

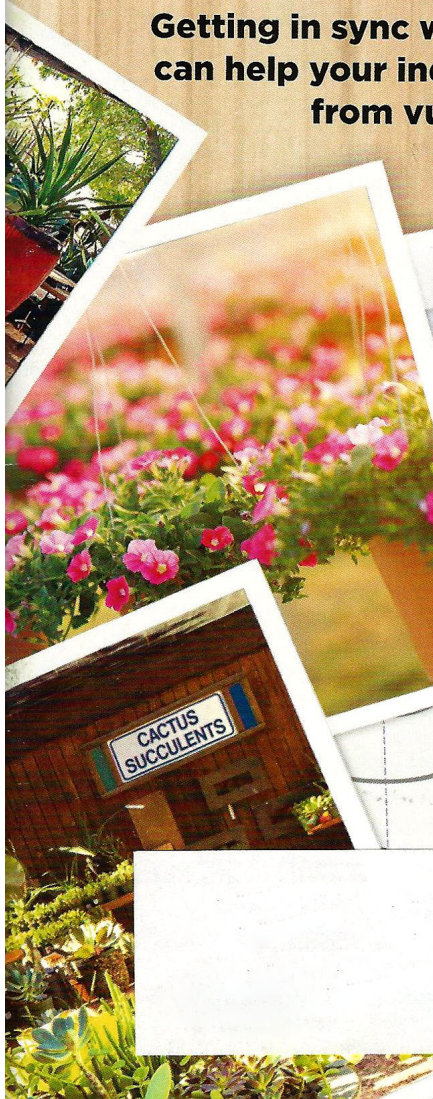
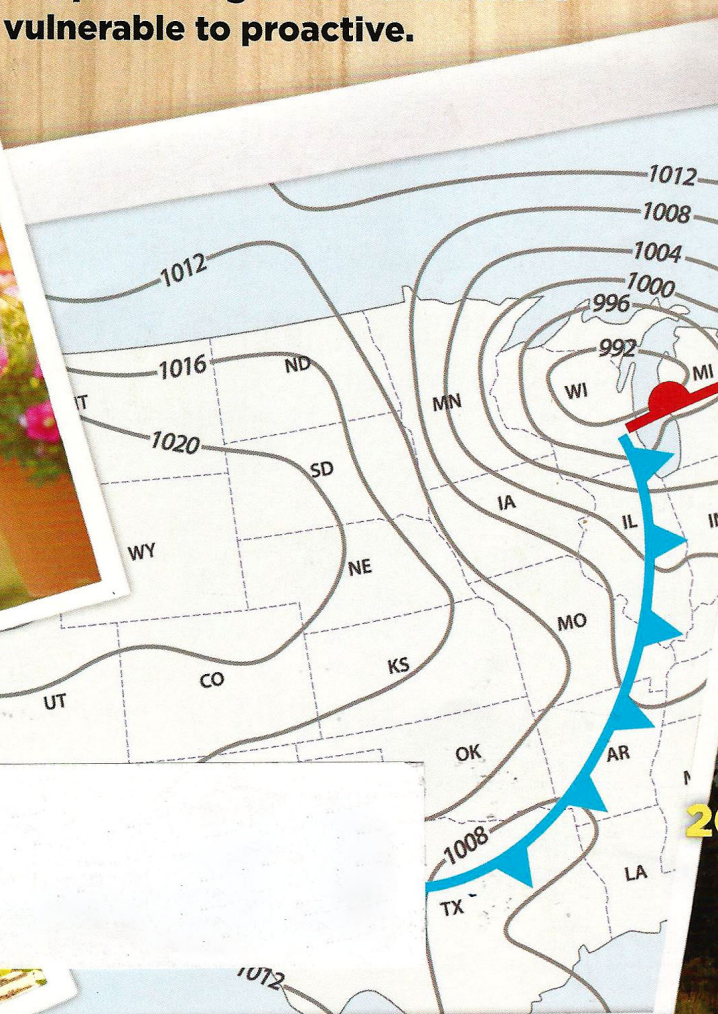
gardencenter®

SERVING LEADING INDEPENDENT GARDEN CENTER RETAILERS IN NORTH AMERICA

FORECAST:

SUCCESS, RAIN OR SHINE

Getting in sync with weather and climate trends can help your independent garden center move from vulnerable to proactive.



PLUS:
**2019 CALIFORNIA
SPRING TRIALS
PREVIEW,**

PG. 75

Danziger

Featuring: *Varinova*

DANZIGER

1. Share your love with AMORE Petunias! Each bloom of this stable, uniform series features five elegant heart shapes. Joining the series for 2020 is **AMORE King of Hearts**. King of Hearts flowers early with large, regal red and white blossoms. It features a compact, mounded habit and is recommended for quarts, baskets and combos. Amore™

2. Danziger makes choosing the right size calibrachoa even easier. Each series fills a specific market need. With the **LIA** calibrachoa series, your baskets and combos will be bursting with noticeably bigger blooms. LIA's larger flowers truly capture consumer attention at retail. LIA Dark Red (pictured) is a 2020 standout with clear, deep-red blooms. This early flowering series shows good vigor, making it perfect for baskets and combos.

VARINOVA

3. Our new intermediate cyclamen **Merita series** develops many flowers. The series has a compact shape with firm flower stems and a fine marbled leaf type. Because of its uniform and compact growth, Merita is easy to cultivate and to sell. Merita is suited for a 4" pot size and includes Flamed and Shine (pictured) colors.



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LOCATION:
4860 Monterey Road
Gilroy, CA 95020

WHY VISIT?

Danziger's California Spring Trials experience will fuel your imagination. Danziger's 2020 new introductions offer more color and bloom power than ever before. Danziger is focused on our customers' success, developing innovative varieties that are easier to grow, provide dependable performance and deliver more profits.

WHO TO LOOK FOR:

At the CAST event, you'll meet: Mike Fernandez (market manager, North America, mike@danziger.co.il); Lisa Heredia (marketing and key accounts, North America, lisa.heredia@danziger.co.il); Randy Uhl (R&D coordinator, North America, randy.uhl@danziger.co.il)

Pacific Plug & Liner

Featuring: *Bart Noordhuis; Plant Development Services featuring the Encore, Southern Living Plant Collection and Sunset Western Garden Collection; Klassmann-Deilmann; Quality Cuttings Team (HMA Plants); Terra Nova Nurseries*

1. As the popularity of **Echibeckia** continues to grow, we continue to work on improvements to the lineup. The breeding goal is to find varieties with larger and brighter-colored flowers. We have two new selections we plan to release at Spring Trials this year, names to be announced at that time. One thing to note for growers is the vigor of the program; one 72-cell liner can easily fill larger pots such as 1.5 gallons and deco pots. For a sneak peek, we have included a photo of our marketing director, April Herring-Murray, with one of the varieties this past summer. Note the huge flowers and interesting fringes in the center of the flower.



1

Pacific Plug & Liner cont.

PLANT DEVELOPMENT SERVICES

2. *Camellia sasanqua* **October Magic Ruby** was bred for a full, naturally compact rounded habit and longer bloom time. Brilliant red double flowers from fall to winter. 3-4' tall, USDA zones 7-10. Available to garden centers in 2020.



TERRA NOVA NURSERIES

3. *Begonia* **'Garden Angel Blush'** showcases a mounding, upright habit, with pewter-silver palmate leaves. An easy-to-garden plant for containers or interiors, it blooms small pink flowers in August through September. USDA zones: 7-11. Size: Height: 24", Width: 18", Flower height: 24". Exposure: full shade.

📍 LOCATION:

750 Casserly Road, Watsonville, CA 95076

🗨️ WHY VISIT?

Brush up on your etiquette, because it's time for The Secret Garden at PP&L. Join us at our Watsonville facility to enjoy the finer things in life, and by this, we mean perennials, of course! For 2019, a perennially enchanting day is planned for you as we continue our heavy focus on perennial products by highlighting new varieties within our Planthology programs and welcome new vendor Terra Nova Nurseries!

Proven Winners

Featuring: Spring Meadow Nursery, Walters Gardens

PROVEN WINNERS

1. SUNCREDIBLE Yellow *Helianthus* is a daylength neutral, vegetative sunflower that will reach a height of 24-42" in full sun, with a spread of 20-32". These large, bushy plants are quite vigorous and will be covered in flowers, blooming continuously from summer into fall. Excellent for cut flower production with a uniform, well-branched habit.



SPRING MEADOW NURSERY

2. Already decorated with six awards from around the world, **Ringo Rosa** is finally available in North America. The blooms of this colorful, appealing *R. hulthemia* hybrid open a bright golden yellow with a blazing red center. They mellow to a soft yellow, before finally turning white with a distinct pink center. The effect is of three colors blooming at once. Of course, it meets our standards for disease resistance and reblooming, having been put through our multi-year rose trial gauntlet. USDA zones 4-8, Height/width 3-4'.



📍 LOCATION:

Kirigin Cellars,
11550 Watsonville Road,
Gilroy, CA 95020

🗨️ WHY VISIT?

Kirigin Cellars provides a wonderful backdrop for visitors who can see many of Proven Winners' annuals, perennials and flowering shrubs for 2020, take a look at retailer opportunities and enjoy lunch or a glass of wine during their visit.

👤 WHO TO LOOK FOR:

Registration is available online at springtrialsregistration.com. Attendees who have questions should contact Kerry Meyer at 573-477-9420.