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Front Lines

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A New Veggie Collection

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You may recall that Proven Winners had a vegetable line called Proven Harvest that we haven't seen much of for the last few years. Well, like Cher, it's coming out of retirement. Proven Winners is partnering with Pure Line Seeds to offer an exclusive collection of vegetables under the "Proven Harvest by Proven Winners" brand name. Pure Line Seeds will be the exclusive brand licensee in North America and will be developing a grower network to produce two collections of herbs and veggies for the 2027 season.

But, wait, what is Pure Line Seeds? The Warden, Washington, seed company was founded in 1948 and specializes in vegetable varieties for processing and the fresh produce market. They've got a certified organic line and they represent PRUDAC's dwarf vegetables.

"We're excited to expand our footprint in the garden center once again and continue working on our strategy of being the broadest and most complete garden brand," said Kevin Hurd, senior vice president of product development for Proven Winners, in a press release. "We've always been impressed with Pure Line, the way they conduct business and their professionalism. They bring a lot of value to the Proven Winners brand."

For retailers, Proven Harvest by Proven Winners offers a trusted, unified vegetable brand to bring in more foot traffic with strong store-within-a-store opportunities and higher value sales. The two collections will be the Garden Grown collection for in-ground gardens and will include classic veggies such as tomatoes, peppers, eggplants, beans, cucumbers, broccoli and squash. The Petite Patio collection will be naturally dwarf varieties for containers, raised beds and hanging baskets. Items will include tomatoes, peppers, beans, basil, broccoli, mini melons, cauliflower and more. Pure Line will work to add varieties in coming years.

"This is just a little scratch on the surface of what we can provide," said Kirsten DeLong, Pure Line Seeds manager of product development. "That's going to be the fun part—working with growers to see what else we can do. We're really trying to hit Proven Winners' strengths of bringing a high-quality branded product to market."

As with other Proven Winners plants, Proven Harvest plants will require Proven Winners branded containers and tags. Visit provenwinners.com for more details. **GP**