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Spring Meadow Nursery Joins American Beauties

Ellen C. Wells

Spring Meadow Nursery of Grand Haven, Michigan, has become a supplier partner of American Beauties Native Plants, offering native shrub liners to finish growers and grower retailers nationwide. Spring Meadow will provide more than 30 varieties of Spring Meadow shrubs under the American Beauties brand. All native shrub liners come with branded American Beauties pots and oversized tags featuring habitat descriptions and care instructions.

According to Spring Meadow Nursery General Manager Jeremy Deppe, the demand for native plants is on the rise as a growing number of U.S. gardeners and homeowners strive to provide sources of food and shelter for wildlife.

“Partnering with American Beauties gives our growers access to the leading native plant brand in both the retail and landscape markets, and gives them more choices for what works best in the environment of their customers,” Jeremy says.

“The addition of Spring Meadow expands our grower network to reach customers in markets currently underserved by American Beauties,” says American Beauties founder and North Creek Nurseries president Steve Castaroni. “This is perfect for smaller grower retailers who want to be part of the American Beauties program.” The American Beauties network is also comprised of North Creek Nurseries of Landenberg, Pennsylvania; Prides Corner Farms in Lebanon, Connecticut and Midwest Groundcovers in St. Charles, Illinois.

The American Beauties brand is dedicated to promoting native plants for every region of the country to provide the best food source and protection for wildlife. Plants in the program are chosen for the climate and soil they evolved in, as well as their ability to attract birds, butterflies, dragonflies and other creatures. As part of the commitment of American Beauties, every plant sold benefits the National Wildlife Federation to help fund natural habitat work and outreach programs. For more information about the American Beauties program, visit www.abnatives.com.