



**Historical Overview :** In 1976, Jon Huntington and his family moved from their five generation family farm in Westport / Fairfield, Connecticut to Loudon, New Hampshire. His goal was to revolutionize a wholesale floriculture operation in northern New England. The cornerstone of the company's success was and continues to be **attention to the customer's needs and innovation in all aspects of the company.** Whether it was building one of the area's first gutter-connected ranges in the late '70's, automation in the '80's, co-founding Proven Winners® in the '90's, or winning recognition as one of the top suppliers of vegetative product in the U.S. in 2003, Pleasant View's goal has remained steadfast – unending customer support and innovation at every turn.

**Well Established :** Family Owned , founded in 1976, largest wholesaler in New Hampshire, one of the largest in New England

**Proven Winners® Founder :** Pleasant View is a founding member ( 1992 ) of a worldwide flowering plant program called Proven Winners® - the first successful effort to brand innovative plant varieties into the world market. Pleasant View's commitment and business practices include trialing, virus-indexing, ongoing research and customer support.

**Mission Statement :**

*At Pleasant View Gardens, we are growing a more beautiful world through innovation, superior plant programs and a commitment to our customers' success.*

**Facility :** ( 2 ) Locations

*Original / Main Location : Loudon , NH*

- 5 acres ( 217,800 sq. feet ) under cover
- 10 + acres ( 435,600 + sq. feet ) outside growing space

*2<sup>nd</sup> Location : Pembroke, NH*

- initially established 1998 at 1 ½ acres ( 65,340 sq. feet )
- currently ( 2004 ) at 4.3 acres 174,240 + sq. feet )
- glass greenhouse, sub-irrigated floors, Argus controlled greenhouse
- 4 acres ( 174,240 sq. feet ) outside growing space

**Product :** *Liners : ( 2004 season ) 28 + million cuttings for vegetative propagation*

*Finished : Over 4 seasons producing finished Proven Winners® & Proven Selections® also focusing on combination containers, perennials, mums & poinsettias. In 2004 season 2.5 million units of various finished plant products produced.*

**Staffing :** *125 year round employees to 225 + during peak season*

**Employee Benefits :** *Health Insurance ( with company contribution )  
Dental Insurance  
Disability Insurance  
AFLAC  
Seven Paid Holidays  
Paid Vacation  
401K ( with company contribution )  
Attendance Incentive  
Routine Performance Evaluations*

*( per Summer 2004 )*