

# GROWERTALKS

## Features

1/1/2023

## West Coast Reasons

Jennifer Zurko



If you've never attended California Spring Trials or just thought it wasn't worth it, here are some reasons you should consider a trip to the West Coast at the end of March:

- The main focus is to see new stuff—not just to see new varieties, but to get new inspiration and learn new information.
- It's also about what's good—what's working in the marketplace, what's been a surprise success, etc.
- What's good AND new ... to you? Maybe you missed

out on something cool or it completely slipped your mind.

- Networking and seeing people right before the peak of spring never gets old. And I think we're all a little more appreciative of that now.
- You'll be getting technical information straight from the breeders' experts. It's not often you get one-on-one time with them.

So you see? There are at least five good reasons to go to the California Spring Trials (although I'm sure there are more, like California in spring—especially if you live in a place where it's still winter in March). If I've convinced you, the trials will be held March 29 to April 2, and we have this handy listing and map to help you plan your trip. Please note that not all of the stops are open the entire time of the event, so pay attention when referring to the dates and times listed with the stops.

If you aren't able to make it, the Bobbleheads will be there, as always. Chris Beytes, Bill Calkins, our excellent video producer Osvaldo Cuevas and I will be going to every stop to bring you all of the highlights via our [Acres of buZZ! newsletter](#) and on our [GrowerTalks YouTube channel](#). You can find more information, including hotel and restaurant suggestions, at [californiatrials.com](http://californiatrials.com).

## CAST 2023

**Syngenta Flowers**

*Also featuring ThinkPlants Perennials*

March 29-April 2, 8:00 a.m. to 5:00 p.m.

2280 Hecker Pass Highway

Gilroy, CA 95020

Email: [syngentameetings.us@one10marketing.com](mailto:syngentameetings.us@one10marketing.com)

Contact during event: (408) 310-1257

### **Danziger (at Headstart Nursery)**

March 29-April 1, 8:00 a.m. to 5:00 p.m.

4860 Monterey Road

Gilroy, CA 95020

Contact: Dana Fernandez

Email: [fdana@danziger.co.il](mailto:fdana@danziger.co.il)

Tel: (616) 899-2197

### **Benary and Benary+**

March 29-April 1, 8:00 a.m. to 4:30 p.m.; April 2: 8:00 a.m. to 2:00 p.m.

195 Paulsen Road

Watsonville, CA 95076

Contact: Jen Calhoun

Email: [jcalhoun@benary.com](mailto:jcalhoun@benary.com)

### **Suncrest Nurseries**

*Featuring Cohen Nurseries, Hishtil Nurseries, Jaldety Nursery, Kamel Plastic Pots, Nir Nurseries, Prudac and Saad-Assaf Nursery*

March 29-April 2, 8:00 a.m. to 4:00 p.m.

400 Casserly Road

Watsonville, CA 95076

Contact: Susan Liou

Email: [susan.liou@globalplantsource.com](mailto:susan.liou@globalplantsource.com)

Tel: (718) 715-6369

### **American Takii**

*Also featuring HilverdaFlorist, OHP and Sahin*

March 29-April 1, 8:00 a.m. to 5:00 p.m.

301 Natividad Road

Salinas, CA 93906

Contact: Maria Martinez

Email: [springtrials@takii.com](mailto:springtrials@takii.com)

Tel: (831) 443-4901

### **Sakata Ornamentals**

*Also featuring Kientzler North America*

March 29-31: 8:00 a.m. to 4:00 p.m.; April 1: 8:00 a.m. to noon

103 Boronda Road  
Salinas, CA 93908  
Contact: Samantha Sicard  
Email: [ssicard@sakata.com](mailto:ssicard@sakata.com)  
Tel: (408) 763-9485

### **Dümmen Orange**

*(at Filipponi Ranch)*  
March 29-31, 8:00 a.m. to 5:00 p.m.  
1850 Calle Joaquin  
San Luis Obispo, CA 93405  
Email: [CAST@dummenorange.com](mailto:CAST@dummenorange.com)

### **Santa Barbara Polo Club**

*Featuring PlantHaven, Pacific Plug & Liner, Plant Development Services (Southern Living Plant Collection and Sunset Western Garden Collection), Suntory and Vivero*  
March 29-April 1, 8:00 a.m. to 4:00 p.m.  
3300 Via Real  
Carpinteria, CA 93013  
Email: [jeanette.bett@planthaven.com](mailto:jeanette.bett@planthaven.com)  
Tel: (805) 570-7974  
Register at [planthaven.com/cast2023](http://planthaven.com/cast2023)

### **Ball Horticultural Company**

*Featuring Ball FloraPlant, Ball Ingenuity, Burpee Home Gardens, Darwin Perennials, Kieft Seed, Morel Cyclamen, PanAmerican Seed and Selecta One*  
March 29-April 1, 8:00 a.m. to 4:30 p.m.  
335 South Briggs Road  
Santa Paula, CA 93060  
Contact: Janessa Bender  
Email: [springtrials@ballhort.com](mailto:springtrials@ballhort.com)  
Tel: (630) 588-3187  
Register online at [ballhort.com/springtrials](http://ballhort.com/springtrials)

### **Green Fuse Grove**

*Also featuring Beekenkamp, Hem Genetics, Schoneveld and Westhoff*  
March 29-April 2, 8:00 a.m. to 5:00 p.m.  
8220 Stockton Road  
Somis, CA 93066  
Contact: Courtney Rodriguez  
Email: [crodriquez@green-fuse.com](mailto:crodriquez@green-fuse.com)  
Tel: (808) 933-5599