

# GROWERTALKS

## GT in Brief

2/1/2021

### RIP Matt Willoughby

*Chris Beytes*

Matt Willoughby, sales rep for Vaughan's Horticulture, passed away January 5, and a young man—just 45, with so much life and horticulture left in him. He reportedly was a victim of the coronavirus.

Keith Cable, President—North America for Dümmen Orange (which owns both Vaughan's and McHutchison), wrote of Matt via email: "Matt lived his life with enthusiasm and integrity; his love for his family was always first in his heart. Matt's passion for horticulture was virtually unmatched. I personally have seen Matt's relationships with his breeders, customers and vendors, which have all been built upon his sincere desire to help others and create personal connections and opportunities."

Matt leaves behind his wife, Jennifer, son Sam, and daughters Mason and Conner.

Nathan Lamkey, president of McHutchison and Vaughn's, said, "As we mourn for a life taken too early, we need to focus on the family that Matt has left behind. We have created a GoFundMe page as a platform to raise money for the Willoughbys and we are asking our industry to help support Matt's young family by making donations."

You can donate to the GoFundMe page at [gofundme.com/f/supporting-matt-willoughbys-family-in-their-grief](https://gofundme.com/f/supporting-matt-willoughbys-family-in-their-grief). **GT**