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WEB EXCLUSIVE

7/31/2026

Partnership Brings F1 Hybrid Strawberries to North America

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Limgroup, a leading breeder from the Netherlands in F1 hybrid strawberry and asparagus seeds, recently announced a new strategic partnership with established North American suppliers that will help them bring their seeds to growers in the U.S. and Canada.

That partnership involves A.M.A., a wholesale horticulture supplier based in Kingsville, Ontario, Canada, and TERIS, another large Canadian horticulture supplier with which A.M.A. already had a partnership to expand product offerings and reach. Between the three, they will bring Limgroup's innovative genetics to growers, supported by strong technical expertise and tailored solutions for modern production systems, according to the announcement. Both the F1 Hybrid strawberry varieties are suitable for indoor production.

"Strawberry production is entering a new phase of innovation," said Julie Monette, agronomist and specialized markets development manager at TERIS and A.M.A. "F1 hybrid strawberry genetics offer growers cleaner starting material, greater uniformity and more confidence planning their operations. We are proud to partner with Limgroup to bring this technology to the industry."

According to the announcement, Limgroup has extensive experience in asparagus breeding and a strong position in the development of strawberry seeds. "We are convinced that together with the TERIS and A.M.A. team, delivering expert advice, innovations and custom solutions, we can strengthen our position and further unleash the plant potential of Limgroup's F1 Hybrid strawberry and asparagus seeds across Canada and the United States," said Marco Peeters, manager sales and marketing at Limgroup.