

GREENHOUSE GROWER®

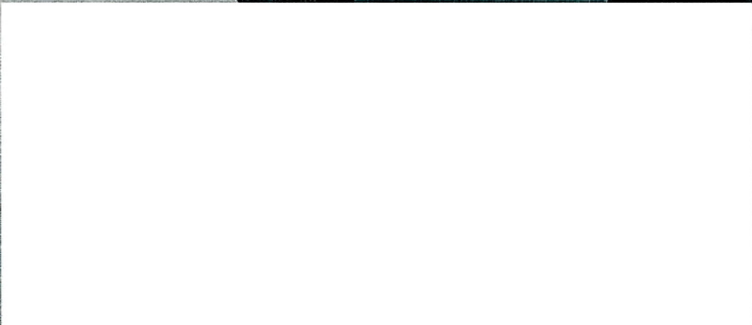


The Voice for Controlled-Environment Production



How AppHarvest Built a **Roadmap to Success**

Led by founder Jonathan Webb, this Kentucky greenhouse vegetable grower worked through a pandemic to harvest its first crop, and has plans to continue growing.



GROW Executive Report
starting after page 26

**Variety Central: Poinsettia
Varieties and Production Tips**
starting on page 47



Photo: Terra Nova Nurseries

NEWS BITES

One in a Melon

'Sweet Sandia', a new echinacea from Terra Nova Nurseries, is a single with broad petals that look like slices of watermelon. It is a clonal variety with uniformity that will make scheduling and sales easier for growers.



Photo: Sakata Ornamentals

Two-Time Gold Medalist

Sakata Ornamentals' 'Profusion Red and Yellow Bicolor' zinnia earned a gold medal in two major flower competitions — All-America Selections in the U.S. and Fleuroselect in Europe. This new zinnia is notable for its distinct red and yellow coloration, which is the first of its kind in an interspecific zinnia hybrid.



Photo: Suntory Flowers

License to Princettia

Suntory Flowers will license Dümme Orange (Central America, Vivero Internacional (Mexico), and Beekenkamp (Ethiopia) to produce Princettia euphorbia cuttings for North America in 2021.

Pass on CAST

Danziger announced it will not participate in California Summer Trials (CAST) in 2021 and beyond. The company plans to move its introductions timeline up to allow growers to order trials of new intros in time to evaluate and make decisions during the regular growing season.

