

GROWERTALKS

GT in Brief

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On The Move

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BIOAG

BioAg has expanded its team with the addition of Dr. Johann Buck as Director of Technical Services and Innovation. Dr. Buck will identify innovative solutions and supporting strategies for implementation. This will include leveraging technology to develop and introduce products or capabilities to new and existing markets.

Dr. Buck began working in agriculture 24 years ago as a tomato picker for a small family-owned hydroponic greenhouse in north central Kansas. His subsequent experience includes roles in technical services, product development and sales across many facets of agriculture, including field and greenhouse production of food, ornamental and turf crops.

BIO THERM

BioTherm has expanded its sales team with the addition of Ryan McCoy as its regional sales representative for the Central Region. Ryan has a long career in the industry, giving him an extensive understanding of grower operations. His previous experience includes time at Kalamazoo Valley Plant Growers Coop, Nash/Peterman Greenhouses, Ball Horticultural Company, and most recently, Griffin Greenhouse Supply.

DARWIN PERENNIALS

Seth Reed has joined Darwin Perennials in the role of Sales & Marketing Manager. In his almost 13 years with Ball, Seth has gained varied experience in areas such as supplier relations, Burpee Home Gardens, and most recently founding and running the GrowIt! consumer app. In this role, Seth will be responsible for all commercial activities that help advance sales and market share of Darwin Perennials' genetics and supply, whether directly from its own supply chain, or through its young plant and bareroot partners.

EASON HORTICULTURAL RESOURCES

Melanie Byrne has been hired as Plant Products Manager for Eason. Melanie has contributed to the horticultural community for nearly three decades. She spent 15 years with an independent grower/retailer before moving to McHutchison in 2008, where she most recently served as Plant Department Manager, with a focus on vendor

relations and program development. Melanie brings with her extensive knowledge of the broker industry, as well as years of experience in product management, sales support, marketing and promotions.

FLORALIFE

U.S. growers, wholesalers and retailers (and even consumers) can now purchase their favorite FloraLife (a division of Smithers-Oasis Company) products online, thanks to the launch of a new e-commerce website:

shop.floralife.com. The secure site offers the entire line of FloraLife products (nearly 200 SKUs) that are available in the U.S. to both professionals and home flower enthusiasts. Products are shipped directly to businesses or homes. The new site also has a heavily discounted "Clearance" section, which contains products that are no longer being stocked. Each week, the website will also spotlight products that are being featured in different publications.

OHP, INC.

Paul Pilon has been hired as a Technical Manager at OHP, stepping in for the soon-to-retire Dave Barcel. In his new role, Paul will conduct research, working through industry challenges and distributing information to the horticultural trades. For the past 15 years, Paul has been self-employed as a perennial consultant, where he traveled the country and worked internationally, helping growers improve their perennial programs. Paul participated in numerous research projects, which has helped bring several products to the market and has improved how growers produce perennials and other crops. He will also continue to be the editor of Ball Publishing's *Perennial Pulse* e-newsletter and contribute his "Paul Talks Perennials" column in *GrowerTalks*.