

Front Lines

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J. Berry Gives Back

Jennifer Polanz

When we hear a company name like J. Berry Nursery, we often think of the branded products like Hollywood Hibiscus. But we don't always think about what the company does for the good of their community and the public. J. Berry recently highlighted its feel-good side, noting the company donates plants for research and plants sales at SFA Gardens on the Stephen F. Austin State University campus, as well as the Wood County Arboretum and Botanical Gardens for spring and fall plant sales, which help fund upkeep of the gardens and historic Stinson House.

J. Berry donates plants for fundraising in other community organizations, too, like the Children's Miracle Network at CHRISTUS Trinity Mother Frances Health System to raise funds for pediatric care.

"All of the great plants that we donate come out of our research and development program," Jim noted. "By donating these plants to local not-for-profits and public gardens, often to be sold to generate much-needed revenue for the organizations, the public gets to purchase great plants not readily available elsewhere—and the organizations raise much-needed funds to continue their work. We're delighted to help our community organizations, while also promoting horticulture." **GP**