

# GROWERTALKS

## GT in Brief

7/1/2021

### Certified American Grown Hires CEO/Ambassador

*Chris Beytes*

Certified American Grown, a nonprofit trade association representing cut flower and foliage farmers across the United States, has named Camron King as the organization's first CEO & Ambassador. The organization is the only floral organization that certifies the origin of the flowers and foliage the members grow, process, package and market. He takes over for interim CEO Dave Pruitt.

Camron has long worked in the agricultural community with wine grape and wine organizations, aquaculture and caviar companies, among others, to establish and grow the organizations, develop increased recognition and sales, and be positioned for providing perspective on policy and regulations.

As a nonprofit trade association, Certified American Grown will continue its efforts to lobby on behalf of cut flower and foliage farmers in Washington, D.C., sponsor American Grown Flowers Month in July, host the American Grown Field to Vase Dinner Tour, and give consumers confidence in the source of their flowers and foliage by providing the only third-party guarantee in the floral industry validating bouquets and bunches purchased were actually homegrown.

"We are so excited to have Camron with his vast experiences and knowledge to lead us in our endeavors," said Rita Jo Shultz, Chair of the Board for Certified American Grown and owner of Alaska Perfect Peony. "We are all looking forward to a long and rewarding relationship." **GT**