GROWERTALKS

GT in Brief

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TreeTown USA's New Name: Everde Growers

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In December, TreeTown USA announced it would be rebranding to Everde Growers. CEO Jonathan Saperstein had been planning this for some time, to consolidate the many acquisitions he's made over the last six years since taking over the company (with his two sisters) in 2014.

"We have spent several years refining our processes, combining our policies and setting a strong foundation for the future" he said in the press release. "Now is the time to truly bring the company together as one … Having a single brand identity will help to streamline and improve many of our processes."

"The most rewarding part of bringing our company together as one has been creating best practices across the company based on rich experiences from our various backgrounds in the industry," added Executive Vice President David Kirby. "This year, we made great strides in creating a consistent customer experience. For example, by organizing our national customer service team, our customers across the country will now have one point of contact to access our 14 farms, as well as access to an updated national availability list with a consistent look and feel. We know that executing the Everde Growers brand will take time, but our employees and customers will immediately see the benefit of having one brand identity."

TreeTown USA was founded by Jonathan's father, David, in 2001. Jonathan and his two sisters bought out dad in 2014 when he was 27. Jonathan was on the cover of GrowerTalks in December 2017 and was named to Forbes' 30 Under 30 list in the Manufacturing & Industry category that year.

Headquartered in Houston, Everde Growers has 14 farms totaling more than 6,700 production acres across Texas, Florida, Oregon and California. **GT**