

GROWERTALKS

GT in Brief

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Congrats to ASCFG Founder Judy Laushman!

Chris Beytes

Judy Laushman, co-founder of the Association of Specialty Cut Flower Growers (ASCFG) and its executive director for 35 years, has been honored with the 2025 John H. Walker Award from the Society of American Florists. The award, named for SAF's longtime executive vice president John H. Walker, honors floral association executives for their outstanding leadership.

"Judy built something truly special," said Dr. John Dole, professor of horticulture at North Carolina State University and an ASCFG advisor. "Her leadership created not just an association, but a community."

Judy stepped into the ASCFG executive director role in 1988 and established bold initiatives that still define ASCFG today. Just one year into her tenure, she launched the association's magazine, The Cut Flower Quarterly. She also spearheaded the National Cut Flower Trial Program, now in its 32nd year, which has evaluated more than 1,500 cultivars. Her hands-on coordination of seeds, testers and reporting has helped bring numerous staple crops to market.

Other standout initiatives include Localflowers.org, a vibrant platform promoting locally grown blooms, and the ASCFG's National Conference, a cornerstone of education and community-building since 1989. **GT**