

GROWERTALKS

GT in Brief

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Video Tours of the European FlowerTrials

Chris Beytes

The annual FlowerTrials, held each June over four days in the Netherlands and Germany, is one of the most spectacular flower industry events on the planet. Fifty-plus breeders and plant introducers all exhibiting their glorious wares at the same time ... the only thing that would make it better is if the event was in one giant greenhouse instead of dozens spread out over three regions (which makes it almost impossible to see them all ... although we're sure some folks manage).

There are now [some short video reports available from the 2023 FlowerTrials](#), so we can see what we missed! They'll give you a taste of what FlowerTrials has to offer in case you're thinking of checking them out next year (June 11-14, 2024). **GT**