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Making Cents

OF GREEN INDUSTRY ECONOMICS

Friday, November 13, 2009

Spring Pack Trials Excursion for Greenhouse Growers

A bus trip for greenhouse growers is being planned to next year's California Spring Pack Trials from April 9 -13, 2010. Dr. Mark Bridgen of Cornell University, along with Dr. Brian Krug of the University of New Hampshire, Dr. Roberto Lopez of Purdue University, and Dr. Neil Mattson of Cornell University, have organized an intense, educational trip to several of the key Spring Trial locations. The trip is designed specifically for greenhouse growers and other horticulture professionals.

The trip itinerary is jam-packed; the days begin early and continue at a fast pace late into the evening. Attendees should plan to arrive on Friday, April 9 and will stay at a designated hotel near the San Jose Airport. The journey begins at 7 a.m. on Saturday, April 10, when the bus departs from the hotel. That first day, the group will visit Golden State Bulb Growers in Watsonville, Syngenta Flowers/Goldsmith Seeds in Gilroy, Speedling (along with exhibitors Thompson & Morgan, GreenNex USA, Hem Genetics, MasterTag, Plant Source International, and Schoneveld Twello) in San Juan Batista, and Sakata Seed in Salinas. Participants will stay in Salinas on Saturday night.

On Sunday, April 11, the day will begin with a 2 hour bus drive to San Luis Obispo, where the first stop will be Dummen USA. After a short drive to Arroyo Grande, the group will visit Greenheart Farms. The last stop of the day will be in Santa Barbara where the participants will visit Jiffy along with their exhibitors Northern Innovators, Skagit Gardens, and Florist de Kwakel.

Monday, April 12, will be a busy day beginning with the bus departing at 7 a.m. and driving for an hour to PlantHaven. Following this stop, the group will arrive at Ball Horticultural Co. in Santa Paula where displays of PanAmerican, Ball FloraPlant, Kieft Seeds, and Selecta varieties will

Which of the following water-related issues do you think is MOST critical to green industry firms?

30 (100%)

Votes so far: 47
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Why "Making Cents"? Because as margins get tighter and tighter in the Green Industry due to market conditions becoming increasingly competitive, a few cents per pot/plant can make a world of difference! Stay tuned to this site for up-to-the-minute information regarding economic factors affecting your business and strategic responses to enhance profitability!

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About the author



Dr. Charlie Hall
Current chairholder of the Ellison Chair in

be featured. Lunch will be hosted by Ball. In the afternoon, Green Fuse Botanicals in Oxnard will be visited along with GroLink. If time allows, the last stop of the day will be in Somis, CA to visit Suntory.

Participants will spend Monday night at a hotel in West Hollywood, CA. This hotel is conveniently located midway between the Los Angeles (LAX) airport and the Burbank Airport. There is a shuttle service and taxi service to both of these airports from the hotel.

This package trip includes the cost of first class hotel accommodations for four nights from April 9-12, bus transportation from San Jose on the first day to West Hollywood on the last day, lunches for 3 days, and experienced guides. Participants need to arrange their own transportation into San Jose on April 9 and out of West Hollywood on April 12, and cover their own dinner costs. A travel agency is available to assist with these reservations (go to the website listed below). The cost of the trip will be \$450 per person in a double room or \$720 per person for a single room. These rates are based on 47 participants and will be adjusted slightly if minimum capacity is not met. The trip is subject to change and may be canceled if minimum capacity is not met.

****Space is limited**** Register by January 29, 2010 to reserve a seat on this trip. For on-line reservation, go to www.concepts.us.com and click on Event Registration at the bottom left of the site. Be sure to go to the site labeled: Greenhouse Growers Spring Trials 2010. If you have questions, contact Dr. Mark Bridgen at mpb27@cornell.edu or at 631-727-3595.

This group trip to the 2010 California Spring Pack Trials is a new, one-of-a-kind venture for growers! All greenhouse growers and floriculture professionals are invited to attend. It is an opportunity to meet fellow growers, breeders, and other plant company representatives to share ideas, update your understanding of what's happening in our industry, and travel with trained professionals.



Posted by Dr. Charlie Hall at 7:43 PM

Labels: [differentiation](#), [growers](#), [promotions](#), [seminars](#)

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