



Ken Fisher, president and CEO of AmericanHort, addresses the audience at Cultivate'21.

Green Industry to Gather in Columbus for Cultivate'22

AmericanHort will host Cultivate'22 from July 16-19 in Columbus, Ohio, at the Greater Columbus Convention Center. From retailers, greenhouse and nursery growers, distributors, interior and exterior landscapers, florists, students, educators, researchers and manufacturers, Cultivate is known to attract thousands of industry professionals and visitors from all 50 states and over 40 countries.

“Cultivate'22 is where we bring our industry together to conduct business, identify new plant varieties, uncover market trends, showcase product innovation and learn best operating practices,” said Ken Fisher, president and CEO of AmericanHort. “We look forward to hosting everyone in Columbus this coming summer and sharing some exciting announcements that will help our industry perform better, grow faster and be prepared for the future.”

Cultivate'22 attendees will enjoy visiting trade show exhibitors in this industry-leading event. Cultivate offers the industry's most comprehensive professional development programming including more than 100 education sessions, workshops and tours conducted by leading industry experts, educators and

researchers. Appropriate health and safety precautions will be followed throughout the event.

Event highlights include:

- **Saturday Workshops** — The Grower Back to Basics, Garden Retail and Business Management workshops are designed to provide more in-depth opportunities for hands-on learning for growers, retailers, and managers. A separate registration is required for these half or full-day programs.
- **Industry Production Tours** — Participate in an industry production tour to see business practices up close. Spend a day on either the Garden Retail Tour, the Greenhouse Production Tour, the Nursery Production Tour or the Landscape Operations and Design Tour to learn from your peers, build your network, and gather

ideas to help your operation.

- **Women in Horticulture** — This year's Women in Horticulture program features a keynote talk by Jean Steel, an engaging and enthusiastic speaker who will discuss important life lessons and provide tips on managing change, dealing with stress and how to live an overall happier life. Lunch is included, and a portion of the ticket sale will go to a Horticultural Research Institute (HRI) scholarship fund.
- **tHRive Sessions** — Located in the Knowledge Center on the trade show floor, these sessions are brought to you by the Horticultural Research Institute (HRI). Leading researchers will share key findings and applicable advice to help the industry tHRive. Find more details at www.americanhort.org/cultivate.

Cultivate'22 Booth Previews

1. AMERICANHORT

AmericanHort's mission is to unite, promote and advance our industry through advocacy, collaboration, connectivity, education, market development, and research. Join AmericanHort to get best practices you need to drive your business forward.

Aisle 700
Circle 300



2. NEPTUNE'S HARVEST

Full line of dry and liquid organic fertilizer options for organic growers. Products show amazing results. Retail and bulk. Family owned. Gloucester, Massachusetts.

Booth #2408
Circle 301



3. NETHERLAND BULB CO.

The Netherland Bulb Co. team cannot wait to see you in person again. Visit them for lots of ideas and new varieties they will have on hand in their booth.

Booth #2939
Circle 302



4. SMART POT

Need pots or planters for your grow operation or retail store? American-made Smart Pot fabric planters are in stock, ready to ship out. Contact Smart Pot today to place an order.

Booth #2324
Circle 303



5. SPRING MEADOW NURSERY

In-bloom hydrangeas for Mother's Day? Yes! Get an early start on 2023 spring sales with beautiful Proven Winners ColorChoice pre-budded hydrangeas. Order yours at the Spring Meadow Nursery booth at Cultivate.

Booth #915
Circle 304

