

GROWERTALKS

GT in Brief

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BioWorks Partners With CanHorta for Distribution in Canada

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BioWorks, Inc. announced it has entered a strategic distribution agreement with CanHorta Canadian Horticulture Alliance. BioWorks established partnership with CanHorta Canadian Horticulture Alliance for the non-exclusive distribution of its products in Canada, including RootShield, RootShield Plus, BotaniGard, MilStop and CEASE—which was previously announced in *GrowerTalks*. The CanHorta Canadian Horticulture Alliance is a Canadian distribution organization formed by three leading horticultural distributors, Plant Products Co., MGS Horticultural and Terralink Horticulture.

“This partnership with CanHorta represents an important step for BioWorks to be sure our products are available across Canada,” said Bill Foster, BioWorks’ President and CEO. “We believe the addition of CanHorta will position BioWorks for growth and penetration into many markets in Canada. We are excited about the opportunities that this agreement offers.”

As local distributors marketing and selling directly to the end user, the CanHorta Alliance is the only distribution organization that has an established customer base and presence in all the major specialty horticulture markets in Canada including Ontario, British Columbia, Alberta and Quebec.

“The CanHorta Alliance will provide BioWorks with direct local access of their products to end users in the ornamental and vegetable greenhouse markets, nursery and high-value specialty horticulture markets in Canada,” said Gordon Jahn, VP, Plant Products Co. **GT**