


































WELCOME!

2023 Ball Seed Customer Days



We're excited you chose to join us in The Gardens at Ball and hope you enjoy your visit. If you have questions or need assistance, please ask any of our staff.

-  Restrooms
-  Water Refill Station
-  First Aid
-  1 Registration/Lost and Found
-  2 Dining Tent
-  3 Kids' Tent
-  4 Perennial Showcase - Darwin Perennials and Kieft Seed
-  5 Star Roses and Plants Product Showcase
-  6 Ball ColorLink
-  7 Hardgoods
-  8 PanAmerican Seed Gardens and Pergola
-  9 Ball FloraPlant and Selecta One Garden and Container Showcase
-  10 Cut Flower Beds
-  11 Container Solutions Demos
-  12 Burpee Bed
-  13 Comparison Garden and All-America Selections Trials
-  14 Container Solutions
-  15 Ball Ingenuity Product Showcase
-  16 Made for Shade
-  17 Photo Op - Shade Getaway
-  18 Photo Op - Adirondack Chairs
-  19 Garden Gateway
-  20 Stop and Smell the Popcorn!
-  21 Café / Building Tours / Presentations
-  22 Pavilion
-  23 Woodland Walk
-  24 Photo Op - Patio Party
-  25 Rays for Days! - Full-sun containers from across the industry
-  26 Circle Garden
-  27 Skyframe Garden
-  28 The Windings
-  29 Hillside Garden
-  30 Landscape Showcase

BallSeed

2023 Schedule

Ball Seed Customer Days

TOURS

- 21** **Ball Helix Lab** 8:30, 9:00, 9:30, 10:00, 10:30, 11:00, 11:30, 1:00, 1:30, 2:00, 2:30 (lasts approx. 20 minutes)
- 21** **Ball Seed Premier Lab** 8:30, 9:00, 9:30, 10:00, 10:30, 11:00, 1:00, 1:30 (lasts approx. 60 minutes)
- 21** **Ball Seed Distribution** 8:45, 9:15, 9:45, 10:15, 10:45, 11:15, 1:15 (lasts approx. 60 minutes)

PRESENTATIONS

- 11** **Container Explainer Demos**
Joan Mazat, Cut Flower Business Mgr. 9:30, 11:00 (lasts about an hour)
- 21** **High Tunnel Season Extension for Cut Flowers**
Dave Dowling, Cut Flower Specialist. 10:00 (lasts approx. 30 minutes)
- 21** **Growing Cut Flower Lilies in the Field and Greenhouse**
Dave Dowling, Cut Flower Specialist. 11:30 (lasts approx. 30 minutes)
- 2** **Production and Planning: How to be Successful in 2024** 12:15
Panel discussion featuring *Jim Kennedy, Director of North American Sales, Ball Seed.*
- 2** **Lunch – Sponsored by WebTrack®.** 11:30 – 1:00
- 21** **Impatiens Downy Mildew's Effect on the Industry, At-Risk Crops**
Ball Seed Tech Team 1:00 (lasts approx. 45 minutes)

TECH DEMONSTRATIONS & MORE

- 21** **BALL CAFÉ** All Day
 - AmericanHort Ball Seed Tech Team
 - America In Bloom Ball WebTrack
 - Ball Literature Ball WebTrack To Go® Mobile App
 - Ball Publishing Hortica

HIGHLIGHTS

CAFE

- 21** **AMERICA IN BLOOM**
Meet the people who help promote this nationwide beautification program and learn how you can get involved.
- 21** **BALL PUBLISHING**
GrowerTalks | Green Profit magazine – the primary source of information for growers and retailers.
- 21** **BALL SEED TECH TEAM**
Take advantage of our expertise in crop culture, clean environment protocols, plant physiology and pathology, and chemical and biological control agents.
- 21** **BALL WEBTRACK DEMOS**
Try out “the best way to do business” for yourself.

DINING TENT

- 2** **LIVE MUSIC**
Enjoy good vibes and world beats, courtesy of Chicago steel drum/percussion band, Callaloo!

KIDS' TENT

- 3** **KIDS' TENT**
Kids can enjoy face painting from 9:00–12:00, and crafts and lawn games throughout the day.

GARDEN

- 6** **BALL COLORLINK**
Your small business partner.
- 9** **BALL FLORAPLANT & SELECTA ONE GARDEN & CONTAINER SHOWCASE**
View a comprehensive lineup of best-in-class varieties across vegetative product lines.
- 15** **BALL INGENUITY**
See first-to-market plants from around the world available exclusively from Ball Seed.
- 12** **BURPEE BED**
Providing gardeners with time-tested varieties and information, ideas and inspiration for success.
- 10** **CUT FLOWER BEDS**
Field and greenhouse growers can see the latest cut flowers for farmers markets and florists.
- 4** **DARWIN PERENNIALS**
Innovation. Quality. Reliability. That's what you get from Darwin Perennials.
- 4** **KIEFT SEED PERENNIALS FROM PANAMERICAN SEED**
A full selection featuring best-in-class genetics and exceptional seed quality.
- 8** **PANAMERICAN SEED GARDEN & PERGOLA**
Join us at our raised beds to learn more about our high-quality seed and innovative ideas.