Ball Horticultural Company Reveals New Location for CAST27

Ball and its California Spring Trials display companies will partner with the Museum of Ventura County Agriculture Museum for their 2027 event space.



WEST CHICAGO, ILLINOIS, July 2026: Ball® Horticultural Company is pleased to announce a new location for its breeding companies' product launch event at California Spring Trials 2027. Following the relocation of PanAmerican Seed's research activities in Santa Paula, Calif., Ball has chosen to remain in the Ventura County area and will hosts its trials at the Museum of Ventura County Agriculture Museum in downtown Santa Paula. The Museum preserves and exhibits the region's farming and ranching history and explores the present and future of the industry.

"The Museum of Ventura County Agriculture Museum offers a strong fit for our needs to host a wonderful event for our customers and features both indoor and outdoor display spaces," Ball Marketing Communications Director and CAST event organizer, **Claire Josephson**, enthused. "The Museum aligns well with our company values of appreciating the past while looking forward to sustainable growth of our industry."

The new Ball CAST location supports the very practical needs of such an event, including convenient access and parking for visitors, flexibility for Ball to work with existing hospitality partners, tent options for displays, and efficient movement of plant material between indoor and outdoor environments. These considerations allow the Ball CAST location to maintain the high standards the company expects while ensuring a comfortable, welcoming and professional experience for all guests.

For CAST27, the Ball stop will showcase 2028 product launches from the following companies: PanAmerican Seed®, Ball FloraPlant®, Selecta One®, Darwin Perennials®, and Morel®. They look forward to hosting the industry April 6-9, 2027, for a truly memorable relationship-building experience.

Registration for California Spring Trials will continue to be centralized through the National Garden Bureau. Stay tuned later in the year for further details on reserving your visit. Explore the most recent Ball CAST event virtually at www.ballhort.com/springtrials.

About Ball Horticultural Company

Ball Horticultural Company is an internationally renowned breeder, producer and wholesale distributor of ornamental plants. A family-owned business since it was founded in 1905, Ball has introduced many innovative and award-winning varieties to the world of horticulture. The company has worldwide production, sales and marketing through its many subsidiaries on six

continents. For further information, visit ballhort.com.