

Talking Tropica, FNGLA events and can't-miss biophilia sessions



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TROPICAL TOPICS

COMING UP THIS WEEK:

- Talking Tropica
- Little Plants Have Big Appeal
- Two From FNGLA
- AIA Talks on Biophilia

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Talking Tropica

No, I did not forget an “l” at the end of Tropica. Ball FloraPlant’s Tropica collection of more than 15 different colors of mandevilla and Dipladenia in five different collections were release during the year’s California Spring Trials. And the Tropicas are the latest topic of conversation over on the Tech On Demand podcast.

Podcast host and Tech On Demand Editor Bill Calkins is joined by Ball FloraPlant’s Southeast and Southwest Regional Territory Manager Maria Bolinger for a fun discussion about what makes Tropica different and why its cutting-edge breeding and carefully curated collections creates opportunities for growers producing tropicals to meet market demand.



The Tropica assortment includes a range of colors (solid, as well as unique) with different profiles and habits selected to fit into a variety of container types and landscapes. There are compact, bush types (Tropica Modesto collection); medium-vigor bush profiles (Tropica Medio); medium-vining (Tropica Grande); large vining (Tropica Grandiosa) and a collection of novelty types (Tropica Unico). Maria explains the best uses for each and how to select and grow them for maximum retail appeal and optimal sell through. She also shares some of her favorites and how to use

them in jaw-dropping combinations.

This podcast isn't just for growers! Retailers will gather a bunch of ideas for displays and also about how to put together an assortment of these Tropicas that would work best for you.

Find the episode on [Spotify](#), Apple Podcasts and any other podcast platform that you use. Just search for Tech On Demand Podcast Episode 124, Talking Tropica Mandevilla & Dipladenia with Maria Bolinger.



Little Plants Have Big Appeal

Flipping through my notes from the [Tropical Plant International Expo](#) from this past January, I realized I hadn't shared two bits of news from Proven Winners' leafjoy team. So here they are!

First, they've added a new product line called leafjoy littles. These little cuties are sold in 9 cm (3.5-in.) pots. Who can resist little plants? It's very likely tiny plants are how you yourself became interested in horticulture, am I right? leafjoy littles are too cute to be ignored at the checkout, and with a retail price tag under \$10, customers will see them as treats for themselves. Use these as "starter plants" that will get customers hooked on houseplants if they aren't already. The line has 36 varieties available—if not more by now!



The other new item is in leafjoy's H2O line of houseplants growing in water. It's called the Deco Ring. It's simple and "deco"rative!



Two From FNGLA

Speaking of the Florida Nursery, Growers and Landscape Association (the good folks who bring you TPIE each year), they have two other events happening this year that you may want to know about.

The **FNGLA Annual Convention** is happening June 20-22 at the Naples Grande Beach Resort in Naples, Florida. A good time with industry friends is practically guaranteed as folks celebrate the successes of the preceding year and swear in FNGLA's new leadership team. Sure, there's some work involved, such as the FNGLA Annual Meeting and Chapter event, but this convention is meant for connecting with colleagues, talking about your businesses and celebrating the **FNGLA Industry Award Winners**. Find the full schedule [HERE](#) and register [HERE](#). Not an FNGLA member? [JOIN TODAY](#).



The Landscape Show is another can't-miss event happening August 21-23 at the Orange County Convention Center in Orlando, Florida. Join 7,000 other attendees for networking, educational sessions, workshops and the latest new plants and products. Sure, this show is more landscape than houseplant, but if your specialty is tropical landscapes, you'll find all you need here. With dozens of educational sessions, CEUs and a trade show, this show has what you need for you and your staff. Register for it [HERE](#). Educational session listing coming soon.



AIA Talks on Biophilia

I mentioned the American Institute of Architects (AIA) 2024 Conference in the last issue, but I have more sessions with Green Plants for Green Buildings-associated speakers to announce. The conference takes place June 5-8 in Washington, D.C. If you haven't made plans to attend the conference, perhaps these biophilic-focused sessions will prompt you to do so!

- **The Economics of Biophilia with Bill Browning**—Bill will discuss how incorporating plants into architectural designs not only beautifies spaces but also boosts well-being and champions environmental sustainability.
- **Your Brain on Plants with Dr. Tuwanda Green**—Architect and advocate for human-centric design, Tuwanda will explore the connection between nature and our brains.
- **Advanced Living Wall Specification with Jean Pierre Maaïke Sijmons**—Pierre will provide insights on integrating biophilic design with living green walls and will offer key design considerations for aesthetic and functional success.
- **Nature's Blueprint: Unleashing the Power of Biophilic Design with Jan Goodman**—Jan will discuss how living walls enhance well-being and productivity.

Learn more about the AIA Conference and register [HERE](#).

Comments, questions, suggestions? Email me about them at ewells@ballpublishing.com.

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