



Join Ball Horticultural Company For SimulCAST20 A Virtual California Spring Trials Experience

Tune in digitally to explore new products on display at the Ball stop in Santa Paula, California. Two webinar dates and times are available for your convenience.



WEST CHICAGO, ILLINOIS, March 2020: Though our Santa Paula location is closed to the public due to shelter-in-place regulations, the Ball Horticultural stop is still THE place to see new plants and learn about the latest technical research. That is why our new-product experts will host **SimulCAST20**, a virtual California Spring Trials experience, on Tuesday, March 31 (9:30-11:30am CDT), and Wednesday, April 1 (2:30-4:30pm CDT). These two dates and time options are available for your convenience – and safety! – to participate in this digital conference right from your home or office.

SimulCAST20 will feature new-product presentations, video footage, and live, interactive Q&A opportunities with the experts from the following plant breeding companies:

- PanAmerican Seed
- Kieft Seed
- Wave
- Darwin Perennials
- Ball FloraPlant
- Selecta One
- Ball Ingenuity
- Burpee

“With social distance the new normal, providing our customers a chance to experience new products conveniently was a high priority for our companies,” says **Susannah Ball**, Spring Trials Coordinator for Ball Horticultural Company. “Access to new product information via SimulCAST20 will help growers and distributors plan their upcoming seasons.”

To register for one of the SimulCAST20 webinar events, visit www.ballhort.com/springtrials/simulcast20 Select the date you wish to participate, and tune in when your event is scheduled. Not available those days? No worries! A recording of SimulCAST20 will be made available when it concludes.

In addition to SimulCAST20 webinar options, the industry can also download the companion app CAST | Mobile for FREE to get new product information on their mobile devices. Available in the App Store and on Google Play, visit www.ballhort.com/springtrials/CASTmobile or search for “cast mobile ball” in app stores.

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.