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Fleuroselect Celebrates 40 Years with 2 Vibrant Golds

Fleuroselect

Since its establishment in 1970, Fleuroselect through its members has brought the industry over 140 outstanding Gold Medal winning varieties from truly innovative breeders. This year is no exception and judges at Fleuroselect's 15 European trial grounds have awarded the honours to 2 exceptional, vivid varieties: a striking sweet pea, *Lathyrus odoratus* 'Villa Roma Scarlet' from **Hem Zaden** in The Netherlands and the sizzling, orange-red *Zinnia marylandica* **DOUBLE ZAHARA™ Fire** from **PanAmerican Seed** in the U.S.A.

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VILLA ROMA Scarlet - the first *Lathyrus odoratus* to win the coveted Fleuroselect Gold Medal

Gold for sweet pea 'Villa Roma Scarlet' re-confirms this crop as an all-time favourite and the variety as a spectacular addition to commercial *Lathyrus odoratus*, while the *Zinnia marylandica* **DOUBLE ZAHARA™ Fire** is a modern hybrid bred to be the first disease-tolerant *Zinnia* with truly double flowers.

Varieties are available for sampling from 1st May 2010 as 2011 Gold Medal winners.

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