

Darwin Perennials Day 2018: Still A Must-See Event

Vibrant perennials and insightful conversations make this event continuously a hit with guests in The Gardens at Ball.



WEST CHICAGO, ILLINOIS, June 2018: This year's [Darwin Perennials Day event](#) was graced with pleasant weather and a devoted group of attendees who turned out Wednesday, June 20, to view the latest new products for the perennial plant industry. More than 300 guests visited The Gardens at Ball in West Chicago, Ill., where they explored the Darwin Perennials zone 5 overwintered trial beds, toured the Ball Premier Seed Lab, networked with 30+ industry suppliers, and learned about hundreds of new products and plants for sale for 2019.

"Now in our 9th year, Darwin Perennials Day is fast becoming THE must-see perennial plant event of the season," says **Leland Toering**, Sales and Marketing Manager for Darwin Perennials. "With new products and programs to share, learning opportunities from industry experts and supply teams, plus a welcoming atmosphere to encourage great conversation, this event is always well-attended and very worth it!"

Some of this year's highlights for Darwin Perennials Day were the living herb catalog, a perennial herb combo program that has mass-consumer appeal, as well as timing strategy tools from Darwin Perennials that provide fresh perennial color for Spring, Summer and Fall sales windows.

In addition, a presentation from Darwin product representative **Chris Fifo** (formerly of Swift Greenhouses) shared culture details to boost perennial profits, including PGR tips, short-day treatment recommendations, and feed control. Co-founders of GrowIt™ the mobile gardening app, **Seth Reed** and **Mason Day**, gave insights into today's shopper and offered ways to grow your perennial business to meet their needs.

Be sure to stay tuned for next year's Darwin Perennials Day save-the-date announcement. Visit www.darwinperennials.com to sign up for news alerts from the Darwin team.

Darwin Perennials, a division of Ball Horticultural Company, is a leading breeder and producer of cutting and tissue culture propagated perennials for the greenhouse and nursery industry. This quality-focused brand is supported by unrooted cutting supply out of its South American farm, Darwin Colombia. With its focus on Perennials with Staying Power™, the Darwin Perennials' product lineup means success for your perennial program. For more information, visit www.darwinperennials.com.