

Danziger partners with Moss Hill, Brightline discount and emerging trends



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# TROPICAL TOPICS

## COMING UP THIS WEEK:

Danziger and Moss Hill  
Book Your Brightline  
What's Popular & Emerging?  
Emerging Trends in the U.S.



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## Danziger Partners with Moss Hill

You may recall that Danziger formally announced a brand around its foliage program earlier this year. They had been producing foliage plants for several years, but just this past spring gathered it all together under the Floresta program. The next major announcement around this branding is that they've selected the Floresta program's first dedicated rooting station. And that would be Moss Hill Foliage, a wholesale grower in Apopka, Florida.



"Market demand for high-quality rooted liners is continuing to increase," said Mike Fernandez, market manager for Danziger North America, in a press release on the topic. "We wanted to ensure growers have a reliable source for the full Floresta portfolio. We were searching for a partner who could match our quality and customer service standards. Moss Hill has an established reputation for supplying quality products with excellent customer care."

Moss Hill will receive Floresta's liners from Danziger's indoor foliage production facility in Guatemala. Grown indoors and not outside, Danziger's cuttings are not subjected to weather and issues one might encounter with other production. "Adding Moss Hill as a dedicated Floresta rooting partner means growers across North America will have access to those benefits with high-quality rooted liners," Mike added.



Moss Hill is excited to be on board with Danziger, too. Asher Decker, Moss Hills' general

manager said of the partnership, “Our team is dedicated to providing growers with exceptional plant material. All of our production is completed at one location in more than 140,000 sq.ft. of steel-framed, double poly greenhouses. With production at one location, our experienced staff can closely supervise the growing, grading and shipping of our product. Partnering with Danziger fits both our culture and business plan perfectly.”

If you're not familiar with the Floresta foliage program, you can check out the catalog [HERE](#).



## Book Your Brightline

Speaking of Apopka, you might be in this greater-Orlando town in January as part of your own self-guided tour of growers as you make your way to TPIE in Ft. Lauderdale this January. Great idea! And the state of Florida is making it easy for you to get from the Orlando International Airport down to several locations in South Florida by way of the just-opened Brightline rail service. In fact, I just saw a morning news spot about the Brightline and wow, it does look bright and accommodating! Much, *much* better than being on the highway with a million other cars. And I have it on good authority that the trains are clean, comfy and very stress free.

*brightline*<sup>®</sup>

And FNGLA is helping to make this mode of transportation your chosen method of traveling between Orlando and Ft. Lauderdale by offering TPIE exhibitors and attendees a 15% discount on the purchase of tickets. To learn more about this brand spanking-new rail service and to book your SMART fare tickets, head over [HERE](#) and use the code FNGLA15. This code applies to SMART fares only. Brightline is offering a bunch of other discounts, too—students, teachers, kids, etc. Check out which other discounts might apply to your visit [HERE](#).

Oh, and another benefit of the Brightline is that the service has partnered with Avis. That means you can reserve and pick up rental cars at the train stations. Perfect! In fact, this might influence my whole itinerary. Maybe yours, too.

As a reminder, TPIE happens at the Broward County Convention Center in Ft. Lauderdale, January 17-19. There is always lots going on during the show, so be sure to check it out [HERE](#).



## Popular & Emerging Trends in Horticulture

*I had a lot of great support from contributors while I took some time off in October. So much*

*support, in fact, that I still have a submission or two waiting to be included here! The following two-part item on marketing trends is from the folks at ForemostCo. I thank them for sending it along!*

The horticulture industry has a rich history, shaped by the evolving preferences and needs of growers and consumers. From traditional cultivation methods to the emergence of cutting-edge trends, the industry has witnessed a fascinating transformation.

Over the years, the horticulture industry has experienced its fair share of changes, guided by consumer preferences and societal influences. Growers have observed these shifts, adapting to meet market demands. Recent years have seen a remarkable shift in consumer tastes, with a growing penchant for unique and otherworldly plants. Consumers now prize distinctive patterns, variegations and colors, embracing the revival of the 1970s aesthetic. This shift marks a departure from the minimalism that characterized design trends throughout the 2010s.

In addition to aesthetics, sustainability and eco-consciousness are currently central themes in the horticulture industry. Consumers increasingly seek eco-friendly products that reduce their environmental impact, whether for the sake of the planet or to enhance the visual appeal of their spaces. As a result, the market has witnessed a surge in leisure gardeners who prefer to purchase plants at a younger stage. This growing hobby allows gardeners to witness their plants' growth from infancy to adulthood, adding a unique level of satisfaction to their horticultural pursuits. Adopting a growing hobby, depending on the quantity and type of plant, also provides consumers with a level of self-sufficiency that a growing number of consumers desire.



Another significant change lies in the efficient use of space. With urban living and limited square footage, consumers are turning to vertical gardening solutions, such as hanging planters and wall-mounted displays. These innovative solutions help maximize space, providing a practical response to the need for more greenery in smaller homes.

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## Emerging Trends in the United States

*Continued from above.*

The horticulture industry in the United States often looks to European markets for inspiration, as trends tend to migrate westward with some time lag. One compelling trend emerging from Europe



and gradually taking root in the U.S. is the practice of hydroponic gardening. Unlike traditional soil-based planting, hydroponics involves growing plants in water. This method allows growers to place cleaned roots directly in nutrient-rich water, reducing the need for soil. European markets have embraced hydroponics for some time now, but it's just beginning to gain traction in the American horticulture scene.



As members of the horticulture industry, staying attuned to these evolving trends is essential. From seed distributors to finished plant growers, every segment of the industry must adapt to consumer demands to remain competitive. At ForemostCo, we recognize the importance of closely monitoring these trends to stay at the forefront of the horticulture market. With an industry as dynamic as horticulture, remaining in touch with consumer preferences, embracing sustainability, and adopting innovative methods like hydroponics will be the key to success in the future. The horticulture industry continues to flourish, influenced by both its past and the ever-changing preferences of consumers.

Thanks for your outlook and insights, **ForemostCo**! And for the rest of you, what do you see as emerging trends? Or are you waiting to see what's being offered at TPIE this year? Drop me a **NOTE** about it, either way.

Comments, questions, suggestions? Email me about them at [ewells@ballpublishing.com](mailto:ewells@ballpublishing.com).

A handwritten signature in black ink, appearing to read 'Ellen'.

**Ellen Wells**  
Senior Editor  
**Green Profit**

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