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Expansion for Direct Fulfillment

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In May, J. Berry Nursery announced a new expansion that includes online ordering via this website: buy-plants-at-j-berry-nursery.myshopify.com, in response to customer requests for direct order fulfillment.

“In 2020, J. Berry Nursery became serious about online fulfillment of live plants because of changing consumers’ shopping habits,” said Jim Berry, co-owner and founder of J. Berry Nursery. “We were asked by our largest customers to do fulfillment for their online shoppers. Getting started required a bit of backdoor prep and education. We’re still learning as that aspect of our business grows. My philosophy is that markets change and we must, too. To stay in business, business must evolve.”

The expansion process includes hiring two fulfillment team members devoted to online orders, as well as expanding into Mea Nursery in Lindale, Texas, with their shipping facility. End consumers can still find in-person locations to buy J. Berry brands via a ZIP code locator. **GP**