

GROWERTALKS

GT in Brief

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Metrolina Gives Back Big

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It's nice to know that some of our biggest greenhouse and nursery operations also have big hearts. Take Metrolina Greenhouses, for instance. The Huntersville, North Carolina, mega-operation, with more than 1,000 acres of greenhouse and outdoor growing space in two states to produce some 70 million plants per year, donated more than \$1 million to various local charities and worthy causes in 2024.

Pictured: Some folks from Metrolina's South Carolina location during their Adopt a Highway clean-up project.

The figure includes \$100,000 to Hurricane Helene disaster relief initiatives in western North Carolina and other affected communities; \$100,000 to its own Benevolent Fund, which provides financial assistance to employees facing personal challenges, and Community Outreach Committee, a volunteer employee group that donates time and support to local organizations; and \$70,000 in college scholarships for employee family members who are pursuing higher education.

Metrolina showed its big heart in other ways in 2024. For instance, when one of its partner growers in western North Carolina was severely impacted by flood waters from Hurricane Helene, the company stepped in to grow and ship 100,000 poinsettias free of charge. The effort helped the partner operation restore its systems and prepare for the upcoming spring season. Additionally, many Metrolina employees personally donated time, resources and funds, while others traveled to hurricane-affected areas to assist friends and family with recovery efforts.

"Metrolina is more than a greenhouse—we're a team rooted in compassion and committed to our community," said co-CEO Abe VanWingerden. "We are grateful to our dedicated employees who helped make these initiatives possible. Together, we remain committed to helping our communities rebuild and thrive." **GT**

