



Register Now To Visit Ball FloraPlant In Santa Paula, California For CAST23

1/24/2023

RSVP March 29-April 1 for California Spring Trials. Don't miss your chance to see breeding breakthroughs and get the inside scoop from the experts.

WEST CHICAGO, ILLINOIS, January 2023: Visitors to the Ball Horticultural Company location during the annual California Spring Trials (CAST) event will experience guided tours through immersive displays for hundreds of new products that cross all facets of the greenhouse industry. [CAST23 in Santa Paula \(March 29-April 1\)](#) is the premier event to see innovations in plant breeding and solutions for production and retail. With eight companies on display, the Ball Horticultural Company location is a must-see showcase. Register now at www.ballhort.com/springtrials.

"We are looking forward to welcoming our guests, launching new products, and connecting our customers with the people behind these plant breakthroughs," says Logan Valk, CAST23 Coordinator for Ball Horticultural Company. "Visitors will find plenty of inspiration and business-boosting strategies among all of the new varieties making their debut this spring. But it's the face-time with our experts that is truly an invaluable experience."

The Ball breeding companies will be at the PanAmerican Seed research facility located at 335 S. Briggs Rd., Santa Paula, CA 93060. Open hours are 8:00 am to 4:30 pm. We are pleased to provide guests lunch and happy-hour refreshments.

The companies on display in Santa Paula include:

- PanAmerican Seed
- Ball FloraPlant
- Darwin Perennials
- Kieft Seed
- Selecta One
- Ball Ingenuity
- Burpee Home Gardens
- Morel Cyclamen

Pre-registration is required. CAST23 appointments are being accepted for Wednesday, March 29 - Saturday, April 1. Reservations are free and should be made online at www.ballhort.com/springtrials, or contact event concierge Janessa Bender with questions at springtrials@ballhort.com, 630 588-3187.

About Ball Horticultural Company

Ball Horticultural Company is a leader in all facets of horticulture. Our global family of breeders, research and development teams, suppliers, and distribution companies has a strong presence on six continents in more than 20 countries. We live by our founder's motto: "All the Best and Nothing Else." A family-owned business since it was founded in 1905, each member of Ball is tasked to create excitement in the world of flowers. Our advancements in seed and plant technology help us rise above the rest. Visit www.ballhort.com to learn more and see how We Color the World.