

# GROWERTALKS

## GT in Brief

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### Certified American Grown Expands Membership

*Jennifer Duffield White*

Certified American Grown has added new membership categories, including one for non-certified growers, and one for allied businesses and organizations that support the mission.

Certified American Grown provides a certification program for grower members—initially targeting cut flower growers, but recently expanded to potted plants as well.

“As Certified American Grown continues to evaluate the opportunities to be responsive to our industry and build a stronger community, we see there are places to become more inclusive,” said CEO Camron King in a press release.

American Grown noted that some domestic growers may not need a licensed brand mark on their products, but they may want to be part of the organization that’s representing their industry.

Camron added, “By developing new categories, we stand to increase the volume of the American cut flower and foliage voice in advocacy and promotional efforts. Speaking in a unified manner as the only organization focused on our domestic farms, there is power in being as inclusive as possible and this afforded us the chance to launch new categories for farms to join.” **GT**