

GROWERTALKS

GT in Brief

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Dümmen, Agribio Finalize Merger; Dümmen Name Remains

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The two companies announced the merger back in February; now it's finalized, according to a release they just sent out. What is new news is that the two will operate under the parent company DNA Green Group.

On the surface, it sounded as though the Dümmen and Agribio names were going away, to be replaced by this DNA Green Group name. But Perry Wismans cleared up the confusion.

"We are not losing the Dümmen name," he said in an email. "Dümmen USA will become Dümmen NA [for North America]. The DNA Green Group is the parent company of Dümmen NA, Dümmen GmbH [Germany] and Agribio. It will not be visible in the market."

DNA Green Group is just the umbrella legal entity, if you will, based in De Lier, the Netherlands. Here, we'll still see the Dümmen name, plus all the brands: Red Fox, Fides, Ecke and the cut flower names like Barberet & Blanc and Lex +. **GT**