

GROWERTALKS

GT in Brief

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Week 24 FlowerTrials Cancels 2021 Event

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The ongoing and unstable situation in Europe regarding the COVID-19 pandemic has led FlowerTrials to make the decision to cancel the physical event for 2021.

Gill Corless, Chairman of the FlowerTrials, said, "Given the current circumstances, we feel that FlowerTrials cannot responsibly organize collective open days or encourage visitors to travel to different locations. We do not believe that by June vaccination levels will be high enough to ensure the safety of our visitors and staff. While we cannot predict what the situation will be in June with regards to lockdown regulations, cancelation is the only realistic option left. On behalf of all of us, we hope to see you again next year. FlowerTrials remains the place where 'Plants meet People.'"

A meeting held in March and a member survey revealed that over three-quarters of all FlowerTrials members preferred to cancel this year's physical event.

As most FlowerTrials exhibitors have indicated interest in taking part in a form of joint online promotion, the Board and Secretariat will work on a digital alternative to present the latest potted and bedding plants to the industry in Week 24. Further information on this will follow soon. FlowerTrials will also continue to share introductions and highlights from its members via the website, newsletters, PR and social media. **GT**