

# GROWERTALKS

## GT in Brief

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### Gediflora the New Face of Belgian Mums

*Jennifer Zurko*

Gediflora has announced a change in the partnership between Gediflora, the breeder of Belgian Mums, and GroLink Plant Company.

Starting with the 2015 season, Gediflora will be assuming all marketing and sales support of Belgian Mums in North America. Already a well-known company in Europe in garden mums, Gediflora will now be the face of Belgian Mums worldwide. GroLink will continue to produce and deliver cuttings of Belgian Mums, as well as process orders, invoice and collect payments and royalties.

Bernard Chodyla will continue to provide technical support for Belgian Mums in the U.S. and Canada, but now as a member of the Gediflora team beginning September 1, 2014.

For more information, visit the Gediflora website at [www.gediflora.com](http://www.gediflora.com) for detailed variety and cultural information and a complete list of brokers distributing Belgian Mums in the U.S. and Canada. **GT**