

GROWERTALKS

GT in Brief

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Sun Gro Acquires Conrad Fafard From Syngenta

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Syngenta and Sun Gro Horticulture Ltd. announced that Sun Gro has acquired Conrad Fafard, Inc., the Syngenta growing media products business. Fafard, based in Agawam, Massachusetts, has been producing and distributing growing media solutions to greenhouse growers, retailers and independent garden centers for more than 90 years. Sun Gro, headquartered in Bellevue, Washington, is one of the largest producers of peat moss and peat-based growing media products to the professional plant grower market in North America.

Under terms of the agreement, Sun Gro will acquire all of the assets of Fafard (U.S. and Canada), including its employees and production facilities. The acquisition of Fafard by Sun Gro is expected to create the industry's most comprehensive portfolio of professional growing media products available in North America.

"Syngenta remains deeply committed to delivering against our core flowers and plant protection business strategy, which includes the development and delivery of new products, cross-category innovation and integrated customer solutions to the greenhouse and nursery markets," Tim Kroenke, head of Syngenta Lawn & Garden North America said in a press release. "However, to achieve our ambition of making plants easier and more rewarding for consumers, Syngenta is stepping up the focus on its core genetics and plant protection business, and divesting its interest in Fafard. By accelerating innovation further downstream in the value chain, Syngenta will be uniquely positioned to deliver breakthrough solutions that offer consumers a better plant experience."

Sun Gro CEO John Hill said, "This is a significant and exciting milestone for Sun Gro. The strong position Fafard has built with professional growers and retail customers alike over the past 90 years makes it an excellent fit with our long-term strategy, our customers, our business and our employees. We look forward to having Fafard join our growing organization, and to continuing to deliver market-leading technologies to our customers throughout North America."

Financial terms of the transaction were not disclosed. **GT**