

The Latest & Greatest

Do you know a hort rock star? Now in its 10th year, our sister publication GPN is accepting nominations for its next 40 Under 40 class — the Class of 2021.

GPN's 40 Under 40 program recognizes our industry's brightest young stars who already have and are continuing to really make things happen in the industry, their businesses, their communities and their personal lives.



The award is intended to recognize the young industry leaders who have the people skills, the technical know-how, the creativity and vision who will keep our industry moving forward for many years to come.

If you know someone that fits that description, we want to know! Just go to www.gpnmag.com/40-under-40-nomination and fill out the nomination form and tell us why you think he/she belongs in the Class of 2021. The deadline for nominations is Jan. 22.

Incidentally, you've met several past 40 Under 40 alums within the pages of this magazine, by way of my "5 Minutes With..." column, found on the inside back page. This month we're shining the spotlight on Jennifer Moss, director of sales and marketing at Moss Greenhouses Inc. in Jerome, Idaho, and tomato grower extraordinaire. Turn to page 82 to read her story.

Also In This Issue

A new year always means new varieties, and this year's selection does not disappoint. On page 18, we take a look at new varieties from breeders and growers that'll be available for retail this year.

Now that you've seen what's new, how do you merchandise it in your store? Dirty Secrets columnist Christina Salwitz has some inventive ideas to get your creative juices flowing with "Rev Up an Exhausted Customer Base with New Varieties," beginning on page 32.

Which new variety caught your eye? Drop me a line at tmcperson@greatamericanpublish.com to let me know!



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SUBSCRIPTION INFORMATION

L&GR (Lawn & Garden Retailer) magazine (ISSN 1540-9023) is published ten times a year in January, February, March, April, May, June, July, August, September/October and November/December by Great American Media Services, 75 Applewood Dr., Suite A, Sparta, MI 49345, Telephone: 616.887.9008 Fax: 616.887.2666. Subscription rates in the U.S. are \$30 per year (Canada and Mexico are \$50 and all other countries are \$60 payable in U.S. currency). Periodical postage paid at Sparta, MI and at additional mailing offices. Reproduction of contents is forbidden. Copyright 2021. POSTMASTER: Send address changes to Great American Publishing, PO Box 318, Lincolnshire IL 60069



Winner of 2010, 2012, 2014, 2017 and 2018 EDDIE awards for Best Full Issue

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