

# It All Started With A Pineapple

ARBITER

A young Jonathan Cochrane, founder of **Terra Nurseries**, wanted nothing more than any boy wants - to grow a fruit tree in his own backyard, and his family's move to Florida was the perfect opportunity to plant his first Myers lemon tree. But Jonathan would tell you he didn't really fall in love with fruits and rare plants until the pineapple. "I saw a video online saying you can use the top of a pineapple to grow another pineapple plant," Jonathan said. "Needless to say, friends and family had their doubts." After three patient years of babysitting that plant, there was a huge, beautiful fruit. The pineapple showed Jonathan the possibilities in growing fruit and was the first itch in his search for exotic plants and fruits. Self-educated and excited to turn his passion into profit, he spent his weekdays driving semi-trucks, earning enough to buy as many fruit trees as he could, promptly selling them out of his backyard. "Probably not the smartest decision to risk every extra dollar I had on fruit trees and rare houseplants," said Jonathan. "But it worked out for the best."

His side hustle formed a new dream in Jonathan, for a nursery that truly exemplifies his interest in and awe of rare plants. After opening Terra Nurseries this summer, it was obvious to every visitor that it isn't a regular nursery. The courtyard, shop in the pavilion, shade house for orchids and houseplants, and a beautiful pond surrounded by landscape plants make up three acres of Terra Nurseries. They have everything from landscaping favorites to beautiful terracotta pots. Fruit trees of every size, orchids of all rarities, and unique

pottery make up a fraction of the variety at Terra Nurseries. "Terra Nurseries is a new nursery concept I've dreamt about for many years," he said. "It's a nursery focused on the community. A place for families to gather, relax, and learn." Terra has become a place to grab a coffee from the pavilion and take a walk. "We want everyone in the community to feel welcomed and not rushed to purchase," he said. "It's more than a store, it's a second home." The knowledgeable staff are the ones to call to have one or 20 Terra purchases delivered directly to your home. The pineapple weathervane on the main building reminds Jonathan that it only takes one idea to change your life, and not to listen to the doubts of others.



The pineapple hints at Jonathan's journey from his backyard to Terra Nurseries.



## TERRA NURSERIES

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