



Gotham Greens & Sesame Street, Webinars, H-2A and More



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inside GROWER

Controlled Environment Agriculture

COMING UP THIS WEEK:

50 Years of NCERA-101
Gotham Greens
Sollum Webinar
Cultivate'25
Contain Insights
AmericanHort H-2A Wage
Freeze

**Seamless Flow.
Higher Yield.**

NCERA-101 Celebrates 50 Years

Perhaps the oddest name for one of the best gatherings in the CEA world, the North Central Extension & Research Activity-101 (or NCERA-101) just celebrated its 50th anniversary. This group has been quietly shaping the controlled environment agriculture world for 50 years. This annual conference brings together researchers, graduate students and industry professionals who work on the cutting edge of plant science in greenhouses, growth chambers and beyond. Whether you're there to present your latest research, talk greenhouse advancements, or just catch up with old friends over coffee, it's a great forum for advancing greenhouse science.

This year's event was especially meaningful, with Dr. Bruce Bugbee of Utah State University, one of the legends in the field, delivering a retrospective on the group's 50-year journey. From the early days of chamber-grown lettuce to today's space agriculture research, NCERA-101 has been at the forefront of plant science under controlled conditions.

Want to know more or get involved? Check out the [GLASE newsletter](#) or visit the [NCERA-101](#) website to dig into the history, highlights and future plans of this wonderfully named organization.



Photo Credit GLASE—10 current and former Cornell students and faculty attending this year's NCERA-101 in Monterrey, Mexico.



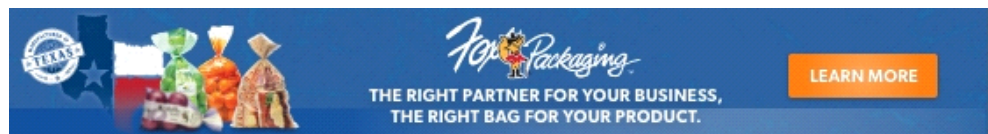
Gotham Greens Teams Up with Sesame Street to Make Veggies More Fun

Gotham Greens, a rising star in the greenhouse world, is teaming up with Sesame Workshop, the nonprofit behind the beloved show Sesame Street, to inspire families to eat more plants and enjoy time together in the kitchen.

As part of the collaboration, familiar faces like Elmo, Cookie Monster, Oscar the Grouch and Big Bird will be popping up on Gotham Greens packaging in grocery stores across the country. The idea is simple: make leafy greens and fresh herbs feel more approachable and fun for kids and parents alike.

But it's not just about what's on the outside. The campaign also includes digital content, social media and other outreach to share recipes, tips and playful ways to get children excited about healthy eating.

To see the new packaging and learn more about the partnership, head over to Gotham Green's [press release](#) or check out their [website](#).



Sollum Webinar: Making the Switch to LEDs More Affordable

The best part of supplemental lighting? Better plant growth. The worst part? The cost. Upgrading from older systems like High Pressure Sodium (HPS) to advanced LED technology can be a game-changer, but that upfront price tag can be tough to swallow.

Enter rebates. When used right, they can take the sting out of that initial investment and improve your return on investment (ROI). But many growers don't realize what's available or how to take advantage of it.

Sollum Technologies, a supplier of dynamic LED grow lights, is hosting a free webinar this **Wednesday, May 21** at 2 p.m. ET. The webinar will be a practical, grower-first guide to rebates, what they are, how to qualify and how to apply whether you're building a new facility or retrofitting an old one.

Because dynamic lighting systems like Sollum's use smart tech, think sensors, spectrum control, AI and precise photoperiod management, they may qualify for even more generous incentives.

If you're curious about reducing costs while setting up your farm for long-term success, this is a webinar worth checking out.

[Sign up for the webinar here.](#)



Registration Now Open for Cultivate'25

It's that time again—registration is officially open for Cultivate'25, the biggest greenhouse trade show in North America. This year's event will take place July 12–15 at the Greater Columbus Convention Center in Columbus, Ohio.

With more than 150 educational sessions, hands-on workshops, tours of local producers and nurseries and a massive trade show floor, there's something for everyone. Whether you're deep in greenhouse production or just starting out, Cultivate is the place to connect, learn and see what's new across the industry.

The event app and [website](#) are now live, so you can start planning your trip. Browse exhibitors, mark your must-see sessions and get a head start on scheduling your visit.



Contain, Inc. Launches “Insights” Platform to Track Indoor Ag Investment Trends

Contain, Inc. has just launched Insights, a new data platform designed to track the financial landscape of indoor agriculture. With a focus on the North American market, Insights provides up-to-date information on funding rounds, investments and company performance in the controlled ag sector.

Given how fast things change in indoor ag, having a reliable source for financial data is more important than ever. Insights gives users a clear view of where the market stands, and where it might be heading.

To learn more, visit [Contain's website](#) or check out their explainer [video](#) on the platform.

AmericanHort Encourages Support for H-2A Wage Freeze Letter

Labor is often the biggest cost in any growing operation, sometimes up to 40% of total expenses, and even more than energy in many vertical farms. That means changes to labor policies, like minimum wage increases or overtime rules, can have a huge impact on day-to-day operations and long-term viability.

In response to ongoing concerns, AmericanHort has issued a call to action regarding the Adverse Effect Wage Rate (AEWR), the required wage for H-2A temporary agricultural workers. They're encouraging support for a Wage Freeze letter, which would temporarily pause AEWR increases while more permanent solutions are considered.

This can help create a stable, predictable labor environment that allows farms and CEA operators to plan for the future, without being blindsided by abrupt wage hikes.

For more information or to get involved, check out [AmericanHort's advocacy resources](#).



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