

GROWERTALKS

GT in Brief

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Ball Companies Find New Home for CAST

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PanAmerican, Ball FloraPlant, Darwin Perennials, Selecta One and Morel will be at California Spring Trials 2027 at a new home: The Ventura County Agriculture Museum in downtown Santa Paula. The museum “preserves and exhibits the region’s farming and ranching history, and explores the present and future of the industry”—and seeing how PanAmerican Seed has been a part of that history for decades, it’s a fitting location for their Spring Trials!

“The Ventura County Agriculture Museum offers a strong fit for our needs to host a wonderful event for our customers and features both indoor and outdoor display spaces,” said Claire Josephson, Ball’s marketing communications director and CAST event organizer. “The museum aligns well with our company values of appreciating the past while looking forward to sustainable growth of our industry.”

Just as important, the new location supports the practical needs of attendees, including easy access, plenty of parking, tent options for displays and so on, allowing Ball to “maintain the high standards the company expects while ensuring a comfortable, welcoming and professional experience for all guests.” And it’s just a seven-minute drive east from their long-time Briggs Road home.

CAST 2027 is scheduled for April 6-9. **GT**