

Braving the California Coast


The 2004 California Pack Trials are sure to provide new, unique and must-have varieties for your future green goods mix.

By Carrie Burns

Hopefully, one of your resolutions is to stay abreast of the happenings within the industry. There's no better way to stay on top of the new varieties than to visit the California Pack Trials. This year, the Trials are beginning a little earlier, March 27 and ending April 9 because of the Easter holidays.

The Pack Trials are a great resource when deciding what you would like to supply to your customers, and it gives you a little leverage and better relations with your retail customers.

This year, you can be guided through the California Pack Trials with GPN's sister publication on the *Lawn & Garden Retailer/GCA Pack Trial Tour*, where all the work is done

for you, or you can brave it on your own. However, there are only 50 seats available on the tour, so if you forget to register and wait too long to reserve your spot or if you want to brave the California coast solo, here are the locations to see and the contact information for each location. Make sure to contact the companies ahead of time and make appointments for your visit. 



AMERICAN TAKII

Trial Dates: March 28-April 4
Contact: Nicole Shioya or Bonnie Marquardt
Phone: (831) 443-4901
Fax: (831) 443-3976
E-mail: nshioya@takii.com;
bmarquardt@takii.com
Trial Location: 301 Natividad Rd., Salinas

BENARY

Trial Dates: March 27-April 5
(Closed April 4 morning)
Contact: Niles Riese
Phone: (260) 982-0758
Fax: (260) 982-1139
E-mail: infousa@benary.com
Trial Location: 1200 Via Regina, Santa Barbara

BODGER SEEDS LTD.

Trial Dates: March 29-April 9
Contact: Susan Verdugo
Phone: (626) 442-6161
Fax: (626) 442-5063
E-mail: sverdugo@bodger.com
Trial Location: 1851 W. Olive Ave., Lompoc

DANZIGER DAN

Trial Dates: March 28-April 5
Contact: Reese Kiikka
Phone: (440) 357-6280
Fax: (440) 357-6287
Email: brplants-n-seeds@msn.com
Trial Location: 4860 Monterey Rd., Gilroy

FIDES NORTH AMERICA

Exhibiting with Twyford
Trial Dates: March 27-April 4
Contact: Adalberto Rodriguez
Phone: 011 506 442 1849
Fax: 011 506 442 0556
E-mail: info@fidesnorthamerica.com
Trial Location: 15245 S. Telegraph Rd., Santa Paula

FLORANOVA

Exhibiting with Oglevee

Trial Dates: March 27-April 2
Contact: Bill Wilson
Phone: (574) 674-4200
Fax: (574) 674-5300
E-mail: bwilson@floranova.us; pconstant@floranova.co.uk
Trial Location: 222 N. A St., Lompoc

THE FLOWER FIELDS

Ecke Ranch, Goldsmith Plants, Goldsmith Seeds, Fischer USA and Yoder Brothers Inc.
Trial Dates: March 27-April 4
Contact: Tina McElroy
Phone: (800) 549-0158
Fax: (408) 848-5429
E-mail: ffmarketplace2004@goldsmithseeds.com
Trial Location: 2280 Hecker Pass Hwy., Gilroy

GOLDEN STATE BULB GROWERS

Trial Dates: March 29-April 7
Contact: Tom Lukens, June Roque or Sandra Cortez
Phone: (831) 728-0500
Fax: (831) 761-1282
E-mail: gsbg@cruzio.com
Trial Location: 1260 Highway 1, Watsonville

GROLINK

Trial Dates: March 27-April 2
Contact: Sarah Kellerman
Phone: (800) 451-6319
Fax: (805) 984-7248
E-mail: info@grolink.com
Trial Location: 4107 W. Gonzales, Oxnard

JACKSON & PERKINS WHOLESALE, INC.

Suntory Collection
Trial Dates: March 29-April 7
Contact: Lou Aguirre
Phone: (800) 877-6737, ext. 6
Fax: (541) 864-2819
E-mail: laguirre@bco.com
Trial Location: 6500 Donlon Rd., Somis

KIEFT SEEDS HOLLAND

Trial Dates: March 28-April 5
Contact: Jeff McGrew
Phone: (360) 445-2031
Fax: (360) 445-2031
E-mail: jmcgrew@sos.net
Trial Location: 270 Rucker Ave., Gilroy

OGLEVEE LTD.

Exhibiting with Floranova
Trial Dates: March 27-April 4
Contact: Joe O'Donovan
Phone: (724) 628-8360
Fax: (724) 628-7270
E-mail: jodonoan@worldnet.att.net
Trial Location: 222 N. A St., Lompoc

PACIFIC PLUG AND LINER

Featuring Agrexco companies: Cohen Propagation Nurseries, Hishtil Nurseries, Jaldety Nursery and Schwartz Nursery
Trial Dates: March 27-April 3
Contact: Liz Dunlop
Phone: (831) 722-5396
Fax: (360) 647-1468
E-mail: david_edenfield@northwestgrown.com
Trial Location: 750 Casserly Rd., Watsonville

PANAMERICAN SEED

Trial Dates: March 27-April 5 (Closed April 1)
Contact: Mary Long
Phone: (630) 588-3187
Fax: (630) 231-3609
E-mail: mlong@panamseed.com
Trial Location: 335 S. Briggs Rd., Santa Paula

PLUG CONNECTION

Trial Dates: March 27-April 5
(Weekends by appointment only)
Contact: Lisa Finnegan
Phone: (760) 631-0992, ext. 118
Fax: (760) 940-1555
E-mail: lisa@plugconnection.com
Trial Location: 2627 Ramona Dr., Vista

PROVEN WINNERS

Trial Dates: March 27-April 7
Contact: Kerry Strobe
Phone: (573) 635-2877
Fax: (573) 638-0630
E-mail: kerry@provenwinners.com
Trial Location: EuroAmerican Propagators, 32149 Aqueduct Rd., Bonsall

S&G FLOWERS

Trial Dates: March 28-April 5
Contact: Allyson Szafranski
Phone: (800) 323-7253, ext. 408
Fax: (630) 969-9456
E-mail: sgpacktrial.usdg@syngenta.com
Trial Location: 7240 Holsclaw Rd., Gilroy

SAKATA SEED AMERICA INC.

Trial Dates: March 29-April 5
Contact: Dotty Arce
Phone: (408) 778-7758
Fax: (408) 778-7768
E-mail: marketing@sakata.com
Trial Location: 105 Boronda Rd., Salinas

SELECTA FIRST CLASS, INC.

Trial Dates: March 27-April 5
Contact: Gilda Walters
Phone: (760) 634-4341; (800) 955-5644
Fax: (760) 634-4342
E-mail: g.walters@firstclassplants.com
Trial Location: 1150 Quail Gardens Dr., Encinitas

TWYFORD INTERNATIONAL INC.

Exhibiting with Fides North America
Trial Dates: March 27-April 4 (group evenings available by appointment)
Contact: Susan Smith
Phone: (800) 905-3263
Fax: (407) 886-1091
E-mail: ssmith@twyford.com
Trial Location: 15245 S. Telegraph Rd., Santa Paula

