

GROWERTALKS

GT in Brief

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AAS to Host International Plant Trialing Conference in '25

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All-America Selections (AAS) knows a little bit about flower and plant trials, so it only makes sense that they would revive the International Plant Trialing Conference, an event first held in 2011 in the UK, then in 2013 at Longwood Gardens, then in 2015 in conjunction with the Farwest show. Now, after a decade-long hiatus, this educational event will provide updated information for plant trialers of all levels.

The conference will be held from October 13-15, 2025, at the Embassy Suites Hotel in Bloomington, Minnesota. Planned conference highlights include two days of educational sessions covering a wide range of topics, including ornamentals, edibles, plant trialing techniques and industry trends; general sessions and breakout sessions tailored to both experienced and new plant trialers; expert panel discussions featuring diverse perspectives and insights; and plenty of networking opportunities with industry professionals.

Diane Blazek, Executive Director of AAS, said the International Plant Trialing Conference got its start as more academic-centric, with educational sessions that were heavy on the technical side, and organized by industry volunteers. Now that AAS is bringing it back and handling the coordination of the event, their intent is to put the focus on plant trialing—how far it's come and what the future holds.

Diane said she's been working with breeders and trial managers who were eager to revive the conference. She said the timing is good, especially with some of the regional trials recently eliminating their programs.

"It's really about raising the value and visibility of trials," Diane explained. "How you use the data, and how you work with the breeder and academic partners."

Another change will be the addition of edibles (finished and CEA), which wasn't included before. Diane said that the event is ideal for anyone who's involved in plant trialing, in charge of choosing and ordering plants, and financial management of in-house trials. The goal of this event is to learn how you can get the most out of your trialing program, from beginning to end.

"Expectations for trials are increasing and we know it's a big expense for breeders, so the ROI is very important," said Diane.

Registration and hotel booking are now open. For more information and updates, go to all-americaelections.org/aas-meetings-events. **GT**