

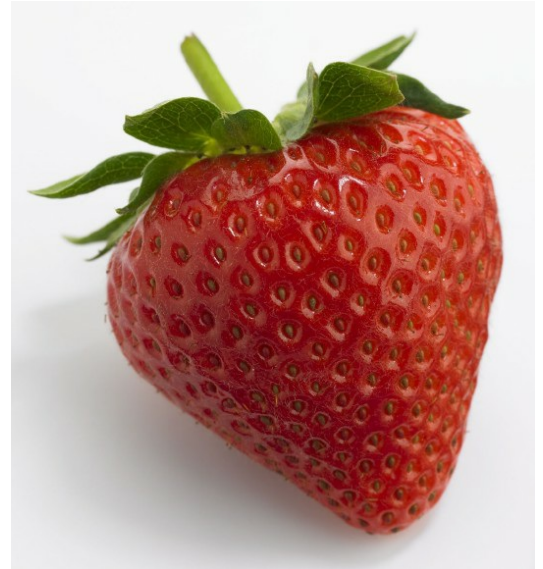


By Fred Searle

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Dutch strawberry breeder appoints new UK agent

Paul Masters makes move from ornamentals into soft fruit with Dutch firm ABZ Seeds



Dutch breeding company ABZ Seeds has announced the appointment of a new commercial agent for the UK and Ireland.

Paul Masters, who has a

wealth of experience in the ornamental horticulture sector, is now moving into the soft fruit sector and will be in charge of selling the Dutch firm's F1-hybrid strawberry seeds and plants to British distributors.

ABZ offers more than 20 F1 varieties, shipping strawberry seeds to over 35 countries across six continents.