

# GROWERTALKS

## GT in Brief

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## Danziger Introduces New Foliage Program

*Jennifer Zurko*

Danziger has created a new standard of foliage production to bring reliable plant material and consistent availability to growers across North America. The new program, called Floresta (which translates to “forest”), will offer more than 150 varieties, with more being introduced regularly. Floresta will feature the same supply information as Danziger’s annuals and perennials, with online availability and continuous weekly inventory updated regularly.

The company is propagating and supplying foliage plants from their facility in Guatemala. Danziger Guatemala is in full production of different crops, including peperomia, philodendron, pothos, dieffenbachia and many more.

“The days of low-quality foliage cuttings and inconsistent availability are gone,” said Mike Fernandez, market manager for Danziger North America. “Other foliage programs are done outdoors, under banana trees where the rainy season can cause serious problems. We’re taking production indoors to a clean environment and starting with high-quality source material to develop cuttings. Indoor production gives us a better environment with no weather concerns, allowing us to produce consistent crops and make availability more consistent, too.”

Recent expansion at Danziger Guatemala brings the total greenhouse area to 25 acres (approximately 10 hectares). The farm’s greenhouses feature state-of-the-art technology, optimizing production for each different type of crop. Staff at the Nueva-Santa Rosa facility is also expanding, with more employees specializing in foliage production.

Contact your Danziger representative if you’re interested in adding foliage to your growing program. **GT**