2008 California Pack Trials

Jennifer Duffield White

March 29 – April 5

California Pack Trials are the place to be for the absolute newest in plants, marketing and merchandising. If you want to find the cutting edge of new plant varieties, marketing and merchandising ideas, the California Pack Trials are the place to be. With 23 separate locations and more than 30 companies, you’ll need to do some careful itinerary planning. Appointments are required at some locations and recommended everywhere else.

A few changes to take note of this year:

1. Ball Horticultural Co., has folded its trials into a one-stop, all-inclusive trial with both seed and vegetative genetics at their PanAmerican Seed facility. One less stop, but plan on spending more in Santa Paula.

2. You’ll still find Fischer’s vegetative genetics at Goldsmith Seeds this year, but they’ll be under the Syngenta Flowers umbrella (due to Syngenta acquiring Fischer). You’ll find the seed genetics and perennials for the Syngenta group at the S&G Breeding facility.

3. K. Sahin Zaden B.V. has changed location from Greenheart Farms to American Takii due to Takii Japan acquiring the company.

*Note: numbers preceding each listing correlate locations on the Pack Trials Map.*

**NORTHERN TRIALS**

1
March 29 – April 5
**Goldsmith Seeds**
also includes Syngenta's vegetative trial
2280 Hecker Pass Hwy, Gilro
Contact: Keysha Weintz or online at www.goldsmithseeds.com
March 29 – April 5

**Syngenta Flowers**  
(perennial and seed genetics)  
S&G Breeding Facility  
7240 Holscaw Rd., Gilroy  
Contact: Ashley Dekker  
Tel: (800) 323-7253 ext. 6408  
E-mail: ashley.dekker@syngenta.com

March 29 – April 5

**Kieft Seeds**  
(at Gilroy Young Plants)  
270 Rucker Avenue, Gilroy  
Contact: Jeff McGrew  
Tel: (360) 445-2031  
E-mail: jmcgrew@sos.net

March 29 – April 4

**Danziger “Dan” Flower Farm**  
(at Headstart Nursery)  
4860 Monerey Rd., Gilroy  
Contact: Chanochi Zaks (Israel) or Reese Kilkka (USA)  
Tel: +972 3 9602525 or (440) 357-6280  
E-mail: chanochi@danziger.co.il or brplants-n-seeds@msn.com

March 29 – April 4

**Oro Farms**  
(at HeadStart Nursery)  
4860 Monterey Rd, Gilroy  
Contact: Dana Fernandez  
Tel: (616) 406-0268  
Oro Office: (877) ORO-FARM  
E-mail: dana@orofarms.com
Golden State Bulb Growers
1260 Highway 1, Moss Landing
Contact: Sandra Cortez or Susan Ameil
Tel: (831)728-0500 ext. 254 or 257
E-mail: info@goldenstatebulb.com

6
March 29 – April 4
Pacific Plug & Liner/Agrexco Group
(includes Biological Industries, Cohen, Hishtil, Jaldety, Schwartz)
750 Casserly Road, Watsonville
Contact: Jennifer Leggett-Swart
Tel: (831) 722-5396, ext. 205
E-mail: Jennifer_Leggett@ppandl.net

7
March 29 – April 4
Henry F. Michell Company
(at Speedling)
2640 San Juan Highway, San Juan Bautista
Contact: Emily Colatriano
Tel: (800) 422-4678
E-mail: packtrials@michells.com

7
March 29 – April 5
Northern Innovators Inc. & Florist de Kwakel BV
(at Speedling Inc.)
2640 San Juan Highway, San Juan Bautista
Contact: Judy Born
Tel: (604) 533-8855
E-mail: judy@northerninnovators.com

7
March 29 – April 4
Global Flowers Ltd.
(at Speedling Inc.)
2640 San Juan Highway, San Juan Bautista
Contact: Jens Tofte
E-mail: jt@global-flowers.com

7
March 29 – April 4
GGG International Inc.
March 29 – April 4

**Schoneveld Twello B.V.**
(at Speedling Inc.)
2640 San Juan Highway, San Juan Bautista
Contact: Jeroen Star
Tel: +31 6 51 60 77 67
E-mail: sales@schoneveld.nl

March 29 – April 4

**Hem Genetics**
(at Speedling Inc.)
2640 San Juan Highway, San Juan Bautista
Contact: Rudy Westenberg
Tel: +31 2 28 54 13 12
E-mail: r.westenberg@hemgenetics.com

March 29 – April 4

**Greenex - Queen Kalanchoe**
(At Speedling Inc.)
2640 San Juan Highway, San Juan Bautista
Contact: Torben Pedersen
E-mail: Torben@Greenex.com

March 29 – April 4

**Plant Source International**
(At Speedling Inc.)
2640 San Juan Highway, San Juan Bautista
Contact: Alan Zaeske
E-mail: Azaeske@sbcglobal.net

March 29 – April 5

**American Takii, Inc.**
301 Natividad Road, Salinas
Contact: Julia Paul
Tel: (831) 443-4901, ext. 36
8
March 29 – April 5
K. Sahin Zaden B.V.
(at American Takii)
301 Natividad Road, Salinas
Contact: Erik Jansen
E-mail: ejansen@sahin.nl
Tel: +31-172-44777

9
March 30 – April 5
Sakata Seed America, Inc.
103 Boronda Road, Salinas
Contact: Nicole Naragon-Blevins
Tel: (260) 672-3820
E-mail: nnaragon@sakata.com

CENTRAL TRIALS
10
March 30 – April 3
Dummen USA
includes John Henry Co. and Westflowers
(at Greenheart Farms)
902 Zenon Way, Arroyo Grande
Contact: Diane Surette
Tel: (630) 212-1276
E-mail: d.surette@dummenusa.com

11
March 31 – April 4
Bodger Seeds, Ltd. / Bodger Botanicals
1851 W. Olive, Lompoc
Contact: Sylvia Pardo
Tel: (626) 442-6161, ext.132
E-mail: spardo@bodger.com

12
March 31 – April 4
Floranova
222 North A St., Lompoc
Contact: Bill Wilson  
Tel: (574) 243-8100  
E-mail: bwilson@floranova.us

13  
March 29 – April 4  
**Benary Seed**  
(at Imagination Canyon)  
1200 Via Regina, Santa Barbara  
Contact: Jessica DeGraaf  
Tel: (616) 706-7970  
E-mail: JDeGraaf@benary.com

14  
March 31 – April 4  
**PlantHaven, Inc.**  
(at Island View Nursery)  
3376 Foothill Road, Carpinteria  
Contact: Margaret Pryde  
Tel: (805) 569-9179  
E-mail: margaret.pryde@planthaven.com

15  
March 29 – April 4  
**GroLink**  
4701 West Gonzales Road, Oxnard  
Contact: Paul Gaydos  
Tel: (941) 750-8885  
E-mail: paul@grolink.com

16  
March 29 – April 4  
**Ball Horticultural Co.**  
(at PanAmerican Seed)  
335 S. Briggs Road, Santa Paula  
Contact: Mary Long  
Tel: (630) 588-3187  
E-mail: mlong@panamseed.com

17  
March 29 – April 4  
**Fides North America**  
15245 W Telegraph Road, Santa Paula  
Contact: Diana Dickenson
Tel: (805) 525 7125
E-mail: d.dickenson@fidesnorthamerica.com

18
March 29 – April 5
**Suntory/Jackson & Perkins**
6500 Donlon Road, Somis
Contact: Lou Aguirre
Tel: (800) 877-6737
E-mail: laguirre@jacksonandperkins.com

**SOUTHERN TRIALS**

19
March 29 – April 5
**The Plug Connection**
2627 Ramona Drive, Vista
Contact: Lisa Finnegan
Tel: (760) 631-0992 ext. 118 or (760) 806-5181
E-mail: lisa@plugconnection.com

20
March 31 – April 4
**Booman Floral**
501 Osborne St., Vista
Contact: Jake Rudnick
Tel: (760) 630-4170
E-mail: jake@boomanfloral.com

21
March 29 – April 5
**Proven Winners**
(at EuroAmerican Propagators)
32149 Aqueduct Road, Bonsall
Contact: Kerry Meyer
Tel: (573) 477-9420
E-mail: kerry@provenwinners.com

22
March 29 – April 5
**Selecta First Class, Inc.**
1150 Quail Gardens Drive, Encinitas
23
March 29 - April 5
**Ecke, The Flower Fields and Oglevee**
(at Ecke Ranch)
441 Saxony Rd., Encinitas
Contact: Snow Maestas
Tel: (760) 944-4031
E-mail: smaestas@eckeranch.com