

# Retail Inspiration at California Spring Trials: *Part 1*

Put these ideas from plant breeders at CAST into your own retail displays.

By Stephen Kloosterman

**A**fter a two-year hiatus due to COVID-19, the team at Lawn & Garden Retailer hit the road in late March to attend California Spring Trials (CAST). Not only did we witness some breathtaking plants in the

pipeline for 2023, we also were inspired by the displays put together by the plant-breeding companies. Here are photos of some of those displays and marketing concepts — we hope they serve as a muse for your own retail displays.



*Selfie Stations*

A few places we visited were ready and waiting for photo opportunities. Danziger had a backdrop of a 1960s minibus complete with hippie headgear, colorful pins and snarky signs, under the tagline “California Dreamin’”



## Up to the Chapel

Benary created all of the ingredients for a wedding to showcase the potential of its latest pilotus, 'Matilda', for use in cut-flower arrangements. Not only did it make the flowers look good, the wedding altar/drinks bar was a great place for a toast and a photo.



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## Hanging 10 ... or 20

Several companies made unique use of hanging baskets. Ball Horticultural hung a bunch of its Beacon Impatiens in the shape of a heart. Dümmer Orange hung a few dozen from a circular metal frame, creating sort of an arbor where attendees were surrounded by the company's colorful innovations.

Stay tuned for more retail ideas from CAST'22 in Part 2 of this article in the June issue.