

Cultivate'16 Reflects the 'New Now'

The industry is shifting, and if you stand still you might miss the next big thing. In case you were unable to visit Columbus, Ohio, during North America's biggest horticulture event, here are some of the sights you missed.



Ken Fisher, AmericanHort's new president and chief executive officer, made his official debut during the Morning Jolt Keynote presentation on Sunday in the Battelle Ballroom. This year's keynote speakers, Jeremy Kingsley and Scott Steinberg, discussed how to inspire employees and lead with innovation.



The bee issue is certainly not going anywhere. With multiple sessions focusing on pollinator health, attendees had the chance to learn how to diversify their offerings with bee-friendly plants. And if you missed one of the sessions, bees could even be found on the trade show floor, like in the BioBest booth.



Sunday night was an evening full of celebration. GPN hosted its annual 40 Under 40 Reception, where we also honored the 2016 GPN/Nexus Intern of the Year, Keirstan Kure.



Some exhibitors had major milestones to celebrate this year. Dosatron turned 30, Dramm turned 75 and Sakata's SunPatiens turned 10 years old.



New products take center stage at Cultivate. AMA Plastics showcased its innovative and easy-to-install Urbanscape green roof system. At the McConkey booth, we learned about the Stella planter, a new take on the traditional wreath. New media, fertilizer and other plant nutrition products were aplenty. For example, Oldcastle displayed its latest breakthrough in media, HydraFiber substrate, which is 100 percent renewable and improves root development.

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The trade show booth is not only a place to show new products, but it's also a place to capture action in the making, like recording sound bites at the ICL booth or shooting video for HortTV at the GPN booth.



Succulents are everywhere! Dümnen Orange now offers succulent cuttings; check out their cutting buffet. We also enjoyed learning about the beautifully tough Chick Charms at the Emerald Coast Growers booth.

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Controlled environment and indoor growing continue to trend upward, from commercial to hobbyist systems. CropKing, International Horticultural Technologies and Landmark Plastics displayed their hydroponic, vertical and indoor gardening products.



Cultivate'17 is scheduled for July 15-18, 2017. Make sure to mark it on your calendar! As you have likely heard by now, the show will have a completely new look with an additional 30,000 square feet of space in the Solutions Marketplace. You won't want to miss it! [gpn](#)



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