

Pack It Up and Head West

Seize the opportunity to place orders for the newest plant genetics early by spending some time at the California Pack Trials this April.

By Brandi D. McNally



One of the biggest problems in our industry right now is something you may not even be aware of but could very well be perpetuating. Are you waiting until the last minute to place your orders with growers for your spring bedding plants, fall mums and pansies, or poinsettias? If you are, your actions could be affecting not only your ability to obtain the plants you want, but that of your growers; they, too, have deadlines to meet when placing their orders. If a

grower waits too long to order from his brokers or other suppliers because you have waited too long to give him your order, the seeds or vegetative cuttings that will become your end product may not be available to him. If he tries to be proactive by predicting which and how many plants you're going to want, he may end up with either an insubstantial amount of product or excess that he'll have to sit on because he can't sell it, causing problems throughout the supply chain.

If your order placement procrastination stems from the fact

that you don't yet know what the new varieties are, don't wait for growers to let you know or for breeding company catalogs to arrive in the mail. You can find out for yourself at the very event growers look forward to attending themselves every year — the California Pack Trials. Up and down the coast from April 5-17, attendees stop at breeding companies' trial sites to view existing and new plant varieties; breeders often wait until the Pack Trials to unveil at least some of their novelties for the first time.

All you need to do is contact the companies listed below to make appointments for your visits, and you're all set. The investment you'll be making by getting a leg up on your competition will pay your way when your garden center becomes known to customers as the source for the newest and most innovative plants. And besides all that, your growers will thank you when you go to them with an early order. 🌱

Brandi D. McNally is associate editor of Lawn & Garden Retailer.

1 AMERICAN TAKII

Contact: Nicole Shioya or Bonnie Marquardt
Tel: (831) 443-4901; nshioya@takii.com, bmarquardt@takii.com
Trial Dates/Location: 6-15, Salinas

2 BENARY

Contact: Niles Riese
Tel: (260) 982-0758; infousa@benary.com
Trial Dates/Location: 5-14, Carpinteria

3 BODGER SEEDS/BODGER PLANTS

Contact: Janice Seiberling
Tel: (626) 442-6161; jseiberling@bodger.com
Trial Dates/Location: 7-11 and 14-16, Lompoc

4 DÆHNFELDT

Contact: Kathy Cron
Tel: (260) 982-7969; k.cron@daehnfeldt.net
Trial Dates/Location: 7-12 and 14-15, Castroville

5 DANZIGER "DAN" PLANT FARMS

Contact: Reese Kiikka
Tel: (440) 357-6280; brplants-n-seeds@msn.com
Trial Dates/Location: 6-17, Gilroy
Also Exhibiting: Oro Farms and Pinnea

10 ECKE RANCH

See The Flower Fields listing

6 EUROAMERICAN PROPAGATORS

See Proven Winners listing

7 FIDES NORTH AMERICA

Contact: Adalberto Rodriguez
Tel: 011 506 442 1849; info@fidesnorthamerica.com
Trial Dates/Location: 5-16, Twyford International, Santa Paula

10 FISCHER USA

See The Flower Fields listing

8 FLORANOVA

See Oglevee listing

10 THE FLOWER FIELDS

Contact: Tina McElroy
Tel: (800) 549-0158; fffmarketplace2003@goldsmithseeds.com
Trial Dates/Location: 5-13, Gilroy

9 GOLDEN STATE BULB GROWERS

Contact: Tom Lukens, June Roque or Sandra Cortez
Tel: (831) 728-0500; gsbgb@cruzio.com
Trial Dates/Location: 7-17, Watsonville

10 GOLDSMITH SEEDS/GOLDSMITH PLANTS

See The Flower Fields listing

11 GROLINK

Contact: Jeanne Grant
Tel: (805) 984-7958; info@grolink.com
Trial Dates/Location: 7-13, Oxnard

12 KIEFT SEEDS HOLLAND

Contact: Jeff McGrew
Tel: (360) 445-2031; jmcgrew@sos.net
Trial Dates/Location: 6-15, Gilroy

13 OGLEVEE LTD.

Contact: Jason Riley or Alan Zaeske
Tel: (724) 628-8360; jason@oglevee.com; alan.zaeske@gte.net
Trial Dates/Location: 7-11 and 14-16, Lompoc
Also Exhibiting: Floranova

14 PANAMERICAN SEED

Contact: Mary Long
Tel: (630) 588-3187; mlong@panamseed.com
Trial Dates/Location: 5-14, Santa Paula

15 PROVEN WINNERS

Exhibiting at EuroAmerican Propagators
Contact: Kerry Strobe
Tel: (573) 635-2877; kerry@provenwinners.com
Trial Dates/Location: 4-16 (by appointment only), Bonsall

16 ROYAL VAN ZANTEN LLC

Contact: Peter S. Hesse
Tel: (805) 929-2858; p.hesse@royalvanzanten.com
Trial Dates/Location: 5-16, Nipomo

17 S&G FLOWERS

Contact: Allyson Szafranski
Tel: (800) 323-7253, ext. 408;

sgpacktrial.usdg@syngenta.com
Trial Dates/Location: 6-12 and 14-15, Gilroy

18 SAKATA SEED AMERICA INC.

Contact: Dotty Arce
Tel: (408) 778-7758; marketing@sakata.com
Trial Dates/Location: 7-14 (13th by appointment only), Salinas

19 SELECTA (First Class)

Contact: Angela D. Storm
Tel: (800) 955-5644; angela@depropagators.com
Trial Dates/Location: 5-15, Encinitas

20 SUNTORY COLLECTION

Contact: Lou Aguirre
Tel: (800) 877-6737, ext. 6; laguirre@bco.com
Trial Dates/Location: 5-17, Somis

21 TWYFORD INTERNATIONAL INC.

Contact: Susan Smith
Tel: (800) 905-3263; ssmith@twyford.com
Trial Dates/Location: 5-16, Santa Paula

10 YODER BROTHERS

See The Flower Fields listing

Mapping it out

Several exhibiting companies are grouped together in the same towns or are otherwise located in close proximity to other towns where participants are showcasing their varieties. Use this map to help you plan your trip through Northern, Central and Southern California.

