

GROWERTALKS

GT in Brief

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Fessler Nursery to Distribute leafjoy Foliage to the West

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Fessler Nursery of Woodburn, Oregon, has partnered with The Plant Company of Stuarts Draft, Virginia, to grow and distribute their leafjoy houseplants in the Western U.S. Fessler will cover Arizona, California, Colorado, Idaho, Montana, New Mexico, Nevada, Oregon, Utah, Washington and Wyoming. leafjoy is the houseplant brand of Proven Winners.

The company officially launched its partnership at the Farwest Show in Portland and began delivering plants the week of August 21.

Fessler Nursery, a family-owned grower of indoor plants, said they'll meet the same high-quality standards as The Plant Company. They'll be able to provide more economical shipping rates to Western customers than The Plant Company can from its Virginia facility. The 60-year-old nursery has been growing houseplants for about 15 years and is excited to join Proven Winners and the leafjoy brand.

"Being able to partner with a company that has access to the marketing that Proven Winners does adds a lot to our nursery and our growing operation," said Tanner Fessler, production and sales manager at Fessler. "I think partnering with The Plant Company specifically is amazing since we have the same morals and values and growing philosophies. That's what makes us a good fit." **GT**