

GROWERTALKS

GT in Brief

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Raker-Roberta's to Grow HilverdaFlorist's Potted Dianthus

Chris Beytes

Dutch flower breeder HilverdaFlorist has signed a license agreement with Raker–Roberta's Young Plants of Litchfield, Michigan, to produce its complete dianthus program. That's due to the sale of Aris-Green Leaf Plants, which had been doing the program.

The new partnership with Raker–Roberta's will continue and secure the production and sales of dianthus cuttings—including the Sunflor, Beauties, Odessa, Specialties and Kahori Series—for the North American market. Aris-Green Leaf will continue to supply dianthus cuttings until Week 40. Raker-Roberta's will begin supplying cuttings effective this month.

Raker-Roberta's already has a relationship with the Dutch breeding company, rooting and shipping other varieties, such as their Gerbera Garvinea and Echinacea Moodz.

Susie Raker, VP of Raker-Roberta's Young Plants, said, "Raker-Roberta's Young Plants is excited to partner with HilverdaFlorist to ensure a robust and reliable supply of dianthus for the U.S. market. This collaboration reflects our shared commitment to cultivating exceptional quality and introducing impactful varieties. By strengthening this partnership, we solidify Raker-Roberta's position as a leader in the perennial industry, driving innovation and excellence forward. Together HilverdaFlorist, Raker-Roberta's Young Plants and Aris Green-Leaf Plants are committed to ensuring a smooth transition during this period of change." **GT**