

Save Energy and Water, Plus Cannabis Growers in the Hot Seat



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COMING UP THIS WEEK:

Save Energy & Water
AFE Tackles Sustainability
Urban Tree Research
Un-Green Growers?
Report from the Outpost

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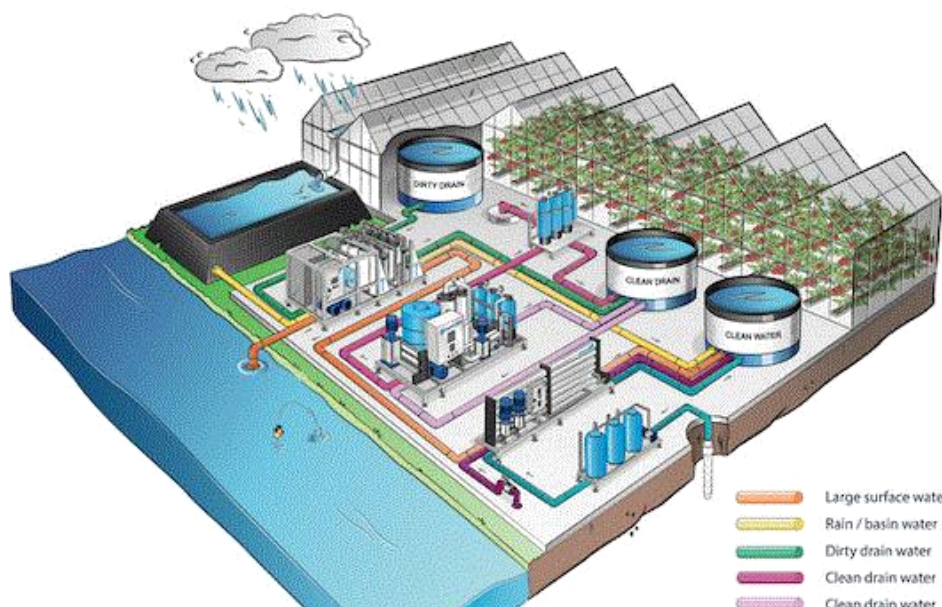


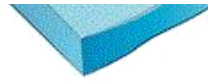
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Saving Energy and Water in the Greenhouse

Energy and water have been hot (and regulated) commodities in the Netherlands for some time now, and growers there have had to adapt. Now, we're beginning to see those same growers bringing efficiency solutions to the market. Here are two examples:

KG Greenhouses started [Hortipower.nl](https://hortipower.nl) to provide energy storage systems that could take advantage of fluctuations in the energy market. This can include storing energy and selling it back back to the grid (or simply using it when needed). Growers can also tie this in with their solar systems.





For the **Van der Ende Groep**, they've started promoting their water filtration techniques to growers in North America. With water scarcity a growing concern, Van der Ende Groep offers several solutions to help greenhouses reuse and filter water, save energy and grow efficiencies.



AFE Tackles Sustainability

The American Floral Endowment (AFE) just announced a new project that will have a major impact on U.S. floriculture—one that will make it much easier for you to seek out ways to make your operation more sustainable. They announced the new Sustainability Project, which will close the gap in making sustainability an accessible initiative for all segments of the industry.



In a press release, AFE explained: “By identifying and understanding the big picture of what’s already out there, what’s working and what’s not, the Endowment aims to compile new resources, share success stories, bring together experts in both academia and industry, and provide action plans for businesses large and small. Industry certifications have already provided an incredible amount of information for those seeking to validate their sustainability practices. Building upon these, AFE plans to create a library of resources that can be used by all to complement their current efforts.”

We all know the demand for more sustainable products and businesses exists, and this organized effort should help growers, suppliers, retailers and other industry members advance their businesses.

How’s it going to work? Dr. Brian Jackson and Dr. Melinda Knuth of North Carolina State University will oversee the project for AFE. In the three-phase collaborative approach, they’ll work with industry and other expert researchers to collect, analyze and create outputs.

Ball Horticultural Company, Mayesh Wholesale Florist, Smithers-Oasis and Tagawa Greenhouses are major sponsors of the project, while Kennicott Brothers is leading an effort to bring in additional Level II sponsors. Sponsors will have a seat on the Sustainability Task Force and will review and receive data prior to it being published.

You can follow along at endowment.org/sustainability. For more information or to get involved,

contact AFE's Executive Director Debi Chedester at dchedester@afeendowment.org.



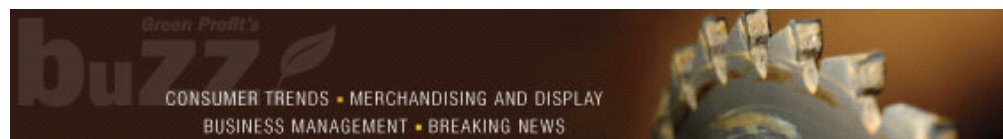
Studying Urban Trees

A TreeCulture Research Park is on the way for the Vineland Research & Innovation Centre in Ontario, Canada. With climate change impacting the Canadian tree landscape, this new 2-acre facility will help generate applied research solutions for urban trees.



The facility will include an Open Air Laboratory that has individual tree compartments, each with their own integrated sensor technology to recreate conditions faced by trees in urban settings while recording responses to stress and monitoring weather, soil function and canopy health. This is the first of its kind in Canada. Phase one will have 36 compartments, but they plan to expand that to 80.

You can read more about it [HERE](#).



When the Cannabis Industry Gets Called Out

Here's a little lesson in how growing plants doesn't give you a pass on environmental impact. And how making "green, sustainable" claims can come back to haunt you: GreenBiz's Joel Makower and others are taking the cannabis industry to task for the size of their environmental footprint and a bit of greenwashing.

Now, I'm no expert in the cannabis industry and I'm sure they have their own rebuttal to these

claims. But, nonetheless, this is a prime example of why transparency, real data and sustainability matter. (And, dare I say, also an example of how indoor growing can be painted as the bad guy.) It may not be the perspective you want to read, but I share it here because I think it's important to look at things from different angles.

Bottom line: If you're going to hang your hat on sustainability, back it up with real facts and data. Track key metrics. Do the good work of looking at your own business with a critical eye and find ways to improve.

Read it all: "[It's high time for the cannabis industry to embrace sustainability.](#)"

Report from the MT Outpost

My vegetable garden is just starting to respond to the heat of summer—as in I finally have a few peas. It was a slow start this year, but the squash and cucumbers finally look healthy. I started throwing random cut flowers into my vegetable garden last year and I loved having the color so much that I doubled down this year. What joy a little pop of pink brings.



By the way, I'm still looking for a few more sustainable ideas from garden centers for an upcoming article I'm writing. Drop me a line and tell me who's doing cool things to make their garden center more sustainable: jwhite@ballpublishing.com.

Until next time,

A handwritten signature in black ink that reads "Jennifer".

Jennifer Duffield White

jwhite@ballpublishing.com

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