

# GROWERTALKS

## Features

2/1/2008

## 2008 California Pack Trials

*Jennifer Duffield White*

## 2008 California Pack Trials

(last updated: March 5, 2008)

***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, Gilroy

Contact: Keysha Weintz or online at [www.goldsmithseeds.com](http://www.goldsmithseeds.com)

Tel: (800) 549-0158 or (408) 847-7333  
E-mail: [springtrials@goldsmithseeds.com](mailto:springtrials@goldsmithseeds.com)

2

March 29 – April 5

**Syngenta Flowers**

(perennial and seed genetics)

S&G Breeding Facility

7240 Holsclaw Rd., Gilroy

Contact: Ashley Dekker

Tel: (800) 323-7253 ext. 6408

E-mail: [ashley.dekker@syngenta.com](mailto:ashley.dekker@syngenta.com)

3

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](mailto:jmcgrew@sos.net)

4

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](mailto:chanochi@danziger.co.il) or [brplants-n-seeds@msn.com](mailto:brplants-n-seeds@msn.com)

4

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](mailto:dana@orofarms.com)

5

March 28 – April 4

**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](mailto: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](mailto:Jennifer_Leggett@ppandl.net)

7

March 29 – April 4

**Henry F. Michell Company**

(at Speedling)

2640 San Juan Highway, San Juan Bautista

Contact: Emily Colatiano

Tel: (800) 422-4678

E-mail: [packtrials@michells.com](mailto: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](mailto: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](mailto:jt@global-flowers.com)

7

March 29 – April 4

**GGG International Inc.**

(at Speedling Inc.)  
2640 San Juan Highway, San Juan Bautista  
Contact: Zsafia Angeli  
Tel: +49 172 5725567  
E-mail: [zs.angeli@ggg-gruenewald.com](mailto:zs.angeli@ggg-gruenewald.com)

7

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](mailto: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](mailto:r.westenberg@hemgenetics.com)

7

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](mailto:Torben@Greenex.com)

7

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](mailto:Azaeske@sbcglobal.net)

8

March 29 – April 5

**American Takii, Inc.**

301 Natividad Road, Salinas  
Contact: Julia Paul  
Tel: (831) 443-4901, ext. 36

E-mail: [jpaul@takii.com](mailto:jpaul@takii.com)

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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto:kerry@provenwinners.com)

22

March 29 – April 5

**Selecta First Class, Inc.**

1150 Quail Gardens Drive, Encinitas

Contact: Angela Storm

Tel: (800) 955-5644

E-mail: [a.storm@firstclassplants.com](mailto:a.storm@firstclassplants.com)

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](mailto:smaestas@eckeranch.com)