

GROWERTALKS

Features

8/1/2024

Get Ready! 2024 Plug & Cutting Conference

Bill Calkins

In the last two issues, we zoomed in on the bus tours and a few of the specific educational sessions planned for this year's AmericanHort Plug & Cutting Conference set for September 23-25 in Orlando, Florida. Now it's time to step back and take a look at the entire event.

AmericanHort is known for planning conferences and events with multiple elements to engage attendees who are as diverse as the crops they produce. For those who learn best by networking and seeing greenhouse operations in action, experiential greenhouse production tours make up day one and allow attendees to visit tissue culture labs and greenhouses specializing in young plant propagation.

If educational sessions are your thing, the opportunity to hear from expert speakers and panels covering production inputs, pest management, grower basics and management practices are scheduled for days two and three. The conference is focused on collaborative learning, with peer-led and grower-led panels. New for 2024 is an opportunity for all attendees to access three virtual On Demand tracks, so you can log on and take advantage of even more education on your own time.

These tracks include:

- Back2Basics, featuring foundational horticultural skills
- Risk Management, ensuring the resilience and productivity of your operation
- Sessions presented in Spanish covering pest and disease management topics to improve monitoring and prevention of production issues before they get out of hand

For those attending to find new products, technologies and meet with leading plant propagation suppliers, there's a full trade show packed with vendors. You'll find innovations and improvements in containers, chemicals, growing media, systems and much more. Growing the highest quality plugs and liners often starts with the products you select, and the conference trade show is sure to bring new opportunities.

As AmericanHort explains: "The road to better performance starts at the Plug & Cutting Conference. As the premier event for young plant producers and growers from across the country, this conference is the place to learn the newest and best strategies, technologies, and techniques in the world of plugs and cuttings."

Registration details & schedule

For AmericanHort members, access to the trade show, educational sessions and all networking events costs \$595 per person. You can also sign up for one of the two production tours planned for Monday, September 23 for \$195. The tour registration includes transportation to the sites, as well as lunch. You'll want to sign up as soon as possible because tour space is limited.

Host Hotel (15 minutes from Orlando International Airport; room rates starting at \$209):



Caribe Royale Orlando

8101 World Center Drive, Orlando, FL 32821

(407) 238-8000, cariberoyale.com

Note: AmericanHort has secured special rates for your hotel stay. To take advantage of these exclusive rates, you must make reservations with the hotel by August 30.

In terms of a schedule to prepare for in Orlando, all three days will be filled with options, allowing you to maximize your time on the ground. Here's the plan:

Monday, September 23

7:30 a.m.—Bus #1 boards for the Greenhouse Production Tour to Costa Farms, Knox Horticulture and AG2TC

7:45 a.m.—Bus #2 boards for the Greenhouse Production Tour to Costa Farms, Knox Horticulture and Agri-Starts

Tuesday, September 24

7:30-9:00 a.m. Breakfast with exhibitors

8:00 a.m.-6:00 p.m. Trade show open

9:00-10:15 a.m. Education sessions

10:00-10:45 a.m. Networking break on trade show floor

10:30-11:45 a.m. Education sessions

11:30 a.m.-1:00 p.m. Lunch with exhibitors

12:30-2:00 p.m. Education sessions

1:30-2:15 p.m. Networking break on trade show floor

2:00-4:30 p.m. Education sessions

4:30-6:00 p.m. Reception with exhibitors

Wednesday, September 25

7:30-9:00 a.m. Breakfast with exhibitors

8:00 a.m.-1:00 p.m. Trade show open

9:00-10:15 a.m. Education sessions

10:00-10:45 a.m. Networking break on trade show floor

10:45 a.m.-12:00 p.m. Education sessions

11:30 a.m.-1:00 p.m. Lunch with exhibitors

1:00-2:00 p.m. Education sessions

Hopefully, this detailed rundown of the 2024 Plug & Cutting Conference inspires you to register and bring key team members to Orlando this fall! **GT**

Register now for the premier event for young plant producers and growers from across the country. This conference is the place to learn the newest and best strategies, technologies and techniques in the world of plugs and cuttings.