



## Explore New Plants From Home With The CAST | Mobile App

**California Spring Trials 2020 is cancelled, but new products are still at your fingertips. Download the free app to browse introductions from the Ball stop in Santa Paula.**



WEST CHICAGO, ILLINOIS, March 2020: The decision is official: The California Spring Trials has been cancelled amid concerns of the spread of coronavirus (COVID-19). But as we all stay safer and practice social distancing, don't give up on learning about new plants! Explore the latest through **CAST | Mobile app**, the annual Spring Trials companion from Ball Horticultural Company. With a new update just launched in app stores, it shares all the new plants for 2021 that would have been on display at CAST20. Now in its third year, CAST | Mobile is ready for download to phones and tablets FREE in the App Store and on Google Play.

CAST | Mobile lets you browse 2021 introductions from the key breeding companies previously scheduled to display in Santa Paula, CA: Ball FloraPlant, Ball Ingenuity, Burpee, Darwin Perennials, Kieft Seed, PanAmerican Seed, Selecta One, and Wave. Users can explore each breeding company's plants from A to Z by class and dive into what's new. App users can share their enthusiasm for products that spark their interest with a "Like" button. Additional notes and comments can be made in-app, too, and then emailed for an electronic record of favorites.

"We realize how critical Spring Trials is to launching new products, so the loss of this year's event is having us think creatively on how to help educate the industry," says **Susannah Ball**, Spring Trials Coordinator for Ball Horticultural Company. "With the flexibility of our CAST | Mobile app, everyone can experience the latest introductions from a distance, and still be inspired by photos and information from our leading breeding companies."

In addition to this companion app, virtual conference opportunities are in the works by Ball Horticultural Company to further educate the industry via videos and live webinars. Stay tuned for details about SimulCAST dates and times.

To download your FREE copy of CAST | Mobile visit our app webpage at: [www.ballhort.com/springtrials/CASTmobile](http://www.ballhort.com/springtrials/CASTmobile) or search for "Ball Horticultural" in the App Store (iOS devices) or on Google Play (Android).

### *About Ball*

*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, award-winning varieties to the world of horticulture and strives to Color the World. The company has worldwide production, sales, marketing and distribution through its many subsidiaries on six continents in 20 countries. For further information, visit [www.ballhort.com](http://www.ballhort.com).*