

GPG Times

Global Plant Genetics - Vision Statement

'to be the world's no.1 IP company in our product range, with exceptional expertise, ensuring that every grower and consumer enjoys the benefit of our experience, every step of the way, from plant to plate.'

Celebrating 10 Years of Growth & Success

Global Plant Genetics

Our vision is to be the world's leading IP company in our product range, delivering exceptional expertise so every grower and consumer benefits from our experience - every step from plant to plate.

A decade ago, Jamie and Rupert combined over fifty years of horticultural expertise to create Global Plant Genetics (GPG). From early breeder meetings to formal licences, GPG was built on a clear mission and core values of relationships, leadership, teamwork, consistency, and success. From the outset, we recruited a first-class specialist team in plant breeding, IP protection, licensing, technical support, and market development. Each member brings unique skills, creating a diverse workforce united by the GPG vision.

We believe in staying close to our clients and breeders, travelling extensively, from European fields to North American glasshouses, South American berry plantations to Asian production hubs - to build strong partnerships and understand local needs.

Our variety portfolio now spans multiple crops and regions, the result of years of careful selection, trials, and collaboration. These market-leading varieties deliver superior yield, resilience, and flavour. We partner with elite breeders recognised globally for pushing the boundaries of plant performance and consumer appeal.

A trusted network of growers, nurseries, and distributors ensures our varieties are cultivated to the highest standards and reach all major growing regions. Their professionalism ensures consistent quality from field to consumer.



From our beginnings to becoming a global leader, GPG's journey has been driven by commitment, passion, and innovation. As we celebrate our 10th anniversary, we honour the relationships and partnerships that have made this success possible.