



Our Organic journey began back in 2000, when Kings Seeds was the first company to introduce organically grown and internationally certified seed to the NZ home gardener market. This seed came to us from (and continues to be supplied by) two major seed companies – one based in Northern Italy, the other Northern California. Their seed ranges have always been organically grown and certified to IFOAM standard (*International Federation of Organic Agriculture Movements*). Both companies are also certified at their national organic level – the Italian company *Controllo e Certificazione Prodotti Biologici (CCPB)*, the American company *California Certified Organic Farmers (CCOF)*.

At first our Organic range was small - limited to just 14 varieties with a conventional alternative still offered for each. In 2001, we created a separate Organic section in our catalogue for the first time with 29 varieties – of these, 24 are still available and rank amongst our most popular lines. The popularity of our organic range continues to grow every year – we are now supplied by ten companies, have well over 100 varieties and a determined commitment to increase this.

In 2013, we recognized the need to become organically certified as a NZ company. The seed we have supplied has always been certified to an international level but our company was not, nor had we ever claimed to be, certified as an organic seed handler.

The good news? Now we are!

After a thorough process overseen by BioGro NZ, we were pleased to launch our status as NZ's largest Organically Certified Mail Order Seed Company in 2014.

Organic Hybrids

Hybrids can be a touchy subject for organic growers when they needn't be. Our organic hybrids are bred using traditional methods which meet international organic principles. They are simply the result of a cross between two parent plants that are different but similar, combining the best qualities of both – superior disease resistance, yield, uniformity, marketability, vigour and timing. They are still produced in an entirely organic way. The only hitch? As with all hybrids, it's not wise to save the seed for the following reasons - it may not grow true to type, reverting to either one or other of the parent plants or it could result in an entirely different plant altogether. It may not even be viable.