

GROWERTALKS

GT in Brief

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Costa Acquires DeLeon's Bromeliads

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In mid-June, Costa Farms announced the acquisition of Florida grower DeLeon's Bromeliads. DeLeon's is one of the largest growers of bromeliads and orchids in the United States; they've been providing its customers with premium products since 1980.

DeLeon's climate-controlled facilities at four locations in Homestead and Mount Dora, Florida, guarantee a 52-week blooming availability. Fifty of the DeLeon employees will join the Costa Farms family and will continue to provide the highest level of customer service in the industry, according to the press release.

By acquiring DeLeon's, Costa Farms continues to expand its share in the growing houseplant category that has seen tremendous growth over the last few years.

"We're excited to continue to expand our operations to better serve our existing and future customers," says José Smith, CEO of Costa Farms. "DeLeon's experience and expertise will help us continue to grow even during these challenging times." **GT**