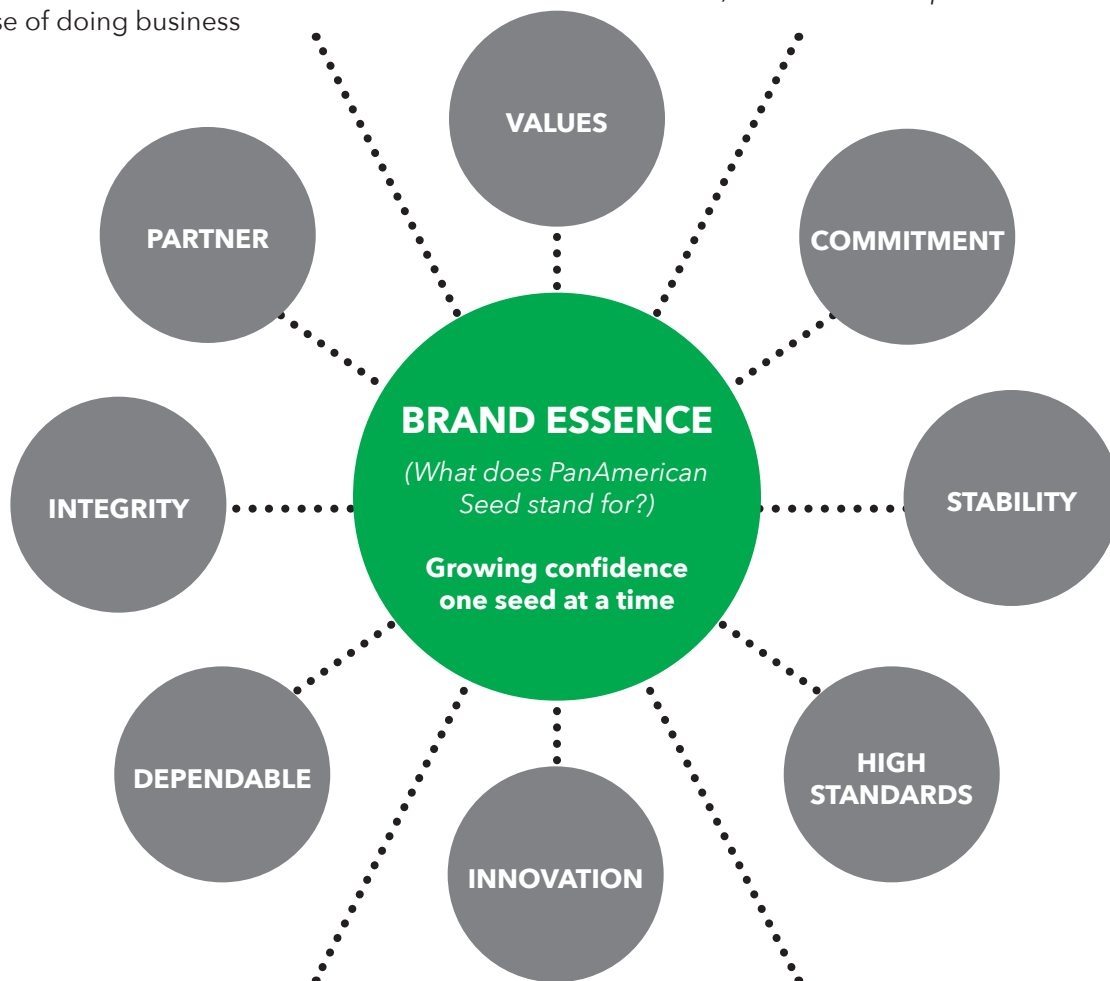
(What tangible advantages does the customer receive?)

- Continuous offering of new and innovative products
- Varieties with proven performance
- Lower production costs/higher profits
- Marketing that pulls products through the distribution chain
- Reliable, on-time delivery
- Personalized customer service
- Ease of doing business

EMOTIONAL BENEFITS

(How does the customer feel when using the brand?)

- **Confidence** "I don't need to worry that I will be successful"
- **Trust** "PanAmerican Seed stands behind their products and addresses problems quickly"
- **Satisfaction** "I get treated the same, whether I am big or small"
- **Validation** "I made a good decision"
- **Cutting edge** "I am offering the best, most innovative products"



OFFERING

(What does PanAmerican Seed deliver?)

- Industry-leading seed quality
- Consistent, deliverable inventory
- High level of personalized customer service
- Extensive cultural research
- Global technical service and support
- Easy access to regional product representatives
- Value-added sales and marketing programs
- Large portfolio of core and novelty seed-grown varieties
- Market research

CHARACTER & SYMBOLS

(How does PanAmerican Seed look and behave?)

- Personalized imagery/tone of voice
- Inspirational presentations
- Concise, direct messaging
- Experienced and committed research, sales and service organization
- Beautiful finished products to inspire confidence, delivery to sell-through
- Part of Ball Horticultural Company

Our Brands

Consumer



Wave® Petunias and Cool Wave® Pansies promise easy, spreading colour for window boxes, planters, baskets and beds.



GROWS STRONGER, SHINES LONGER

Brings garden impatiens back without the risk of disease! Beacon Impatiens have proven high resistance to Impatiens downy mildew – from sowing all the way through the gardening season.



NO GARDEN?
NO PROBLEM.

A collection of naturally compact potted vegetable plants ideal for indoor tabletop use.

Collections



BloomStudios®

Brings innovative breeding and technical resources to the professional cut flower market through PanAmerican Seed's reliable distribution network.

KieftSeed™

A full lineup of unique, high-quality seed perennial genetics that offer reliable performance and easy programmability.



A high-quality assortment of vegetables and herbs curated for those who supply fresh market farmers and home gardeners.



Fantastic
Foliage®
COLLECTION

An assortment of plants that provide easy, natural texture and dimension for outdoor spaces.

Trademark

SYMBOLS

™ - Used to identify U.S. common law rights. As explained below, Ball uses this symbol internationally based on a U.S. or European Union registration.

® - Typically accepted to identify a regional trademark registration. Note that North America is not a trademark region.

Symbols should be used at the end of the word or logo, either in the upper right or lower left corner.

USE

Only use a trademark symbol if use is in commerce. Noncommercial use includes building signage, apparel, vehicle identification or sponsorship advertisement.

For use in commerce, such as product packaging, POP signage, or a catalog, reference the trademark status report to confirm the goods you want to label are registered in the region of interest.

Trademark Status Report

For most registered marks, a hyperlink associated with the mark leads to the document identifying the goods and services associated with the mark. For example, PanAmerican Seed is registered in the U.S. for live horticultural plants and seeds for horticultural purposes. Use of the registered symbol on the PanAmerican Seed name with any other goods is not permitted. If a hyperlink isn't available, please consult with the trademark manager.

If the intended goods or services are covered under the trademark in the region of interest, confirm if the mark is a Logo or Word. If the mark is a Logo, obtain the logo artwork from the Ball Marketing Communications Department. Note that for some registered Word marks, such as PanAmerican Seed, Ball requires use of a standardized corporate logo format.

If the mark is not protected in the region of interest, confirm if the mark is registered in either the U.S. or European Union with the intended goods or services of use. If the mark is registered in either the U.S. or European Union, then a ™ symbol can be used. This is considered a safe symbol because it bears no meaning outside the U.S. If the mark is not registered in either the U.S. or European Union, no symbol should be used with the mark.

ATTRIBUTIONS

When using a trademark symbol, proper attribution should be included to identify the region of registration and ownership of the mark.

For U.S. TRADEMARK WORD REGISTRATION having Ball ownership

[INSERT MARK] is a U.S. registered trademark of Ball Horticultural Company. If space permits add "It may also be registered in other countries."

For U.S. TRADEMARK LOGO REGISTRATION having Ball ownership

The [INSERT NAME OF LOGO] logo is a U.S. registered trademark of Ball Horticultural Company. If space permits add "It may also be registered in other countries."

For U.S. COMMON LAW MARK having Ball ownership

[INSERT MARK] is a U.S. trademark of Ball Horticultural Company. If space permits add "It may be registered in other countries."

For pieces CONTAINING MULTIPLE MARKS having Ball ownership

™ denotes a trademark of and ® denotes a registered trademark of Ball Horticultural Company in the U.S. unless otherwise noted. If space permits add "They may also be registered in other countries."

Copyright

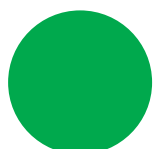
Always protect PanAmerican Seed brand marketing materials, noting ownership by Ball Horticultural Company. Use the following phrase at least once on all marketing materials, PowerPoint presentations and videos, and on every web page, adjusting the year as needed:

© 2023 Ball Horticultural Company

Colours

Colour plays an important role in the PanAmerican Seed identity. It makes the PanAmerican Seed brand easy to recognize and more memorable. It also provides clarity for distinguishing plant categories quickly and easily. The official colours of the PanAmerican brand are as much a part of the identity as the logo, and must be used correctly and consistently to be effective.

Primary Brand Colours



Pantone PMS 355
4 Color C 93 M 0 Y 100 K 0
RGB R 0 G 151 B 58
HTML # 00973A



Pantone PMS Black
4 Color C 0 M 0 Y 0 K 100
RGB R 0 G 0 B 0
HTML # 000000

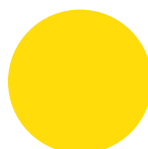
Secondary Brand Colours

Wave



Pantone PMS 233
4 Color C 11 M 100 Y 0 K 0
RGB R 199 G 0 B 135
HTML # C70087

Annuals



Pantone PMS 116
4 Color C 0 M 10 Y 98 K 0
RGB R 255 G 207 B 0
HTML # FFCF00

Perennials



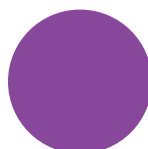
Pantone PMS 199
4 Color C 0 M 100 Y 79 K 0
RGB R 213 G 0 B 55
HTML # D50037

Potted Plants



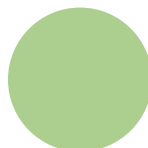
Pantone PMS 158
4 Color C 0 M 62 Y 97 K 0
RGB R 232 G 121 B 40
HTML # E87928

Cut Flowers



Pantone PMS 7442
4 Color C 54 M 86 Y 0 K 0
RGB R 152 G 60 B 201
HTML # 983CC9

Vegetable & Herbs



Pantone PMS 577
4 Color C 34 M 3 Y 55 K 1
RGB R 170 G 198 B 137
HTML # AAC689

Inspired Solutions



Pantone PMS 3258
4 Color C 64 M 0 Y 33 K 0
RGB R 77 G 193 B 185
HTML # 4DC1B9

Font

The font for all brand communication reinforces the personality of the brand and plays an important role in the overall visual message.

All type and copy:

Avenir Next Family

Avenir Next Regular (body copy)

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir Next Italic (body copy on solid background)

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir Next Medium (body copy on solid background)

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir Next Medium Italic (body copy on solid background)

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir Next Demi Bold (body copy and subheader)

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir Next Demi Bold Italic (body copy and subheader)

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir Next Bold (body copy and header)

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir Next Bold Italic (body copy and header)

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Icon & Logo

This quick reference guide covers the majority of graphic standard situations.

1. Use the entire logo.

The logotype should be used as one unit and not altered in size or positioning.

2. Respect the logo.

Don't flip, squish or distort it. Don't write over a logo or "bleed" it off the page.

3. Maintain clear space.

Allow "breathing room" between the logo and other elements. Each digital file indicates the clear space.

4. Use the right colour.

Find details on the correct colours for the icon and logo on page 8.

Icon

1. The circle represents the global representation of the company.
2. The colour stripes represent the 7 product categories and the 7 continents.
3. The negative seed shape shows our commitment to seed quality and reliability.



Elements

Use this logo to represent the company in all communications.

1. Icon
2. Logotype
3. Legal protection where applicable (*specific details on page 6-7*)



Spacing

Use proper logo spacing.

1. Place logo so that there is adequate clear or white space surrounding it.
2. The logo clear space is defined as an equal distance from the logotype on all sides and is determined by the height and width of the letter "P." This definition maintains proportional spacing regardless of scale.



Colour

Approved Use:



Usage

Additional icon & logo guidelines for usage.

1. The icon and logo can be used ONLY on white or light-coloured backgrounds.
2. The icon and logo can be represented only in a horizontal layout. Do not stack or change layout.
3. No co-branding, (*i.e.*, with Wave or Beacon)
4. Minimum size is 2.5" or 6 cm wide.
5. The icon cannot be shown alone, without "PanAmerican Seed. It does not represent the brand and will not be recognized on its own. EXCEPTIONS: website favicon and social media profile image.
6. If the icon and logo cannot be together in the horizontal layout due to space restrictions, they can be in separate locations on the same piece. (*i.e.*, cap, icon on the front, PanAmerican Seed logo on the bill or back of the cap)

Icon & Logo Use

Examples: CORRECT use of the Icon & PanAmerican Seed logo.

1. The Icon & PanAmerican Seed logo can ONLY be displayed in full colour on white or light-coloured backgrounds.



ONLY use.



ONLY use.

Examples: INCORRECT use of the PanAmerican Seed logo.

1. Use an acceptable colour scheme that contrasts with the background.
2. Do not distort, edit or recreate the logo.



The icon & logo should not be outlined.



The icon & logo should not be displayed on any background colour.



The icon & logo should not be a single colour



Constrain proportions (x and y scale) when reducing or enlarging the logo to avoid distortion.



Portions of the icon & logo should not be displayed in white.



Do not eliminate or separate any part of the logo.



The icon & logo should not be displayed on any photo.



Do not recreate, stack or edit the icon & logo art.

Icon & Logo Use

Treat the icon & logo like a picture, not a word.


1. The icon & PanAmerican Seed logo lockup was created as an independent art element.
2. It should be placed as art, not as a word embedded in a sentence or copy block.

CORRECT placement of the icon & logo with text

Natemodit quam faciam, ipsanditis magni temquam, nim volore voluptur rero esequi consendi sum si nossunt. Les et et plita num sinvent eaquis entorecto est quo que velitis re rerum quam acepelitios res.



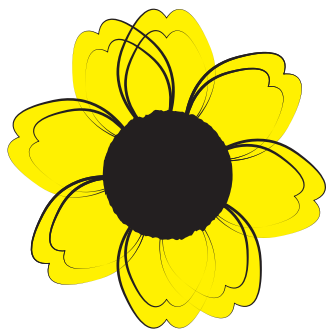
INCORRECT placement of the icon & logo art with text

Natemodit  PanAmerican Seed quam faciam, ipsanditis magni temquam, nim volore voluptur rero esequi consendi sum si nossunt. Les et et plita num sinvent eaquis entorecto est quo que velitis re rerum quam.

Use the icon & PanAmerican Seed logo as an independent graphic element.

1. The icon & logo should not be used as part of another graphic element or piece of art.

CORRECT use of the icon & logo with another graphic



INCORRECT use of the icon & logo with another graphic



Begin with the icon & logo, then build the message.

1. Place the icon & logo on the page or pages and allow for proper spacing first, then add text and images.
2. If necessary, adjust the scale of the icon & logo to accommodate other elements once all content is placed.



Place the icon & logo first and note the clear space (shown here in grey).



Add imagery and text so that it doesn't enter the logo clear space.

Select and use only one logo.

1. Brand messages should come from a single brand, whether it is an advertisement, a catalog or an email. Each logo was intentionally created to represent product lines that appeal to a specific target audience. The logo you select and use should be chosen based on that criteria.
2. The logo defines the source of the message and who to contact. Graphic and writing styles are determined based on the intended audience. Using more than one logo (double branding) confuses the audience and weakens the brands.



CORRECT Select the brand that best represents the product and is most relevant to the target audience.



INCORRECT Double branding confuses the audience.

Icon & Logo Use

The icon & PanAmerican Seed logo size restriction.

1. The icon & PanAmerican Seed logo should not be used any smaller than 2.5" wide.
2. If smaller than 2.5" wide, use the PanAmerican Seed logo only.

CORRECT size of the icon & logo



INCORRECT size of the icon & logo



No Co-Branding.

1. The icon & PanAmerican Seed logo should not be used with any other brand logo.
2. If co-branding is required, use the PanAmerican Seed logo only.

CORRECT Co-Branding



INCORRECT Co-Branding



Space or imprint size restrictions.

1. The icon cannot be used without the logo. The icon does not represent the brand and will not be recognized on its own.
2. If the icon and logo cannot be together in the horizontal layout due to space restrictions, they can be in separate locations on the same piece.

CORRECT icon & PanAmerican Seed logo placement



Front

Back



Left Chest & Right Sleeve



Front

Back

INCORRECT icon & PanAmerican Seed logo placement



Front ONLY



Left Chest ONLY



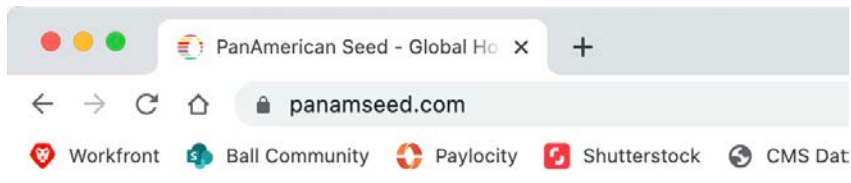
Front ONLY

Icon & Logo Digital Use

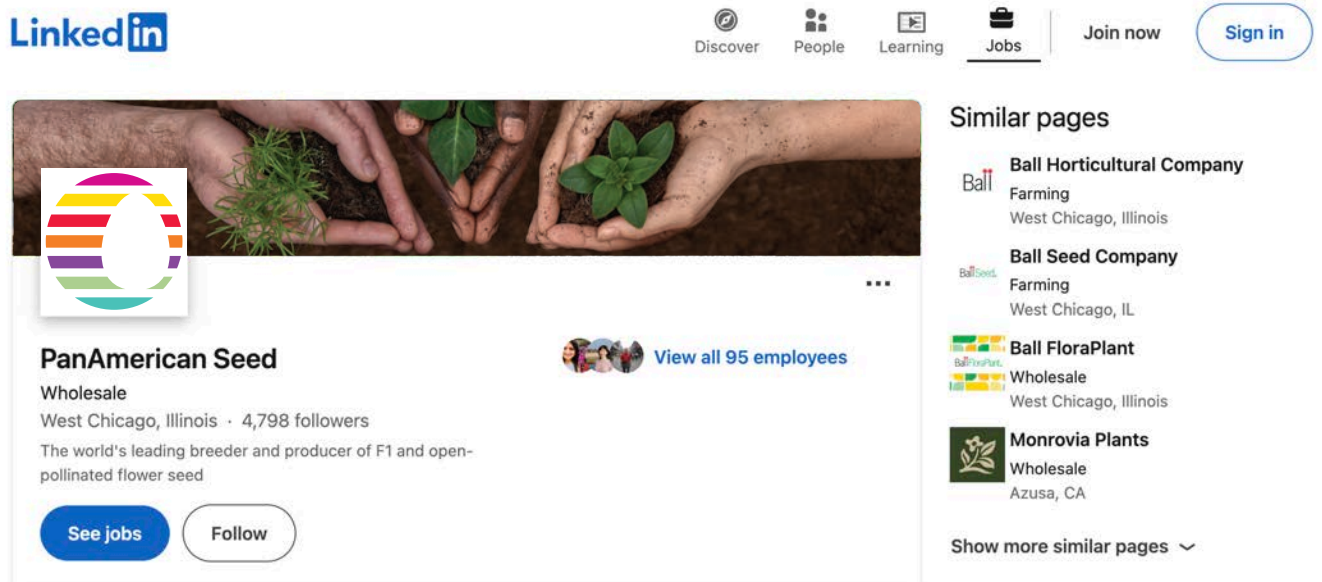
The icon & PanAmerican Seed logo digital use.

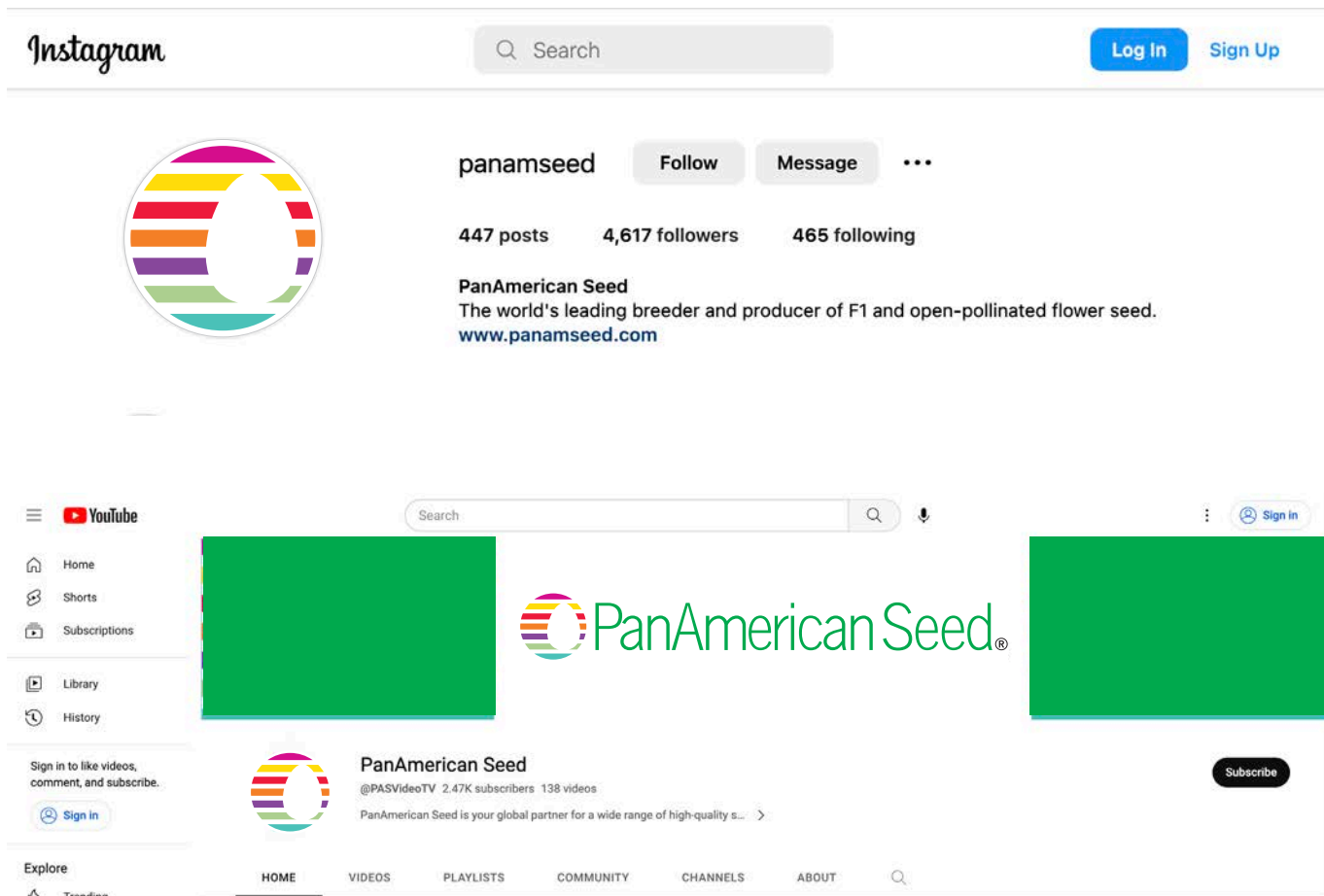
1. ONLY exceptions to using the icon alone.

Website Favicon



Social Media





Email Signature

Template is available. Do not create your own or add additional logos.

1. Can repeat PanAmerican Seed or replace with, for example, Wave, Beacon, etc.
2. International formatting for phone numbers. Leave +1 (0), no dash after the first 3 numbers.
3. Links to the website.

Template

First Last

Title
Company/Brand 1

Office +1 (0) 000 000-0000 2
Mobile/Text +1 (0) 000 000-0000

Street • City, State Zip Country

 PanAmerican Seed® 3

Sample

Sarah Makiejus

Global Marketing Manager
PanAmerican Seed

Office +1 (0) 630 352-4607
Mobile/Text +1 (0) 708 362-0945

622 Town Road • West Chicago, IL 60185-2698 USA

 PanAmerican Seed®

Logo

This quick reference guide covers the majority of graphic standard situations.

1. Use the entire logo.

The logotype should be used as one unit and not altered in size or positioning.

2. Respect the logo.

Don't flip, squish or distort it. Don't write over a logo or "bleed" it off the page.

3. Maintain clear space.

Allow "breathing room" between the logo and other elements. Each digital file indicates the clear space.

4. Use the right colour.

Find detail on the correct colours for the brand on page 8.

Elements

Use this logo to represent the company in all communications.

1. Logotype
2. Legal protection where applicable (*specific details on page 6-7*)



Spacing

Use proper logo spacing.

1. Place logo so that there is adequate clear or white space surrounding it.
2. The logo clear space is defined as an equal distance from the logotype on all sides and is determined by the height and width of the letter "P."
This definition maintains proportional spacing, regardless of scale.



Colour

Approved Use:

PanAmerican Seed®

Black or single-colour logo on a white or light background.

PanAmerican Seed®

White logo on a photo or dark background.

PanAmerican Seed®

Logo Use

Examples: CORRECT use of the PanAmerican Seed logo.

1. The PanAmerican Seed logo is best displayed in green on white.
2. For applications where this is not possible, select an acceptable alternative.

PanAmerican Seed

Preferred use.



PanAmerican Seed

Correct use of the logo on a contrasting (light grey) background.



PanAmerican Seed

Correct use of the logo on a contrasting (yellow) background.



PanAmerican Seed

Correct use of the logo on a solid (black) background.



PanAmerican Seed

Correct use of the logo on a solid (green) background.



Correct use of the logo placed over an image.

Examples: INCORRECT use of the PanAmerican Seed logo.

1. Use an acceptable colour scheme that contrasts with the background.
2. Do not distort, edit or recreate the logo.

PanAmerican Seed

The logo should not be outlined.



The logo should be displayed in a colour that contrasts with the background.

PanAmerican Seed

Use an acceptable colour scheme.



The logo should be displayed in a colour that contrasts with the background.

PanAmerican Seed

Constrain proportions (x and y scale) when reducing or enlarging the logo to avoid distortion.



The entire logo should be white when used on a dark background.

PanAmerican

Do not eliminate any part of the logo.



The entire logo should be white when reversed out of a photo.

PanAmerican Seed

Do not recreate or edit the logo art.

Logo Use

Treat the logo like a picture, not a word.

1. The PanAmerican Seed logo was created as an independent art element.
2. It should be placed as art, not as a word embedded in a sentence or copy block.

CORRECT placement of the logo art with text

Natemodit quam faciam, ipsanditis magni temquam,
nim volore voluptur roero esequue consendi sum si
nossunt. Les et et plita num sinvent eaquis entorecto
est quo que velitis
re rerum quam
acepelitios res.

PanAmericanSeed

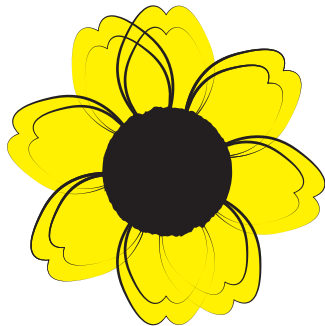
INCORRECT placement of the logo art with text

Natemodit PanAmericanSeed quam
faciam, ipsanditis magni temquam, nim volore
voluptur roero esequue consendi sum si nossunt. Les
et et plita num sinvent eaquis entorecto est quo que
velitis re rerum quam.

Use the PanAmerican Seed logo as an independent graphic element.

1. The logo should not be used as part of another graphic element or piece of art.

CORRECT use of the logo with another graphic



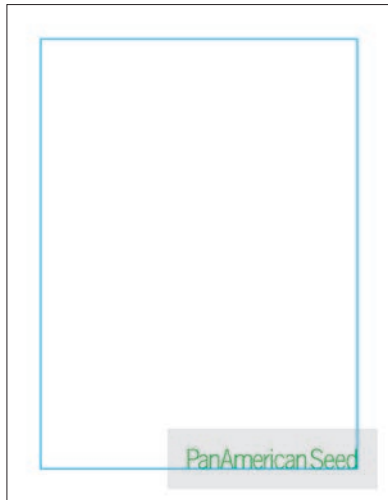
PanAmericanSeed

INCORRECT use of the logo with another graphic



Begin with the logo, then build the message.

1. Place the logo on the page or pages and allow for proper spacing first, then add text and images.
2. If necessary, adjust the scale of the logo to accommodate other elements once all content is placed.



Place the logo first and note the clear space (shown here in grey).



Add imagery and text so that it doesn't enter the logo clear space.

Select and use only one logo.

1. Brand messages should come from a single brand, whether it is an advertisement, a catalog or an email. Each Ball logo was intentionally created to represent product lines that appeal to a specific target audience. The logo you select and use should be chosen based on that criteria.
2. The logo defines the source of the message and who to contact. Graphic and writing styles are determined based on the intended audience. Using more than one logo (double branding) confuses the audience and weakens the brands.



CORRECT Select the brand that best represents the product and appeals to the target audience.



INCORRECT Double branding confuses the audience.

Product Photography

Usage

The product is always the hero. There are two styles of photography that can be used in PanAmerican Seed's materials.

Photo Style 1 is expansive, showing large-scale production and focusing on the repetition of product.

Photo Style 2 focuses on a product-specific, finished consumer setting with the hero in the center. Focus is used to draw attention to the product. The expansive, colourful and innovative mood is conveyed in the earthy hues, juxtaposed with the bright colours, texture and shape of the product. The image supports and reinforces the written message.

Photos should be framed in rectangles or squares to best feature and highlight the products.





People Photography

Usage

The human element or people photography is used to support the message of the product or company.

Can be just a focus on hands.

Should show interaction, not forced or overly posed.

Photos should be framed in rectangles or squares to best support the message.



Photography Alternate Shape

Usage

Photos can also be framed in a circle for features or section introductions.



THE BEST IN SEED AND BEYOND

PanAmerican Seed is an innovation-driven, global company that reliably delivers the best solutions on the market. We provide you with strong genetic varieties, bold new colors and the highest quality seed to give you the best chance for a more profitable season. With our products and your energy, we can grow successfully together.

INNOVATIVE BREEDING
Innovation is at the core of what we do. Our team pushes the boundaries every day, meeting new challenges that will help our customers achieve better performance – both today and moving into the future.

CHALLENGES INSPIRE US
You, our customers, challenge us. Your needs motivate us to be more innovative, reaching higher to uplift our reputation as your best possible partner. We know that the key to staying ahead of challenges is finding solutions that make growing easier and more profitable for us both. That's why we share our expertise, marketing support and customized programs to fit your business needs. We want to work with you to be your top choice for supplying products for all your customers.

MORE THAN JUST SEED
After celebrating our 75th anniversary in 2022, we realized it was time for PanAmerican Seed to start a new chapter. As we continue to grow as a company in our breeding technologies and production, it is important to symbolize our commitment to global growing success. Therefore, I am happy to introduce our new logo that shows we are more than just seed. This icon represents the people of PanAmerican Seed who get up every day to be better, to do better and to grow better. Join us on this journey as we show more about what drives our team to provide you with the best.

Adna Leventy
President, PanAmerican Seed

BRANDED LOCATIONS

- Buenos Aires, Argentina
- Cartago, Costa Rica
- Yokohama, Japan
- Chengdu, China

PRODUCT FROM OUR JOINTS

- Aliso Viejo, California, USA
- San Jose, Costa Rica
- Yokohama, Japan
- Chengdu, China
- Yokohama, Japan

Some varieties are restricted to certain markets. Please contact your PanAmerican Seed Account Manager for varieties available in your region.

SUPPLY
Look no further than PanAmerican Seed for the most reliable source of seed. Our seed is grown in the best conditions and is carefully selected to ensure the highest quality seed for your business.

RELIABILITY
The PanAmerican Seed team is committed to providing you with the best seed. Our seed is grown in the best conditions and is carefully selected to ensure the highest quality seed for your business.

QUALITY
Our seed is grown in the best conditions and is carefully selected to ensure the highest quality seed for your business. Our seed is grown in the best conditions and is carefully selected to ensure the highest quality seed for your business.

AVAILABILITY
Reliable delivery is key to our business. Our dedicated team ensures that your seed is delivered on time, every time. Our seed is grown in the best conditions and is carefully selected to ensure the highest quality seed for your business.

SUPPORT
You'll find a dedicated partner in our global sales representatives, who provide you with the best seed. Our seed is grown in the best conditions and is carefully selected to ensure the highest quality seed for your business.

WAVE / 6
ANNUALS / 30
PERENNIALS / 30
POTTED PLANTS / 156
CUT FLOWERS / 174
VEGETABLES & HERBS / 200
INSPIRED SOLUTIONS / 230

INSPIRED SOLUTIONS / SMART SCHEDULING

SCHEDULING: KNOW BEFORE YOU GROW

The Smart Scheduling Tool from PanAmerican Seed is an easy-to-use estimator for growers to help plan and schedule their crops. It was developed to provide accurate predicted finish times for key crops, helping our Wave® and Gliss™ programs.

The tool takes into consideration environmental conditions such as temperature, media and light, as well as other factors that influence plant growth and development. You can use the tool to calculate precise ship dates with exact product specs – the key to successful crop production.

Wave
in touch

Gliss
NO GARDEN? NO PROBLEM.

Schedule your next crop today

FIRST-YEAR FLOWERING TOOL / INSPIRED SOLUTIONS

FIRST-YEAR-FLOWERING TOOL

ACCURATE PERENNIALS SCHEDULING MATTERS

It's easier than ever before to schedule your seed perennials with Karl Seed™. Use our interactive scheduling tool and resource guide to plan, sow and grow dozens of perennial crops to fit specific bloom weeks for maximum sales opportunities.

Choose from hundreds of flowering options that have broken vernalization barriers.

EASY TO ACCESS. EASY TO USE. EASY TO STAY IN THE KNOW.

Hit your bloom week with this easy resource



panamericanseed.com makes growing easy



For more information

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