

Horizon Specialty Seeds and Verve Seed Solutions Partner to Advance Certified Industrial Hemp Seed Genetics in the U.S.

This partnership accelerates the commercialization of certified industrial hemp genetics to strengthen domestic fiber and grain supply chains.

BROOKINGS, SD, UNITED STATES, March 4, 2026 /EINPresswire.com/ -- [Horizon Specialty Seeds](#)

and [Verve Seed Solutions](#) are pleased to announce a strategic partnership granting Horizon U.S. production and marketing rights for Verve's portfolio of hemp varieties.

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This collaboration brings together two leaders in North American hemp genetics and certified seed: Verve's advanced breeding pipeline in Canada and Horizon's scaled, AOSCA-certified seed production infrastructure in the United States. The result is a seamless pathway from elite varietal development to commercial-scale certified seed availability for American growers.

Under the agreement, Horizon will produce, certify, and distribute Verve varieties across the U.S., ensuring farmers have access to high-yielding fiber and grain hemp genetics produced according to seed quality standards through a domestic production network. This includes Jurassic, a late-flowering, high-yielding fiber and hurd industrial hemp variety that fully complies with U.S. industrial hemp THC laws and regulations. As well as Rak, an open-pollinated hemp grain variety that has shown exceptional processing characteristics, creating strong demand from processors. It is notable for its short height, early vigor, high-yielding seed heads, and resistance to shattering.

“Verve has built the most respected industrial hemp breeding programs in North America,” said Tim Bratland, President of Horizon Specialty Seeds. “Their pipeline of fiber and grain varieties pairs perfectly with our ability to scale certified seed production with American growers under AOSCA standards. This partnership is about delivering reliability, performance, and quality seed to the growing domestic market.”

“Horizon’s certified seed platform in the U.S. makes them an ideal partner to bring Verve genetics to American farmers,” said Mark Jorgensen, Chief Executive Officer of Verve Seed Solutions. “We see this as a natural extension of our breeding work—ensuring our varieties are produced and distributed through a system built for quality and scale.”

The partnership addresses one of the hemp industry’s longstanding challenges: connecting advanced varietal development with dependable, regionally produced certified seed at commercial volumes. By aligning breeding excellence with production capability, Horizon and Verve are setting a new standard for how hemp genetics move from research plots to farmers’ fields.



What This Means for U.S. Growers:

- Access to Verve’s proven and emerging hemp varieties through a trusted U.S.-based certified seed producer and supplier
- Reliable seed supply produced according to AOSCA certification standards
- Improved varietal performance, uniformity, and third-party validated germination rates
- Stronger North American collaboration in hemp genetic development and seed deployment

This partnership reinforces both companies’ commitment to professionalizing the hemp seed market and supporting the long-term growth and success of fiber and grain hemp production across North America.

Horizon Specialty Seeds and Verve Seed Solutions will be attending [Industrial Hemp International \(IHI\)](#) in Denver, CO, March 25-27, and look forward to connecting with growers, fiber processors, and grain processors to discuss 2026 contracting opportunities and begin forecasting demand for 2027 as seed production planning for the 2026 season moves forward.

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