



*Greenhouse Crops and Floriculture*

**2021 MFGA Summer Meeting -  
For Greenhouse Growers and Garden Retailers  
Cavicchio Greenhouses Inc., 110 Codjer Lane, Sudbury, MA.  
Tuesday August 17, 2021 9:30 am –1:00pm (Lunch included)**

Come join us for our **MFGA Summer Trial Garden Tour and Educational Program** at Cavicchio Greenhouses. We will have a morning program that will include a presentation on perennials. Plus—see firsthand how the new 2021 flower products perform in the great Trial Gardens on their grounds!

**8:30–9:30 AM**                    **Registration—At the Trial Garden Area**

**9:30–10:30 AM**                **Perennials and How to Improve your Sales with First Year Flowering Varieties**  
**Darwin Perennial Product Representative, Darren Barshaw** will provide you with latest information on how you can improve your sales with first year flowering perennials. He will also review many of the new perennial varieties for 2021. He will also review how to produce these perennials.

**10:30–11:15 AM**                **Overview of the Greenhouse and Garden Center Business**  
**Since COVID-19 Began and What we Think of the Future**  
This will be a Panel discussion with of our leading MFGA members on how they were able to survive the and prosper during these last 2 seasons. What did they learn about their businesses and how are they viewing the future? The panelists include **Linda Zukas, Retail manager Nunan's Greenhouse and Garden Center, Georgetown, Ma., Fran Morello, Owner-Frans Flowers, Framingham, MA. and Tom Spence, Greenhouse Supply Manager, Northeast Greenhouse Supply, Peabody.** Moderator will be Bob Luczai, MFGA Secretary.

**11:15 AM–12:00 PM**        **2021 Annual Trials: Kerri Stafford, Cavicchio Greenhouses**  
We will tour the annual trial gardens at Cavicchio Greenhouses and see the new plant introductions for next year from many companies. This will give you a good look at these 2021 varieties and how they perform. Plant vendors will also provide comments on these new introductions.

**12:00 PM**                        **Lunch—Provided with Registration**

**For more information contact:** Bob Luczai, MFGA - 781-275-4811 or  
Geoffrey Njue 617-243-1932 UMass Extension Greenhouse Crops and Floriculture Program  
<https://ag.umass.edu/greenhouse-floriculture> or <https://www.massflowergrowers.com/>

**MFGA Summer Meeting Tuesday August 17—Registration Form  
Preregister by August 14, 2021**

All Names \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Registration includes lunch! Registration must be received by August 14, 2021

Make check payable to and return to:  
Massachusetts Flower Growers' Association, 8 Gould Road, Bedford MA 01730.

Preregistration: Number of persons \_\_\_ x \$30

Registrations at the door: Number of persons \_\_\_ x \$40

Add \$6 handling fee for credit card payment

Total registration

Fax the form to MFGA at 781-275-8668 or email to [massflowergrowers@gmail.com](mailto:massflowergrowers@gmail.com).

For more information call MFGA office at 781-275-4811, Bob Luczai at 508-935-8264 or email [massflowergrowers@gmail.com](mailto:massflowergrowers@gmail.com).

**Credit card:**

We accept (indicate):    Visa    American Express    MasterCard    Discover

Name on card: \_\_\_\_\_

Card number: \_\_\_\_\_

Expiration date (MM/YY): \_\_\_\_\_ / \_\_\_\_\_

Billing address zip code: \_\_\_\_\_ CVC code: \_\_\_\_\_

Note: Registration at the door (day of the meeting) is available but lunch may not be guaranteed. We will try to accommodate as many people as possible.