

# GROWERTALKS

## GT in Brief

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### McHutchison, Vaughan's Rebrand Under One Name: McHutchison

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Having operated as two companies since resurrecting the Vaughan's Horticulture name in 2013, McHutchison has announced that they're now consolidating both companies "into a single, stronger organization to better serve its customers and partners across the industry."

That company will be known as McHutchison.

McHutchison is a 123-year-old brand dating back to 1902 when founded by James McHutchison in New York City. (In a twist few know or remember, McHutchison was acquired by Vaughan's in 1966. That's what enabled McHutchison to bring back the Vaughan's name in 2013.)

Vaughan's goes back to 1876 and Vaughan's Seed Company. The Vaughan's name went away sometime after its parent, Sandoz, merged with Ciba-Geigy to form Novartis and then Novartis merged with AstraZeneca to form Syngenta. McHutchison owned the Vaughan's name, however, allowing them to bring it back to serve the commercial greenhouse market. In 2017, Dümmen Orange acquired McHutchison and Vaughan's to give them their own in-house brokerage firms.

The refreshed brand officially launched at Cultivate'25 in Columbus, Ohio, where the company unveiled a refreshed visual identity that, as the press release stated, "reflects its continued growth, evolution and commitment to the future of horticulture."

"This represents far more than a shift in branding," said Ken Turrentine, President of McHutchison. "It's a thoughtful step forward, one that respects our shared history while bringing together our collective strengths to better serve our customers. Uniting under the McHutchison name simplifies the way that growers connect with the expertise, resources and relationships they count on to succeed." **GT**