



Primera Cooperative Names Todd Ferguson as CEO



Todd Ferguson has been selected to lead the Primera Cooperative as its Chief Executive Officer effective April 2018. The Cooperative serves 61 owner-companies and represents hundreds of millions of dollars spent in the golf turf, landscape, ornamentals, and related markets.

Ferguson joins Primera from his recent role as President of Target Specialty Products, a leading national distributor of Turf and Ornamental and Pest Control products to the professional markets. Led by Ferguson over the past 5 years, Target has seen exciting growth executing on his transformative business plan which has more than tripled the revenue and geographic footprint of the company, while simultaneously increasing profitability and customer service results. Over Ferguson's career he has led business in the pest control service, landscape, and distribution industries for 20+ years. In addition, he has served on a variety of industry boards, including a role as Executive Vice Chairman of the Plantscape Industry Alliance, and most recently as board member of Primera.

"I am truly excited about this opportunity to continue to serve the broader Turf and Ornamental industry that has been so good to me, and I look forward to giving back to the professionals in the industry who improve our lives by enhancing our places of business and recreation." says Ferguson. Jim Coens, Chairman of Primera, stated "Along with the entire Primera board of directors, I am very much looking forward to working with Todd in this new capacity as we grow our businesses and improve our industry."

Ferguson graduated from the University of Rochester in New York, with a bachelor of arts in majors of economics and philosophy and is a veteran of the United States Navy with 21 years of service as a surface warfare officer.