GROWERTALKS

GT in Brief

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On the Move

Jennifer Zurko

Ball Seed

Felicia Vandervelde has been hired as a Sales Representative for Western Niagara in Ontario, Canada. Felicia has been with PanAmerican Seed for the past six years as a Key Accounts Manager and additionally in recent years as a Product Development Manager. Her extensive experience in sales and management within the horticultural industry will ensure a seamless transition into Ball Seed.

Griffin Greenhouse Supplies

The new GGSPro Technical Reference Guide, a resource for growers looking to optimize their operations with the latest advancements in horticultural science, is designed for both novice and experienced growers. This guide is a go-to resource for identifying plant health challenges and finding solutions. Griffin's GGSPro technical support team developed this guide, which combines expert knowledge and real-world applications to support growers achieving success. This new 6th edition brings new chemistry and application guidelines, insights into biological control, PGR tips, and improved guidance on plant nutrition and water quality.

Hoffman Nursery

Hoffman Nursery has announced the appointment of Gordon D. Rowe III as the new Director of Sales and Business Development. In his new role, Gordon will oversee all sales and business development initiatives, strengthening relationships with existing customers while expanding Hoffman Nursery's market presence.

Gordon joins Hoffman Nursery from IUNU, where he served as Director of Special Operations. In this role, he was instrumental in driving the adoption and implementation of strategies for AI-driven solutions in the horticulture industry, supporting growers across North America. Prior to that, he spent 15 years at North Creek Nurseries in Landenberg, Pennsylvania, where he led sales initiatives, strategic planning and business development efforts.