



Augusta County

Office of Economic Development

FOR IMMEDIATE RELEASE

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Augusta County Economic Development

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Bloomaker celebrates greenhouse expansion with Ribbon Cutting and Grand Opening Celebration

Waynesboro VA – Bloomaker USA, maker and world innovator in long-life flower bulbs and indoor garden products, celebrated the official ribbon cutting on its new greenhouses on May 15th with a ribbon cutting program and grand opening celebration. The company invested \$2 million and will create 98 new full-time and seasonal jobs over the next three years. Bloomaker anticipates increasing tulip and amaryllis sales to \$25 million in the same time period.

The Virginia Department of Agriculture and Consumer Services (VDACS) partnered with Augusta County to aid Bloomaker in this expansion. The Governor's Agriculture and Forestry Industries Development (AFID) Fund provided a \$50,000 grant, which Augusta County matched. In total, the grant aided in the expansion of greenhouses and chillers and enabled a gas line extension to serve the Bloomaker facility on Route 340 near Waynesboro. Bloomaker also worked with the Virginia Jobs Investment Program to secure funding and services to support the company's employee training activities.

"This evening is a celebration of many years of work," said Joep Paternostre, President of Bloomaker. "I am proud of every Bloomaker employee who has made this accomplishment possible and am proud of the partnership we have had with Augusta County. We look forward to many years of success."

"In less than a year, Bloomaker has invested millions of dollars to triple the size of its greenhouse," said Carolyn

Bragg, Vice Chair of the Augusta County Board of Supervisors and representative of the South River District where Bloomaker is located. “Bloomaker has employed more people and the best part, is growing more flowers, which are sold throughout the United States.”

“Congratulations to the entire Bloomaker team,” added Ms. Bragg.

Bloomaker located in Augusta County in 2010. They developed and patented a “new floral category” with long-lasting flowers, in response to market research which indicated that flower customers desire instant gratification, convenience, value, and lower prices. Tulips and amaryllises are sold to consumers with 7-11 bulbs in-tact on a pin tray placed within a vase. This technique results in flowers that bloom for 4-8 weeks.

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About Augusta County, Virginia:

Located in the center of Virginia’s Shenandoah Valley and at the intersection of I-64 and I-81, the area offers easy access to transportation networks and global markets. As one of the fastest growing counties in Virginia, Augusta has seen more than \$200 million in investment in the last two years. With household names such as Hershey Chocolate of Virginia, McKee Foods, Target Distribution, Daikin, and Hollister serving as the five largest manufacturing/distribution companies in Augusta County, the area enjoys a rich and diversified business base. More information at www.AugustaVABusiness.com.