

GROWERTALKS

GT in Brief

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Monrovia Names Oregon Nursery Location as Headquarters

Dr. Jake Holley

After nearly a century of growth and innovation, Monrovia has officially moved its headquarters from California to the scenic town of Dayton, Oregon. The company's new 750-acre facility will serve as a central hub for cutting-edge plant trials, breeding work and horticultural technology development. This move represents a significant and forward-thinking shift, they said, positioning Monrovia to take full advantage of the Willamette Valley's diverse and favorable growing conditions.

The Oregon climate provides ideal conditions for testing a wide range of plant performance criteria, particularly for cold-hardy varieties that are increasingly in demand. Known nationwide for its high-quality woody shrubs, Monrovia will now be able to expand trials on popular selections like rhododendrons, hydrangeas and roses in a region well suited to their growth.

While the new headquarters marks an exciting new chapter, Monrovia will continue to operate large-scale nurseries in California and Georgia. These geographically diverse locations allow the company to test plants across a wide range of climates, from hot and dry to warm and humid, ensuring stronger, more adaptable plants for landscapes across the country.

As Monrovia approaches its 100th anniversary, the company said this strategic relocation underscores the company's long-standing commitment to horticultural excellence, regional adaptability, and providing home gardeners and retailers with plants that thrive in real-world conditions. **GT**