

# GROWERTALKS

## GT in Brief

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### Dümmen Adds Orchids to Portfolio

*Chris Beytes*

The Thursday before Cultivate'17 started, Dümmen Orange announced yet another acquisition, this time of Taiwanese orchid breeder Sogo. The purchase gives Dümmen Orange a foothold in the booming and competitive world of orchids, while doubling its tissue culture propagation capacity.

Sogo, which stands for Superior Orchid Growers Organization, is a phalaenopsis breeder and young plant supplier located in Kaohsiung City, Taiwan. They ship young plants to Europe, the Americas, Asia, Australia and Africa, and employ around 250 workers. According to the company website, they've got about 800,000 sq. ft. of greenhouse at four locations, one of which is certified by the USDA for export to the U.S. They also do finished orchid production for the local market.

"Becoming part of Dümmen Orange will enable us to continue our growth and deliver our extensive assortment to more customers worldwide by using their global network," says Jeffrey Feng, Managing Director of Sogo, in the press release. "We can also drive innovation by using their technical know-how to create better products and services. It will offer a bright future for our company and our employees."

Biense Visser, CEO of Dümmen Orange, said, "We are very pleased that Sogo has joined us. This means that we make the next step in building our global position in the ornamental horticulture sector. It makes our footprint in people and products more diversified. Orchids represent an important product category in our industry, with great growth opportunities." **GT**