

## **FOR IMMEDIATE RELEASE**

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### **CRESCO FAMILY-OWNED GREENHOUSE CELEBRATES ITS 'HOMEGROWN' SUCCESS, WINS RENEW RURAL IOWA ENTREPRENEUR AWARD**

WEST DES MOINES, IOWA – June 25, 2009 – Plantpeddler, a Cresco greenhouse company founded in 1880, has grown, thrived and adapted into a powerhouse business success in the horticulture industry. The founding family's work ethic and dedication to their home community has led them to be named Renew Rural Iowa Entrepreneur of the Month, awarded by Iowa Farm Bureau Federation (IFBF).

Today Plantpeddler has 2,500 customers around the globe and brings thousands of innovative garden and landscaping plant products to market. The success was hard-fought for founders Mike and Rachel Gooder, who met while they were both horticulture students at Iowa State University (ISU).

"We knew if we stayed a small town 'Mom and Pop' store we wouldn't make it; there's just too much competition out there," said Mike Gooder. "So we took the lead and expanded, remodeled and made our material handling and irrigation processes automated, so we can be a world class go-to source for hundreds of emerging breeders and greenhouse producers across North America. We are now one of the largest importers for UPS in Iowa, because of the millions of plant cuttings that we get from around the world."

"Plantpeddler is an incredible success not just because of the work ethic of the owners, but their commitment to making the business thrive on behalf of their hometown, which they're pretty proud of. They are very involved in the lives of their employees and many have been with them for decades. It's a family business where all who work there are like family and that's the kind of environment that keeps companies going through times of challenge or expansion or competition. They have a winning combination that helps ensure their future success for the next generation," said Sandy Ehrig, IFBF economic development administrator.

To learn more about Iowa Farm Bureau's Renew Rural Iowa, visit [www.renewruraliowa.com](http://www.renewruraliowa.com).

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#### **About Iowa Farm Bureau**

The Iowa Farm Bureau Federation is a grassroots, statewide organization dedicated to enhancing the People, Progress and Pride of Iowa. More than 153,000 families in Iowa are Farm Bureau members, working together to achieve farm and rural prosperity. For more information about Farm Bureau and agriculture, visit the online media center at [www.iowafarmbureau.com](http://www.iowafarmbureau.com).