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NEW ERA FOR FLEMING'S NURSERIES

Australia's leading wholesale tree grower, Fleming's Nurseries, is entering an exciting new era following a strategic restructure that will see the firm concentrate on its retail customers, advanced trees and associated divisions.

2009 will see Fleming's commercial orchard division move to an individual company structure while the retail and associated sectors will continue to operate as Fleming's Nurseries, providing each entity the opportunity to increase its individual focus, strength and position.

Since the last major restructure of Fleming's Nurseries when respected industry leaders Don and Dawn Fleming took over the company, 25 years of continued growth has seen the tree grower develop from a small bare root plant nursery to the market leader and multi-faceted organisation of today. Over that time the company and business sectors into which it sells has become increasingly complex and this succession plan will enable their sons Wes and Graham to manage their distinct sectors as separate companies.

Fleming's Nurseries will continue to be managed and directed by Wes Fleming. The orchard sector will be rebranded and will likewise continue to be owned by Mr and Mrs Fleming and their son Graham Fleming.

Fleming's director, Wes Fleming, said the development in the firm was timely and a natural succession plan for the two business sectors leading into the future.

He said it heralded a new era for the nursery which comprises four generations of the family with the revised company structure providing a clear path for forward growth.

'This is an exciting time for both areas of the nursery and will allow each company its own identity.

'In effect very little will change for any of our customers, business partners or associates as it is "business as usual" simply under two banners.

'Fleming's Nurseries will continue to offer all our same service, products and varieties including fruit trees for home gardeners, as normal.'

'Fleming's will continue to work for the profile of our industry and hope to continue to raise public awareness of the importance of greener and better treed urban areas as we continue forth with our succession plan,' Mr Fleming said.



'Wes Fleming'

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