GROWERTALKS

GT in Brief

4/30/2026

GreenTech North America on for September

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The first-ever GreenTech North America, sister show to the big one held in Amsterdam every June, is slated for September 23-24 at the Philadelphia Convention Center.

Now, it will NOT resemble the original GreenTech, which in 2025 could boast 545 exhibitors from 41 countries and 11,800 attendees. Our show will have around 90 exhibitors and 1,000 attendees (the organizers forecast). Humble, but a start.

They say the trade show will focus on “sustainable and high-tech horticulture solutions.” Attendees are expected to represent growers and breeders of vegetables, soft fruits, ornamentals, leafy greens and medicinal plants. And all the allied folks, of course.

The keynote speaker is Cole Mucci, CEO & Founder of KingsOne Farms, a Canadian hydroponic lettuce producer. He’s the third generation of Mucci farms, where his dad and uncle grow high-wire vegetables.

“While new technologies and automation are shaping the future of our industry, it’s important we don’t overcomplicate things and continue focusing on the fundamentals of good growing,” said Cole.

To learn more, go to greentech.nl/north-america. **GT**