GROWERTALKS

GT in Brief

12/31/2025

Little Prince, Peace Tree Farm Partner in Licensing Agreement

Chris Beytes

Peace Tree Farm has signed a brand licensing agreement to grow Little Prince's varieties of interesting ornamental plants, which includes Lords of the Fly (carnivorous plants), Fit for a King (rare and unusual plants) and Foot Prince (groundcovers that tolerate foot traffic).

And what's in it for customers? The new licensing agreement improves nationwide delivery for customers, while also reducing shipping costs.
"We're thrilled that our crowned frog found a home away from home," said Mark Leichty, Director of Business Development for Little Prince of Oregon Nursery. "We chose Lloyd, Candy and Alex Traven of Peace Tree Farm to nurture and grow our brand because they hold the same high standards for innovation, high-quality production and service as we do."

Added Ketch de Kanter, founder and CEO of Little Prince, "By partnering the team at Peace Tree Farm with the Little Prince of Oregon brand, we're operating on both coasts of the U.S., providing our customers with more options to reduce their shipping costs and improve delivery time for their orders."

Said Lloyd of the deal, "We're delighted that the folks at Little Prince of Oregon Nursery entrust us with their brand. We're ready to welcome the frog prince to his east coast home and look forward to growing the gorgeous plants for which Little Prince is known." **GT**