

Plants! Trials! Action! Ball Seed Field Day & Landscape Day A Success

Annual event draws +1000 industry pros for education and inspiration.



WEST CHICAGO, IL – More than 1,000 industry professionals visited Ball Horticultural Company's home office in West Chicago, Illinois, on the last Friday in July for [Ball Seed's annual Field Day and Landscape Day celebration](#). Attendees had the opportunity to see new plants by the hundreds in up-close-and-personal trials, engage with speakers and product experts, and enjoy fun and food with peers.

"One thing that unites all Ball Seed Field Day attendees is a love of plants and a desire to expand the horticulture market," says **Jason Hough**, President of Ball Seed. "New innovation is the key to growth, and acres of gardens, comparison trials and new plant showcase spaces gave visitors plenty to explore."

Cameras were working overtime that day: More than 600 images were uploaded to the new WebTrack To Go® mobile app, allowing users to create lists of favorites, complete with personal photos.

In addition to The Gardens at Ball, Field Day is known for its wealth of education. Industry-leading speakers covered topics relevant to today's market:

- Expanding perennial sales opportunities with shoulder season crops
- Top new garden performers
- New flowering shrub introductions
- Container recipe ideas and demonstrations

Besides topic stations, product experts from key breeding partners were available all day to talk about challenges and successes, and to recommend best-practices for all crops.

While all this action was taking place, more than 400 guests experienced the Ball Premier Lab and Seed Processing tours, learning what goes into bringing the industry's best seeds to market. Customers also had the opportunity to download and use the social gardening app, GrowIt!, and hear about its new Garden Shops program to engage a new generation of shoppers. Displays located inside included ways to get involved with the Seed Your Future movement and America in Bloom.

Ball Seed Field Day and Landscape Day is action-packed and continues to be open to all industry members affiliated with the trade. Mark your calendars for the last Friday in July 2018 and watch ballcustomerday.com for details on next year's event. Follow The Gardens on Facebook: www.facebook.com/GardensAtBall

About Ball Seed:

Ball Seed is North America's leading wholesale horticultural distributor. It combines extensive experience, innovative thinking and world-class customer service to ensure professional growers have the best products, most efficient tools, and dynamic growing solutions. Visit ballseed.com for more information, and check live availability and order through WebTrack®.