

## Meijer Continues Tradition of Supplying Michigan-Grown Poinsettias Across Midwest

Thanks to its longstanding partnership with Michigan grower [Masterpiece Flower Company](#), Meijer is continuing its tradition of supplying each of its 230 stores across the Midwest with beautiful locally-grown poinsettias this holiday season – enough to fill about eight football fields.

*“Meijer is a strong supporter of local growers and businesses, and that commitment goes beyond the grocery and produce aisles,” said **Peter Whitsett, executive vice president of merchandising and marketing for Meijer.** “Our partnership with Masterpiece Flower Company has grown through the years because they are just as committed to quality as we are.”*

Meijer began its partnership with Masterpiece more than 50 years ago when it purchased geraniums for the garden center of the original Meijer supercenter “Thrifty Acres” in Grand Rapids. Today, Masterpiece delivers locally-grown potted plants – including poinsettias and orchids in the winter, and hanging baskets and Easter lilies in the spring – to each Meijer store twice a week, 52 weeks a year.

*“We’ve been fortunate to grow as Meijer has grown,” said **Paul Bouma, partner of the third generation, family-owned company.** “Meijer supporting local growers means everything to us. Each poinsettia, each potted plant, each Easter lily that’s sold means more jobs for our local community, and we’re really excited and honored to be able to serve the community in that manner.”*

For more information, please click [here](#).

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