

## Hort Couture, Ball Seed Form Alliance

**Ball Seed will exclusively distribute the Culinary Couture Seed lines for Hort Couture beginning Fall of 2018.**



Hort Couture® is proud to introduce its newly formed alliance with Ball Seed. Ball Seed will exclusively distribute the Culinary Couture Seed lines for Hort Couture beginning Fall of 2018. Key product lines include Basil Pesto, Tomato Mixology™, Pepper HealthSmart™ and most importantly the Kale Edibliss™ collection.



All varieties will be available on Ball Seed WebTrack and will ship from Ball in West Chicago, IL.

"We have such wonderful innovation in our seed program and the opportunity to work with Ball Seed to distribute our new genetics is amazing. The entire team at Ball has been so helpful this past year," says **Jim Monroe**, CEO of Hort Couture.

Ball Seed will also have exclusive rights to sell the Hort Couture Avant Garde Annual Unrooted Cuttings.

Liners will still be available from additional brokers in the market with production at Peace Tree Farm in Pennsylvania, Wenke Greenhouses in Michigan, Wenke Sunbelt in Georgia and Meadowlands Horticultural Inc. in Vancouver, BC.

NOTE: There is no pot requirement for the program any longer.

"I love introducing varieties with a story, and so many of these products have one! Exciting plants coupled with a simplified marketing program sets this program up for success in 2019," says **Jim Kennedy**, Sales Director at Ball Seed.

The new Hort Couture Buyers Guide is available for online viewing here. It has information on over 40 new varieties for 2019 introduction.

For more information please visit [www.hortcoutureplants.com](http://www.hortcoutureplants.com).