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## Big News x2 from Mossify

*Ellen C. Wells*



The folks at Canadian houseplant accessory company Mossify have been racking up the awards, positive consumer reviews and garden center orders for five years now. Recently, I feel they've really upped their momentum with two bits of news about scaling their once-small venture.

First—they bought a moss farm! It's a 15-acre farm in Northern Ontario.

"It's definitely a big leap for us and something we've passionately worked towards for the past nine months," Thiago Jacques, Mossify's head of media, wrote to me in an email.

They're cultivating more than 10 species of moss sustainably on that farm. These moss can be used in terrariums, bioactive tanks, bonsai cultivation, decorative top dressing, home décor and wherever else you can think to use them.

"We're fully committed to regenerative growing practices and see this farm as a major step forward in making moss accessible, approachable and even more approachable," Thiago wrote.

The second way they're taking their business up a notch is through a partnership with the folks at Van Belle Finished Plants. Van Belle has begun to integrate Mossify's Bendable Moss Pole THIN into their tropical plant line, helping to support 5-in. to 10-in. pothos, philodendron and monstera. That pole is indeed thin, by the way, at less than an inch wide. Products from this collaboration will hit major retail stores in August, but you'll get a sneak peek in July.

"Seeing our product used at scale by such a respected grower has truly been incredible," Thiago wrote. He said Mossify is actively exploring similar partnerships with other growers across North America. And they're absolutely loving their collab with the Van Belle team. **GP**