



FOR IMMEDIATE RELEASE
October 12, 2016

Contact: Kasey Cronquist
Administrator for
Certified American Grown
[\(916\) 441-1701](tel:9164411701)
kasey@americangrownflowers.org

Florida Fern Farmers Hit Hard By Hurricane Matthew

Recognized as "Fern Capital of the World," America's fern and foliage farmers in Volusia County Florida were hit hard by Hurricane Matthew last weekend, resulting in the loss of production and significant damage to their farms.



Damage from hurricane-force winds has farmers in the region racing to replace shade cloth that is typically used to protect the plants from direct sunlight. Thousands of acres of shade houses have been shredded and damaged.

David Register, executive vice president of FernTrust Inc., said the already tight fern market will tighten further due to the storm.

"With damage all around, the challenge will be getting labor to repair the structures and continue to cut fern from the unaffected parts of the fernery," Register said.

On a brighter note, he added: "These are good ole American farmers and they have seen damage before, so we can expect that as you are reading this report they are diligently working to keep the fern supply coming."

Register asked for patience and understanding as fern growers "work through this life-altering event."

Kasey Cronquist, administrator for Certified American Grown, praised Florida fern farmers for their perseverance and positive attitudes in the face of crisis.

"American farmers are accustomed to hard work and are familiar with the impacts of Mother Nature. They are also known for their resilience. American Grown Certified growers nationwide are pulling for Florida's fern, foliage and flower farmers and stand in solidarity with them as they face this catastrophic event. We're hopeful that these farms can recover quickly, and we're standing by to provide any needed support – along with the patience David Register has requested," Cronquist said.

###

About Certified American Grown

Launched on July 1, 2014, Certified American Grown represents a unified and diverse coalition of U.S. flower farms, including small and large entities in multiple states across the country. Certified American Grown flower farms participate in an independent, third-party supply-chain audit to verify both origin and assembly of the flowers they grow. When it appears on bouquets, bunches and other packaging or store signage, the Certified American Grown Brand and Logo gives consumers confidence in the source of their flowers and assures them that the flowers they purchase come from a domestic American flower farm. For more information about Certified American Grown flowers, visit www.americangrownflowers.com or Facebook/AmericanGrownFlowers.