



## Monrovia Partners with Village Nurseries to Increase Availability to Landscape Professionals

ORANGE, Calif. (April 20, 2009) -- [Monrovia](#), the leading grower of premium plants, and [Village Nurseries](#), a specialty grower for landscape professionals, has launched a new *Grower Alliance Program* designed to make more exclusive and proprietary Monrovia plants available to landscape professionals in the tri-state region of California, Arizona and Nevada. Both companies cited the ongoing demand by landscape professionals for larger sizes of the improved varieties of plants for which Monrovia is known.

“We are pleased to partner with Village because of its well deserved reputation for growing the highest quality” stated Elin R. Dowd, Monrovia president. Under the program, Village will grow the plants, utilizing the proprietary soil and mineral mixes developed by Monrovia, and market them in Monrovia branded containers. The larger size plants, in containers up to 24 inches, will become available to the trade beginning in 2011.

“We know first hand the added value of Monrovia’s ‘Distinctively Better’ plants and are pleased to be offering a broad range of the larger sizes previously unavailable to the landscape professional” stated David House, CEO of Village Nurseries.

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**Background on Monrovia:**

Monrovia is one of the world's largest producers of container grown plants, with more than 2,000 different varieties. Since it was founded in 1926 by Harry E. Rosedale, the company has introduced hundreds of patented plants, more than 200 of which are Monrovia exclusives. Monrovia plants are shipped to independent garden centers nationwide from its nurseries in Visalia and Venice Hills, Calif., Dayton, Ore., LaGrange, N.C. and Cairo, Ga. Throughout its history, Monrovia has pioneered many new technologies and new plant introductions. It remains a family owned entity. To find the nearest garden center that carries Monrovia plants, visit [www.monrovia.com](http://www.monrovia.com).

**Background on Village Nurseries:** Founded in 1976, Village Nurseries currently has major wholesale sales offices in Orange and Sacramento with more than 700 acres under cultivation in growing facilities located strategically throughout Northern and Southern California. In addition, the nursery has five specialty Landscape Center locations to serve landscape professionals in Brentwood, Del Mar, Huntington Beach, Orange, and Sacramento. The large wholesale nursery operation also serves the Arizona and Nevada markets, with penetration into Colorado, Idaho, New Mexico, Texas, Utah as well as the Pacific Northwest.

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