

GROWERTALKS

GT in Brief

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Green Fuse Hires VP

Chris Beytes

Since its founding in 2009, we've viewed Green Fuse Botanicals as a one-man show, even though Steve Jones has a dedicated staff working hard behind the scenes. But now the Santa Monica-based plant distributor has a vice president! Jim Devereux will join the company to oversee production, sales and marketing, working out of his Ft. Collins, Colorado, office.

Jim comes to the company with experience from Dümme Orange, Gulley Greenhouses and Henry F. Michell.

The press release had a few of the usual canned quotes, but we wanted to go deeper, so we emailed Steve to ask why he was bringing a new executive into the Green Fuse fold. Answered Steve, "Green Fuse has doubled in size over the past three years. And we will release some significant introductions in the next 24 months. I wanted to recruit someone with Jim's skillsets to help pilot these products to market. Jim has proven ability to understand big grower production issues."

In light of industry competition and consolidation, it also sounds like Steve wants to take Green Fuse to the next level, and Jim will help with that, both in production and strategic planning.

"It's not enough to introduce a neat plant product, throw it at our customers and tell them to figure it out," Steve said. "We want to develop protocols that will insure our projects have positive grower results." **GT**