

# GROWERTALKS

## GT in Brief

12/27/2010

### Equity Firm Acquires Assets of The Berry Family of Nurseries

*Jennifer Zurko*

Insight Equity II LP, a Dallas, Texas-area private equity fund, has acquired a controlling interest in BFN Operations LLC, which purchased substantially all of the operating assets of the Berry Family of Nurseries, including Tri-B, Zelenka, Judkins and Zelenka West nurseries. Berry Family is now one of the nation's largest wholesale growers of perennial and woody ornamental plants with locations across the country, serving both big-box retail stores and independent nurseries from its 13 growing facilities throughout the United States.

"We believe this transaction positions BFN to succeed and grow while maintaining a commitment to delivering excellent customer service and superior quality," said Bob Berry, CEO of BFN.

Chris Zugaro, a vice president at Insight Equity, stated, "We have been investigating the wholesale nursery sector for some time, and are excited about this investment and working with BFN's industry-leading management team to build long-term value. Insight Equity and BFN are committed to the nursery business and look forward to considering further investments in the space in the future." **GT**