

A NEW COLOR, A NEW COLUMN AND A DEADLINE

If you haven't already heard, last month the color experts at Pantone announced that Living Coral is their choice for Color of the Year for 2019 (see page 9).

Pantone describes its selection as "an animating and life-affirming shade of orange with a golden undertone ... Living Coral embraces us with warmth and nourishment to provide comfort and buoyancy in our continually shifting environment."

It is a color that "is naturally suited for products across all ages and genders."

"With consumers craving human interaction and social connection, the humanizing and heartening qualities displayed by the convivial Pantone Living Coral hit a responsive chord," says Leatrice Eiseman, executive director of the Pantone Color Institute.

When Pantone made its announcement in December, many of the breeding companies were quick to point out how many of their varieties were "coral," so it will be interesting to see if those products make it to retail this year.

What do you think of Pantone's choice for 2019? Do you plan to market your coral-colored plants as the Color of the Year? Do you plan to add any new coral-colored varieties to your production mix this year to take advantage of Pantone's proclamation?

LET'S CHAT

This month we are debuting a new feature, Chat Room, where we take a look at what you and your peers are doing. Every month we plan to dig a little deeper to get the inside scoop on what is happening in our industry.

But we need your help. Once a month, we will be sending out a survey to get your input on different topics. We want to explore these various subjects to provide you with insight on the many different aspects that make up our industry and give you an idea on how they could impact you and your business.

So, keep an eye on your inbox for our next survey. Everyone that completes a survey each month will be eligible for a \$100 gift card. If you're not on our email list, be sure to sign up at www.gpnmag.com/signup.

Turn to page 12 to enter this month's Chat Room and get an overview on what growers are doing in 2019.

40 UNDER 40 NOMINATION DEADLINE NEARS

Don't forget, you have until Jan. 21, to nominate individuals for GPN's 40 Under 40 Class of 2019.

We are looking for the next Fab 40 who represent the best of the horticulture industry.

We will recognize them in the May issue of GPN and at a special reception at Cultivate'19.

Anyone in the horticulture industry under the age of 40 (as of Jan. 31, 2019) is eligible to be nominated for GPN's 40 Under 40.

Just go to www.gpnmag.com/40-under-40-nomination and fill out the online form to nominate an individual.



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