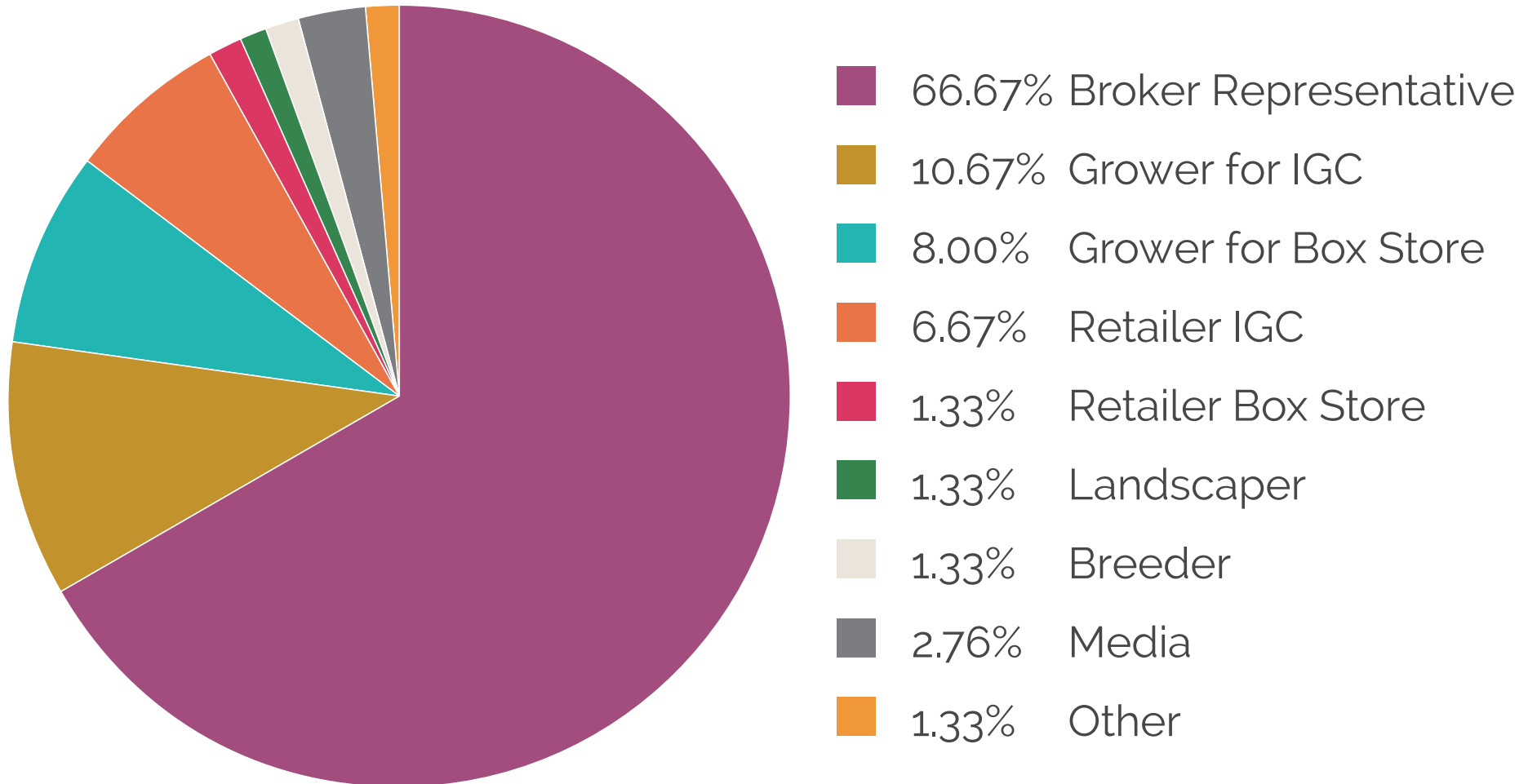


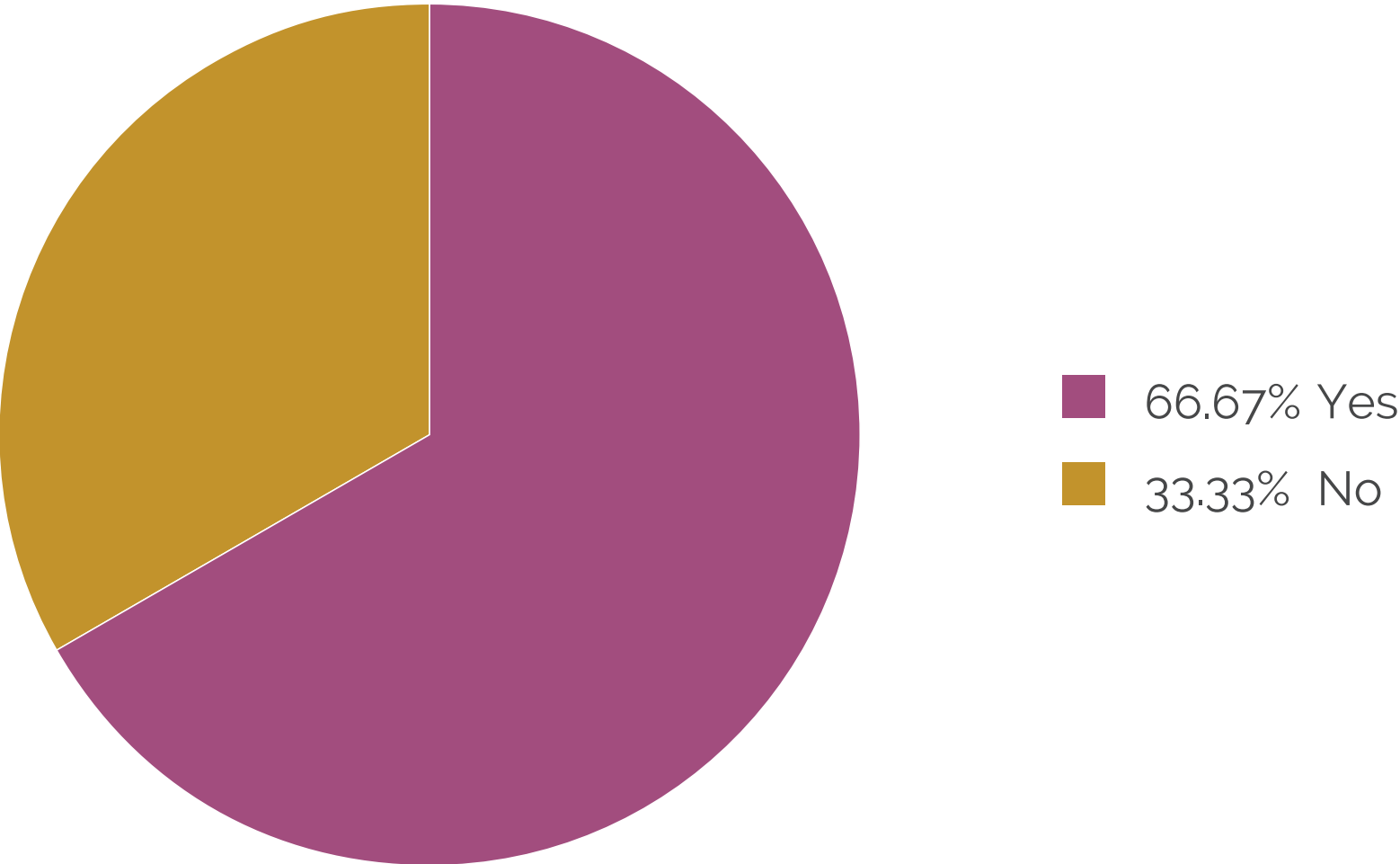


2021 Survey Review
and Future Direction

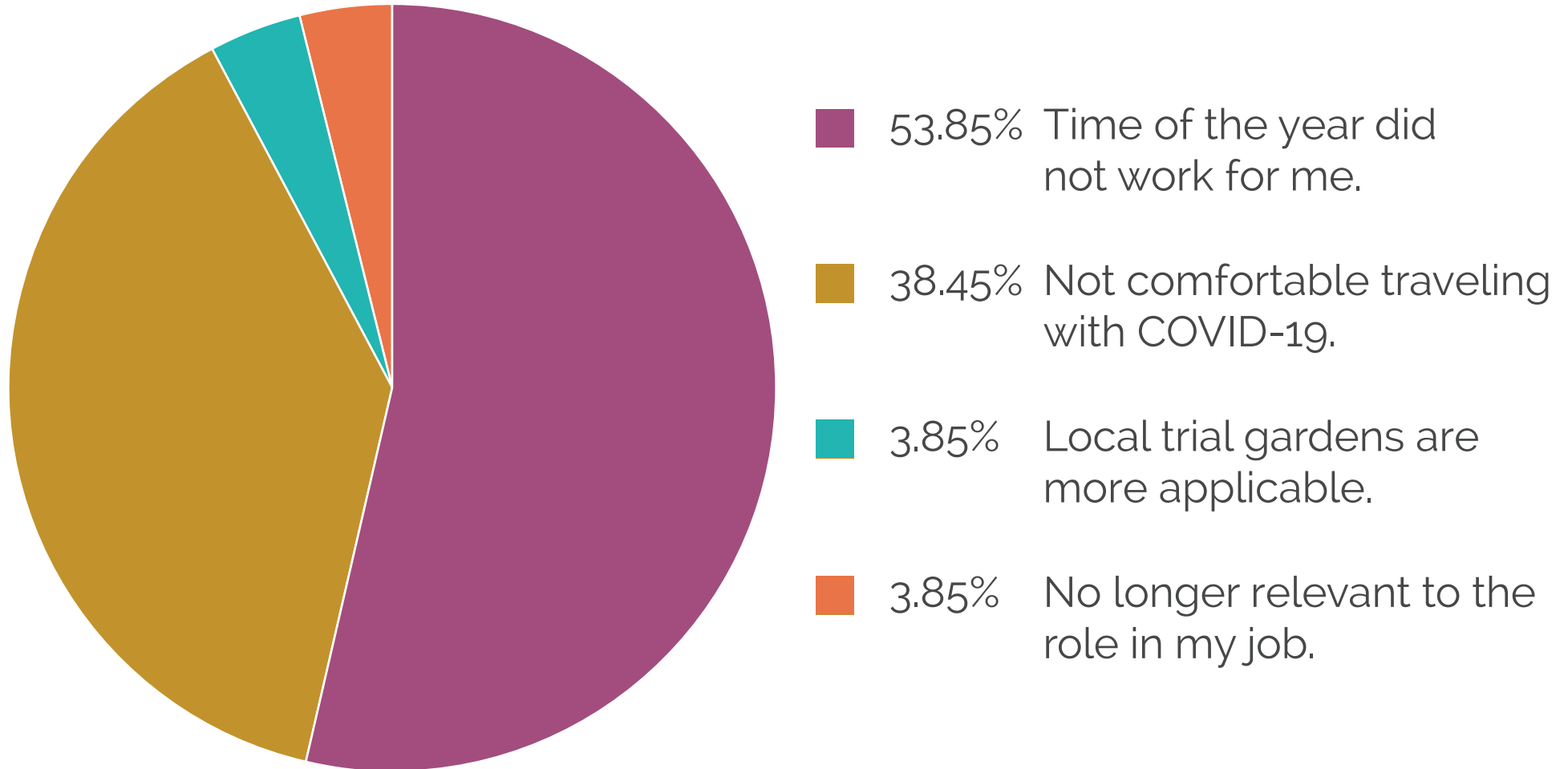
What is your role in the industry?



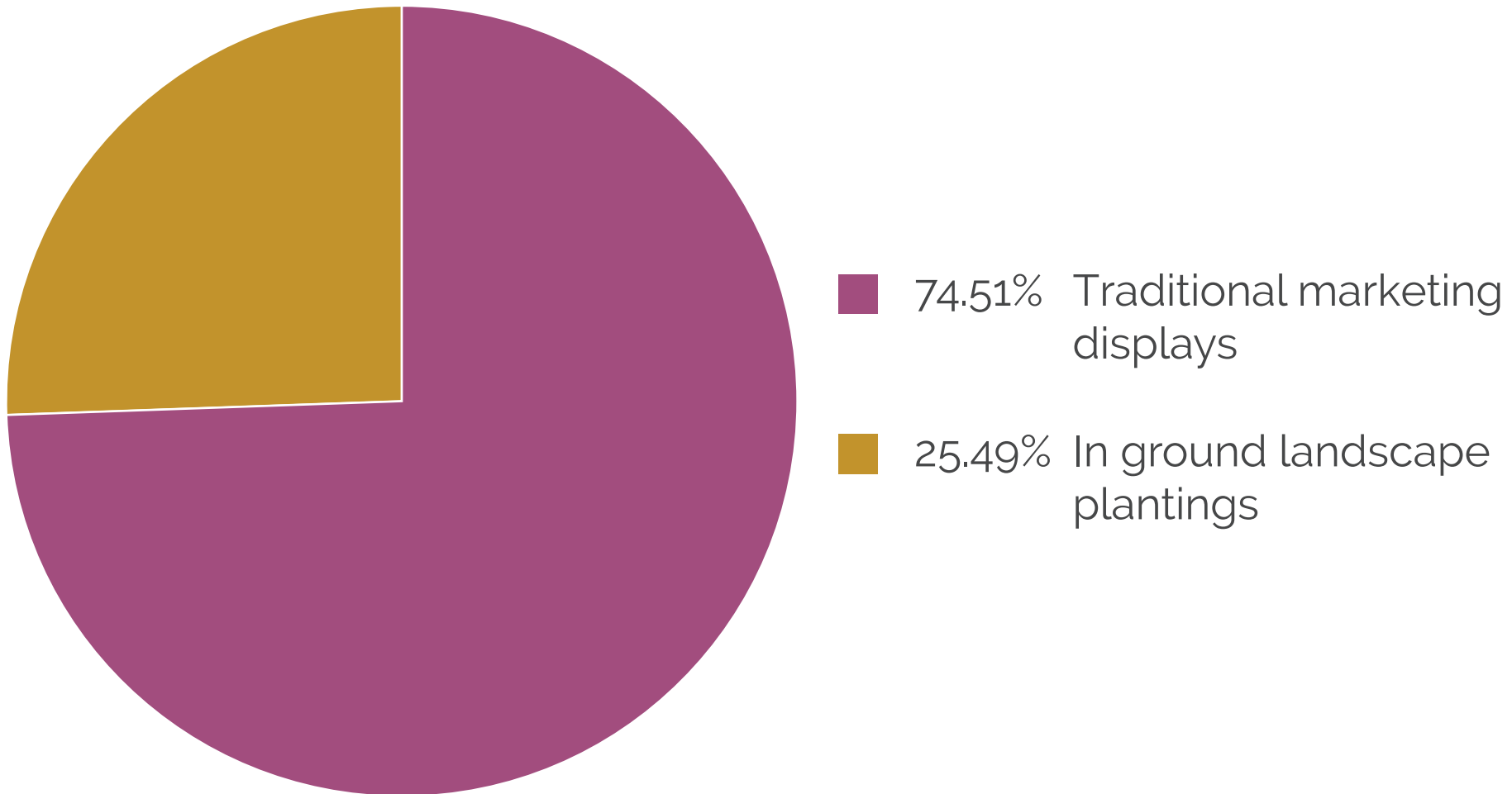
Did you attend CAST in 2021?



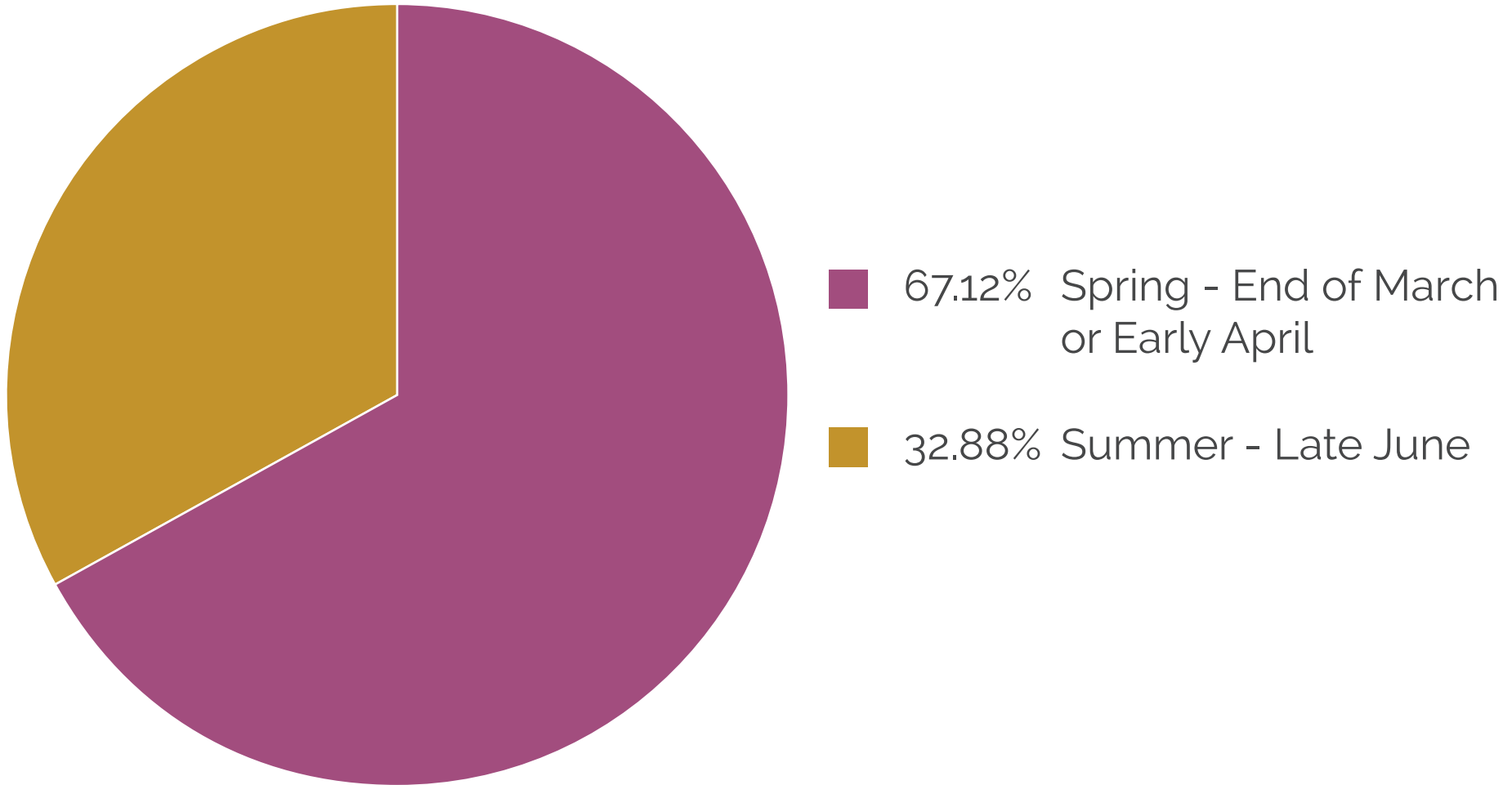
If you did not attend CAST, why not?



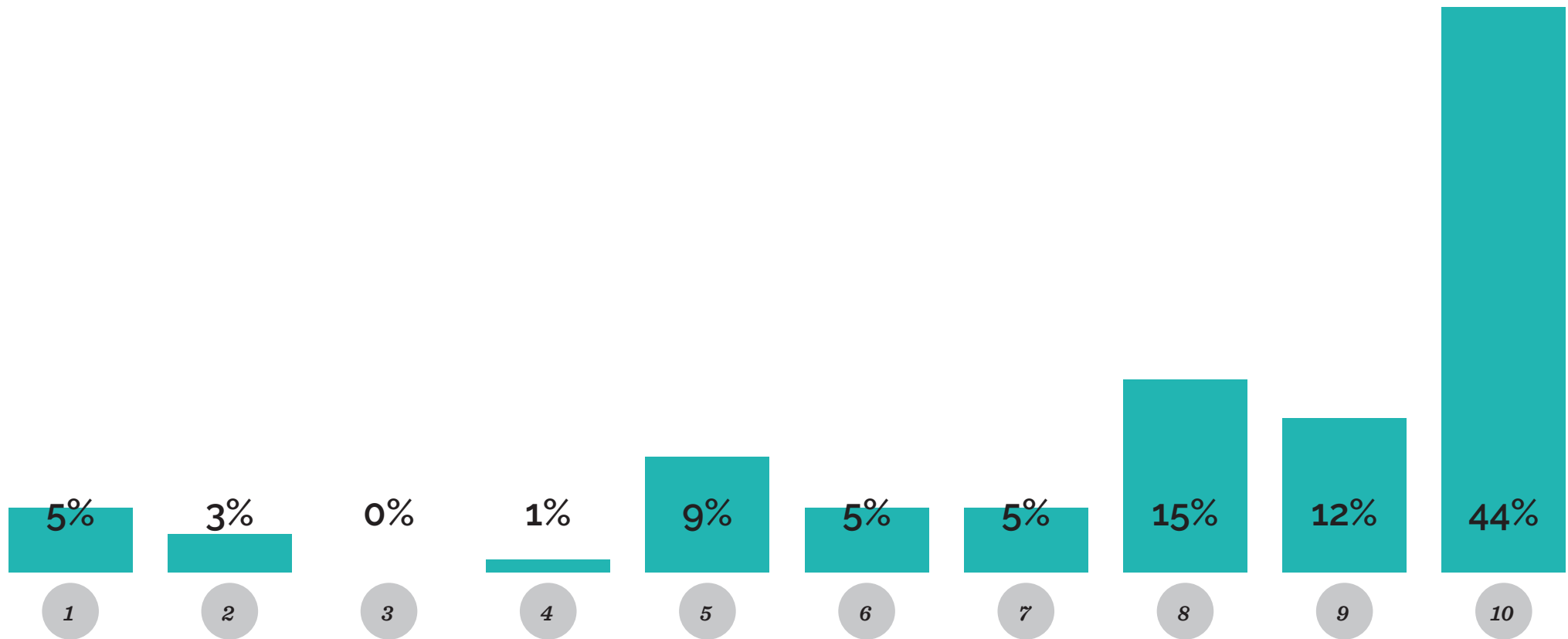
If you did attend, which style presentation did you prefer?



When would you prefer to attend CAST?



What is the likelihood of you attending CAST in
END MARCH/ EARLY APRIL NEXT YEAR
on a scale of 1 to 10 (10 being the most likely)?



1-3 8% unlikely to attend Spring
8-10 71% likely to attend Spring

What is the likelihood of you attending CAST in JUNE NEXT YEAR on a scale of 1 to 10 (10 being the most likely)?



1-3 27% unlikely to attend Summer
8-10 43% likely to attend Summer

Additional Comments:

I will attend at any time.

Several stops were really great - great presentations, and exciting new items. A few of the visits were poorly managed. I don't think some breeder/suppliers understand the market, which growers sells to which mass merchant customers.

Would of liked to see lisiathus on display

I think that having this post Mother's Day but far enough that it doesn't back up with Cultivate would be ideal. I also am not sure why we cannot have this at one location instead of moving up and down the coast. I love California but the dedication of time is tough when half of it is driving. I feel as though one year Ball can host, then Syngenta, then Dummer can rent a space and put up Popups or we can do it at Encinitas. I brought a busload of my customers who LOVED being able to participate in the event and got SO much out of it. I think for this to continue to be a viable part of the industry we are going to need to start bringing them into this process. Please contact me if you would like to discuss this further.

Please do away with all the marketing clutter. Less is more. Timing is much better in June. Show your new stuff not the already introduced varieties.

I liked better the quality of the plants I saw in all the companies

The locations did a fabulous job on making outdoor presentations to provide a safe environment.

Given what the industry faced a little over a year ago, the restrictions that we all endured and the uncertainty that everyone faced going into their CAST preparation, I think the breeders did an amazing job of putting together their sites. As an IGC, CAST is a way to build on new plants and programs that I might not otherwise see without that kind of exposure to the product and the people. THANK YOU!

It was wonderful to see everyone in person after a years absence. I enjoyed the in-ground plantings/trials as it gave a better idea of what the plants will do in the landscape but it is also valuable to see how they perform in containers as that is how we sell them.

I liked coming in June, however it seems we just lucked out with weather. If it would typically be in the 90s in June, I couldn't handle it.

I didn't attend this year, but June is really too late, i am already out beginning sales for the upcoming year by then. need to have at least had eyes on new plants before June.

After a year of virtual Cast presentations, perhaps breeders might want to consider an every two year event and give a virtual presentation in the "off year".

Additional Comments:

I appreciated the scaled down presentations. Sometimes the multitude of new offerings can be overwhelming and much gets lost in the oversaturation. I prefer emphasis on fewer items but, more info on these chosen items.

Definitely prefer CAST in April. Danziger and Proven Winners are missed.

I think participating breeders did an amazing job at a difficult time.

Since January-April is my busy season, I would prefer that CAST be held in late April or in May.

Much better in the March/April time frame when we have time for visits and have time when we return to prepare sales presentations.

Nice change of pace, but just not able to see what product can be in early season when needed. Also this cuts into customer trialing times.

CAST has always served as a launch of new varieties event. By the time June comes around, we've seen all the new varieties in presentations and our own samples. In June it becomes a plant trial that is no longer relevant to my region of the country. I like getting the product positioning message, but I can get that at other regional trials like Metrolina, Michigan, Lucas, etc.

As we saw most breeders were outside due to the current situation and timing of the event which was much nicer and gave everyone the chance to see plants outside where the consumer is putting it.

I personally prefer seeing plants in a greenhouse or covered setting. At several locations, I really couldn't see the flower/plant in its best form as the rain, sun, wind had beaten the plant/flower down to where you couldn't even tell what the flower looked like or how it would look in a retail setting.

It is difficult to find a perfect time to hold CAST, but it is important to see what is being offered for the next year and actually see how the plants are performing. June seems to be right on top of Cultivate.

If there are events next year to go with the CAST trials, It would be nice to know about facility tours or speaker events and times regarding the CAST Trials.

CAST was great, it was fantastic to be in front of the plants again. Definitely missed a few vendors not being there but overall it was an excellent show. For future if I had my pick I would love to see the event go back to Early Spring for CAST and then modify Cultivate to be more of a plant show - perhaps at a second outdoor venue. Having CAST so close to Cultivate is challenging and could almost be repetitive. The problem is having the CAST

Additional Comments:

early spring you don't get to see some of the more summer oriented plants, and vice versa with it being in summer. So, if we can keep CAST as an early Spring show, and then modify Cultivate to be a more plant oriented show - but outside the convention center (plants do not show well or hold well in that environment), I think we could get the best of both worlds and have a win win for everyone. Thanks for planning this show!

Great!
Getting better and better

I'm old and I still miss comparative trials. There were a few this year.

While I did not attend this year, I do regret not booking my trip. The trials are a critical part of my ability to Promote and sell the best products to my customers.

Breeders should clearly label all New introductions to set apart from the rest of the plants.

I am was happy to attend, knowing we were getting back to normal and I am looking forward to next year

As in yrs. past if their new intro is similar to something already on the market have it next to the present vs. new introduction

Cast was originally designed for the distributors to see the new intros and should still be the primary focus.

In regards to the question on preference of landscape plantings vs. marketing displays, I selected marketing displays ... however, I would really like to see a mix of both if possible. Both applications are very useful.

All the locations gave a great showing and a safe environment.
Many thanks

In 2022, quick review of new 2022 varieties, then in depth look at 2023 new varieties. Anything to encourage discussion amongst salesreps/customers is always appreciated.

Enjoyed easy going, not crowded locations. Some needed more signs to get to the actual place, signs for plants were plentiful. I would have liked to have more of an idea of how long at each stop to allow to see it all, so the scheduling would have been easier. This was my first time and probably only time to attend. at some locations we were told just self guided tours, then a big group is there with a guide. Pick one or other, don't discriminate on size of group. Most we met were welcoming and friendly.

I thought they did a nice job of making us feel welcome this year. We are a small player and we were give ample attention. It's well worth the visit.

Proposed dates for 2022: Week 13

WEDNESDAY
MARCH
30

THURSDAY
MARCH
31

FRIDAY
APRIL
1

SATURDAY
APRIL
2

SUNDAY
APRIL
3

EASTER
SUNDAY
APRIL
17

Proposed dates for 2023: Week 13

WEDNESDAY
MARCH
29

THURSDAY
MARCH
30

FRIDAY
APRIL
31

SATURDAY
APRIL
1

SUNDAY
APRIL
2

EASTER
SUNDAY
APRIL
9

Web needs?

