

GROWERTALKS

GT in Brief

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J. Berry Nursery Partners With PlantHaven

Chris Beytes

If you've been intrigued by some of the blooming plants from J. Berry Nursery, but haven't been able to access the genetics, take heart: their new partnership with PlantHaven International should expand their availability. J. Berry Nursery is not a young plant producer, so the relationship with PlantHaven ensures easy access to J. Berry genetics through PlantHaven's network of young plant producers.

The licensing agreement includes popular genetics like Black Diamond Crape Myrtles, Déjà Bloom Azaleas, Summer Spice Hardy Hibiscus, Emerald Empire Crape Myrtles and Season to Season Gardenias, among others.

"I'm extremely proud to have PlantHaven represent J. Berry genetics and brands to their customers," says Jim Berry, co-owner and founder of J. Berry Nursery "Their influence, reputation, and credibility within the nursery industry is stellar. Our cooperation will lead to many opportunities for consumers, growers, landscapers, and, of course, for those who seek the best as they do business."

The Hollywood Hibiscus brand will continue to be represented in-house by Jesse Hensen, Global Supply Chain Manager at J. Berry Nursery. **GT**