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## Crops & Markets

# Seed supplier aims for year-round broccoli

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In an effort to extend the East Coast's broccoli season to year-round, Seedway is working to develop seed varieties that capitalize on the various climates in the East Coast.

The Elizabethtown, Penn.-based vegetable seed distributor plans five seed trials during the upcoming growing season, according to a news release.

"Our goal is to help producers identify appropriate varieties for their growing region and season to assist them in planning for a year-round market," Dean Cotton, a product manager for Seedway, said in the release.

The approximate locations and dates of the trials are:

- Georgia — end of April;
- South Carolina — end of May;
- Pennsylvania — summer and fall;
- Ontario — summer and fall; and
- Florida — winter.

Each location will test between 20 and 30 seed varieties from public and private breeders. At the end of the trials, the company hopes to determine the best-performing broccoli varieties for quality and yield.

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