



FOR IMMEDIATE RELEASE

In Memory of Peter Orum, Founder of Midwest Groundcovers LLC and Midwest Trading INC.

Peter Orum, December 4, 1941 – October 17, 2024

St. Charles, Illinois – October 24, 2024:

On Thursday October 17, 2024, Peter Orum, founder of Midwest Groundcovers LLC and Midwest Trading Inc., died with family and friends at his side. Peter’s unwavering commitment to the Midwest companies and to the horticulture industry, and his visionary leadership, have been instrumental in establishing Midwest Groundcovers and Midwest Trading as prominent leaders in the green industry.

“Peter Orum was a special and irreplaceable member of our industry. His humility, vision, and generosity taught me so much in my early days at ILCA. No matter how big you get, never forget the little guy. Never forget to be generous. Never forget to stand up for what you believe. And never forget to love what you do. I will miss him.”

- Scott Grams, Executive Director, Illinois Landscape Contractors Association (ILCA)

As the companies grew, so did Peter's involvement in community, civic, cultural, and professional organizations, both local and international. He held leadership roles in several horticultural groups, including the Illinois Green Industry Association, AmericanHort, the International Plant Propagators Society, and the Horticultural Research Institute, earning numerous awards and recognitions. He also strengthened horticultural ties between Denmark and the U.S. through his work with APlant and the Norðic® brand.

“In the horticulture industry, Peter was a humble giant. His 2022 memoir, *People, Plants and Politics*, reflects his dedication to community and collective action. Known for setting ambitious goals, he tirelessly pursued them and became a national leader in civic engagement and philanthropy. Peter was a rare inspirational figure whose legacy will continue to impact the horticulture community for years to come.”

- Craig Regelbrugge, Executive Advisor, AmericanHort

Since 1969, Midwest Groundcovers has prioritized quality and service, starting with Peter and his wife, Irma, growing plants in a friend's backyard. In 1981, they established Midwest Trading to supply horticultural products to the Chicagoland area. Their daughter, Christa Orum-Keller, who grew up in the nursery, became full-time in 1995 and now leads both companies as Chairman. Her husband, Craig Keller, joined in 1999 and serves as Vice President and co-owner of Midwest Trading. With strategic plans in place for long-term success, Christa, Craig, and their dedicated team are poised for growth. Their unwavering commitment to excellence reflects Peter's belief that everything starts with the customer.

About Midwest Groundcovers LLC and Midwest Trading Inc.:

Midwest Groundcovers LLC is an industry leader in the propagation, growing and wholesale distribution of quality container nursery stock operating over 700 acres of state-of-the-art nursery production facilities at five locations in St. Charles, IL; Virgil, IL; and Glenn, MI. Midwest Trading Horticultural Supplies is a wholesale supplier leading the green industry in Chicagoland with sustainable products specializing in greenhouse and nursery mixes, custom-engineered, landscape mulches, soil amendments, and horticultural supplies.

[Obituary – Visitation and Services](#)

Contact:

Jamie Heflin

Marketing Supervisor

Midwest Groundcovers LLC

847-468-2053

jheflin@midwestgroundcovers.com

MidwestGroundcovers.com

Midwest-Trading.com