

GROWERTALKS

GT in Brief

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Great Day Group Buys Continental Floral Greens

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Continental Floral Greens, “one of the country’s oldest and largest suppliers of decorative greenery, flowers and hard goods,” according to the press release, was bought by Great Day Group LLC of Sun Valley, Idaho, an investment company. Great Day owns timber and farm properties in the Pacific Northwest, as well as Pacific Mountain Products, which harvests a range of native greens, such as bear grass, forest moss and noble fir—hence the interest in Continental Floral Greens (which will get a name change to just Continental Floral).

According to Jim Milgard, owner of Great Day and Pacific Mountain Products, the two greenery and floral companies will operate separately, with some potential shared resources.

Continental Floral, owned by Jim Everett, CEO/President and son of Larson and Nuria Everett, who founded the company in 1954 in San Antonio, grows or harvests most of its greenery and floral products on company owned and operated farm locations in Texas, California, Florida, Washington and Mexico. They also sell hardgoods such as glassware.

“This acquisition comes at a perfect time for our family business,” says Jim. “We are ready to see the company our family founded continue to grow, and we believe that John (Bowser) and Jim (Milgard) have the vision to make that happen.” **GT**