



Agency Contact

Cynthia Trevino
Account Executive, RBMC
Email: cynthiat@rbmarketing.com
Tel: 760-268-1199

Company Contact

Doug McQueen
National Sales Mgr, McGregor Plant Sales
Email: doug@mcgregorps.com
Tel: 760-929-5815

McGregor Plant Sales--Media Background Information

Profile

Greenhouse growers and nurseries throughout the USA and Canada have come to recognize McGregor Plant Sales, Inc., as one of the industry's most reliable sources of un-rooted cuttings and other plant starter stock. The company's responsive 24-hour order confirmation, innovative Pre-ship Advisor Program, 97% order fill rate and less than 1% credit return rate helps growers large and small to reduce their risks and costs, while simultaneously expanding sales and profits.

Founded in 1985, the company is headquartered in Carlsbad, CA, where it first became known for its expertise in foliage, its highly responsive service and on-time delivery record. The company has since expanded its product line to include thousands of the industry's favorite annual and perennial plants. Today, a team of 12 McGregor field salespeople is located across North America so that a representative is always less than 1 day away from customers in every major growing region.

Products

McGregor offers its wholesale grower customers a wide range of flowering color and perennial plants. Products available from McGregor include un-rooted and rooted cuttings, as well as young plants (seeds, seedlings, bulbs). The company's representatives search the globe to find suppliers of high quality plants in the newest varieties, as well as large, dependable supplies of tried-and-true varieties.

McGregor's select grade **FourSeasons™** URCs represent some of the finest plant cuttings available on the market today. URCs provide wholesale growers with an innovative way to cut costs, reduce risk and increase sales. They also offer a number of productivity advantages, which can increase greenhouse turns, sales and profits. The company's **FourSeasons™** URC Program gives customers unique advantages that include proprietary varieties, volume order discounts and much more.

Services

From the moment that customers first contact McGregor until their orders are delivered, they can be assured that an expert, caring team of McGregor professionals is watching out for them. We recognize that our

-Continued-

customers generally have a very narrow window of opportunity because of this industry's seasonal nature. They depend on us to provide accurate information, which allows them in turn to plan their greenhouse or nursery operations, marketing and sales efforts.

McGregor's advanced Order Entry System allows us to confirm orders within 24-hours of placement. We'll also confirm any change orders in 24 hours. With our strong supplier partnerships, we continuously track orders as they process at critical points to maintain status visibility. One week before an order ships, our Pre-Ship Advisor Program notifies customers that the order is on the way and provides detailed Shipment Tracking Information.

Suppliers

McGregor supplies customers with plant material from more than 70 nations, including Australia, Costa Rica, Guatemala, Honduras, Holland, Japan, Malaysia, New Zealand and Thailand. The company develops strategic partner relationships with leading suppliers. Such partnerships give McGregor customers access to premium plants, extensive cultural data, new plant trial and custom variety programs, as well as contract growing capability and many other added-value services.

Among McGregor's largest suppliers is FlorExpo of Costa Rica. The FlorExpo farm is a model of efficiency, relying on the latest protocols to grow hardy, disease-free plants in high volume. It covers over 80 acres and includes 30 miles of benches devoted to URC production. In Costa Rica's near ideal growing climate, plants thrive and grow vigorously. Harvested cuttings are bagged, tagged and then boxed with insulated temperature controlled containers for expedited shipment to our customers around the globe.

Key Staff

Tom McGregor, President
Cathy McClintock, Chief Operating Officer
Doug McQueen, National Sales Manager

Contacts

McGregor Plant Sales
1902 Wright Place, Suite 140
Carlsbad, CA 92008
Web: www.mcrgregorps.com
Tel: 760-431-1006
Fax: 760-431-5254

(end)