

The background features a large, abstract graphic design. It consists of several overlapping shapes in red and black. A large red shape, resembling a stylized leaf or petal, curves from the top left towards the center. A large black shape, resembling a stylized stem or leaf, curves from the bottom left towards the center. The overall composition is dynamic and modern.

HORTCOUTURE
PLANTS

PLANTS · PARTNERS · PROGRESS

HORTCOUTURE PLANTS

Survival in an ever-changing market is dependent on willingness to change and on making that change a reality.

From top to bottom, Hort Couture Plants is an organization immersed in a culture of high expectations and accountability – of and to ourselves and our industry partners.

Hort Couture was founded on two tenets: maintain a brand dedicated to the Independent Garden Center and exclusively introduce new genetics through this brand. We quickly realized success depends on partnering with individuals and organizations who maintain the same core values.

Hort Couture Plants is the realization of this principle. The mission of Hort Couture Plants is to develop an alliance of small businesses dedicated to the Hort Couture brand and committed to each other.

This dedication and commitment will create value for all stakeholders. Hort Couture Plants strongly believes success depends not only on plant genetics, but also ideas and partnerships.





PLANTS

Plants are our passion and our purpose. Hort Couture Plants works with breeders from around the globe to bring unique, new varieties to the Independent Garden Center. We offer a comprehensive approach to genetic evaluation. Our organization offers a dedicated, objective trialing location and team for breeders who want to place genetics in the North American market.

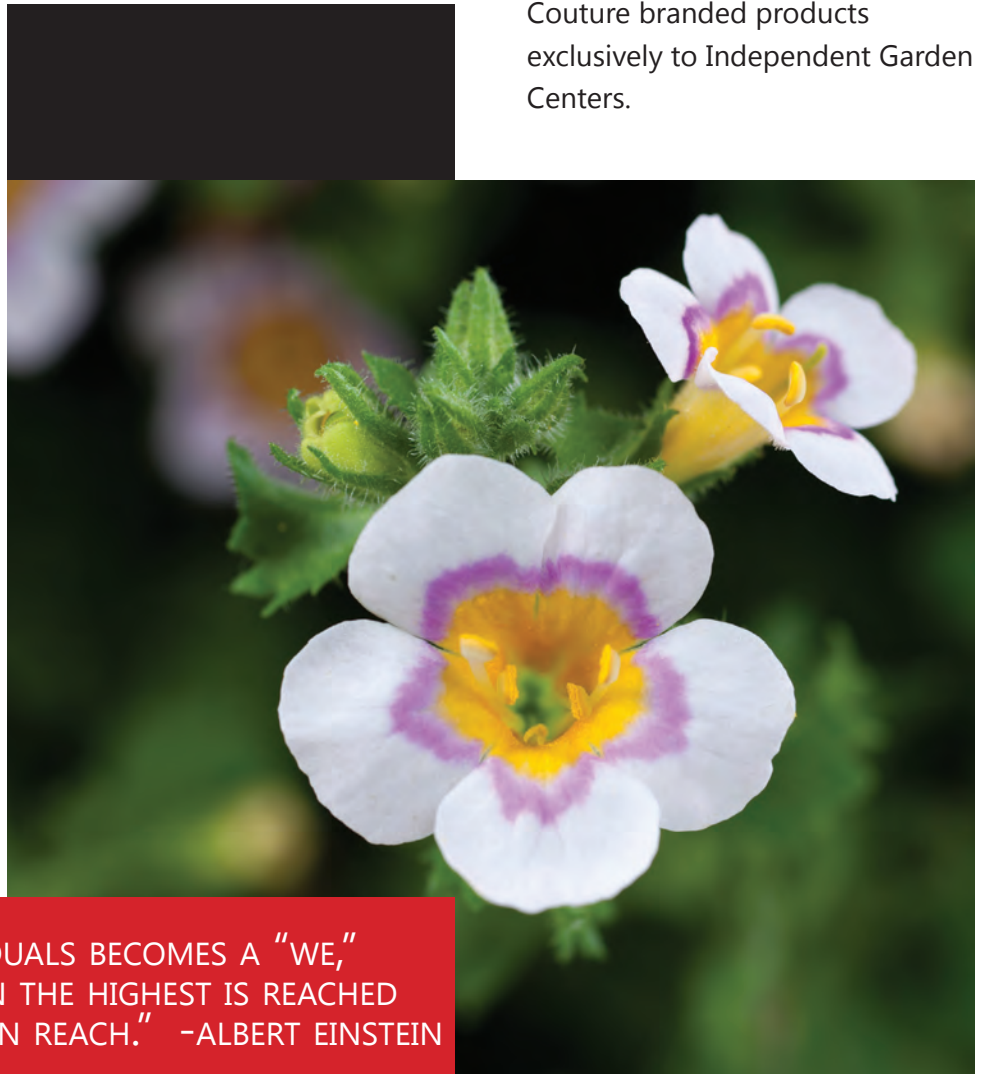
All genetic evaluation is performed at C. Raker and Sons, Inc. The Genetic Evaluation (GEv) Team, led by Dr. Paul Karlovich, offers years of trialing experience with a wide variety of genera. The GEv Team works with breeders from around the globe and facilitates variety introductions into the marketplace. While all varieties in the Hort Couture program are not exclusive, all plant material goes through a rigorous testing process to ensure that plants carrying the Hort Couture name truly perform for all segments of the market.

PARTNERS

Hort Couture Plants believes passionately in the power of partnership and the strength these relationships create. Working as an alliance capitalizes on the strengths of each individual component of the group – maximizing the potential impact of the ideas and abilities of all involved.

PROGRESS

We employ a flexible, nontraditional approach – allowing for creative execution of the Hort Couture brand and its components. Hort Couture Plants seeks to create a vertically-integrated supply chain through a strategic alliance of independent, innovative enterprises. This alliance will develop, produce, market, sell, and distribute Hort Couture branded products exclusively to Independent Garden Centers.



WHEN A GROUP OF INDIVIDUALS BECOMES A "WE,"
A HARMONIOUS WHOLE, THEN THE HIGHEST IS REACHED
THAT HUMANS AS CREATURES CAN REACH." -ALBERT EINSTEIN

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