



Tim Hodson,
Editorial Director

What's in Store for 2012 Spring Trials?

California Spring Trials has always served as the industry's launching pad for breeders to debut their latest and greatest new varieties as well as new marketing programs and other related products.

It's always a fascinating trip when we head to California to see what the industry has in store for growers and retailers and, ultimately, consumers. This year we saw a wide array of new genetics that are scheduled to hit the marketplace in the coming year.

In this issue, Jasmina Radjevic provides a comprehensive recap (page 22) of the breeding breakthroughs and intriguing introductions that we saw this year and you may want to grow in your greenhouse. Be sure to check them out and let us know what you think.



For many growers, the Spring Trials is a must-attend event. But will the proposed changes have an effect on attendance next year?

Ch-ch-changes ahead?

The organizers of California Spring Trials are scheduled to meet this month at OFA Short Course in Columbus, Ohio, to discuss the dates as well as the logistics for the 2012 event. As this issue went to press, the proposed dates for Spring Trials '12 are March 23 to March 31.

One of the proposals that was going to be discussed was that ALL Spring Trials attendees travel in the same direction — starting in southern California moving to the northern portion of the state. The reason for this suggestion is so the exhibiting companies could reduce the number of days they would have to be open. The Spring Trials Steering Committee said the reason for this proposal was it "would lessen the financial burden borne by the exhibitors, and would make the entire trip more efficient" for attendees and exhibitors alike.

The proposal calls for exhibitors in the far South to be open to attendees from March 23 to March 27; companies presenting in the central portion of the state would be open for business March 25 to March 29; and March 27 to March 31 are the proposed dates of operation for companies in northern California. This is a change from the past when all exhibitors were open every day of the week-long event.

I'm sure the conversation at the Short Course meeting will be spirited as the Steering Committee and others discuss the pros and cons of this proposal and other options for 2012.

Stay tuned to our e-newsletter, *GPN Weekly*, to find out what the Committee decides.

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