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EHR's 22nd Annual New Varieties Report

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EHR takes the work of sorting through new variety events out of your hands and does it all themselves. The 2026 EHR 101 distills the hundreds of annuals, tropicals, foliage and program-ready crops and creates a shortlist of about 50 varieties, all of them scouted by and reported on by EHR professionals during the spring trialing season. The varieties they select are chosen for their retail pull, production efficiency, overall performance and availability.

During the gathering of information for this edition of EHR 101, the team found several trends shaping your 2027 planning, including petite subseries for small-space gardening, sun-tolerant foliage, novel color stories, improved heat performance and scaled-up varieties designed for larger containers and landscape impact.

“EHR 101 is an investment in better decision-making for our customers,” said Melanie Byrne, VP of Operations at EHR. “Our goal is to help customers narrow the field by identifying genetics with strong potential to perform, sell and drive stronger margins. By combining trial observations, breeder insight and supplier availability, we are giving customers a practical tool they can use to build more profitable programs with greater confidence.”

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