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De Vroomen unveil new plug program at OFA

De Vroomen Garden Products will be unveiling a new US-grown perennial plug program at the 2009 OFA Short Course.

Flexible, efficient supply

The facility in Portland, OR will offer 600 perennial varieties for order and delivery right through the year, significantly broadening De Vroomen's existing bare root selection at the same time as providing growers with the convenience of supply as and when they need it. Deliveries can typically be made within a week of order. This flexibility will enable growers to buy more efficiently, thereby improving profitability.

Reassurance of well-developed material

The combination of Portland's superb growing conditions and availability of a 25 cell (3") option on most varieties means growers can obtain high quality, well-developed plants which can be finished in a short time.

Focus on US production

The introduction of this extensive Oregon-grown program signifies a major step in De Vroomen's transition to forming a fully US-based operation. The majority of their bare roots are also now grown in US nurseries and visitors to OFA will notice that the word 'Holland' has been dropped from the company's logo. Rene Hurman has been appointed president of De Vroomen's US division which will focus on domestic-grown products for the US market, while still capitalizing on the global connections established by De Vroomen Holland.

Catalogues for the new plug program can be obtained at De Vroomen's booth 1910 at the OFA Short Course.

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For further information: Miriam Young, Planting Stories Public Relations,
Miriam@plantingstories.com