

GROWERTALKS

GT in Brief

3/1/2024

Proven Winners ColorChoice Expands Offering With Hollywood Hibiscus

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Spring Meadow Nursery announced the addition of J. Berry's Hollywood Hibiscus to its catalog of Proven Winners ColorChoice flowering shrubs. This strategic partnership between Spring Meadow Nursery and J. Berry marks a significant expansion in its array of exceptional flowering shrubs.

The strategic alliance ensures seamless access to Hollywood Hibiscus varieties through Spring Meadow Nursery's growers, as well as the existing network of Hollywood Hibiscus licensed growers.

"Welcoming J. Berry's Hollywood Hibiscus to the Proven Winners ColorChoice family is the perfect way to begin the New Year," said Jeremy Deppe, Spring Meadow's GM. "Both Spring Meadow and J. Berry are family-owned nurseries that aren't afraid to invest heavily in new genetics. We both recognize the value that superior plants bring to the industry, so this

partnership is a natural fit."

Hollywood Hibiscus was introduced from Jim Berry's Hibiscus rosa-sinensis breeding program, which sought to improve upon the single-day blooms, lack of flower power, susceptibility to foliar diseases and whiteflies that plagued conventional tropical hibiscus. What he developed was a series of tropical hibiscus with improved foliage, habits, pest and disease resistance, and vibrant, eye-catching flowers that last up to three days.

Hollywood Hibiscus thrives deep into southern regions, expanding the footprint of the premium plant brand. Hollywood Hibiscus are bred to withstand the high intensity heat and sunlight of the south, but will also thrive in patio containers in colder climates.

"We are thrilled to offer Hollywood Hibiscus as part of the Proven Winners ColorChoice brand," said Jonathan Berry, "We have a long history of partnering with Spring Meadow, so we already know that we share similar values, including the most essential belief that the best genetics, always win."

Proven Winners ColorChoice Hollywood Hibiscus will continue to be grown at J. Berry facilities in Texas. Retailers with J. Berry Hollywood Hibiscus currently in stock will continue to sell through current inventory and new liners of Proven Winners ColorChoice Hollywood Hibiscus will transition to the classic white Proven Winners containers. **GT**