



Pop up MFGA Meeting!

Flower Growers Winter Meeting and Education Program

Tuesday, February 6, 2024

For Greenhouse Growers, Garden Retailers — NON MFGA Members Welcome

King Farms, 15 Scales Lane, Townsend, Massachusetts

8:30 am: Registration and tour greenhouses open house Complimentary coffee and pastries

9:50 am: Welcome: Matt Piscitelli, MFGA President, Bart and Christy King, owners

Program

10:00–11:00 am: New Varieties from Seed for 2024 to help you be more profitable.

Dylan Sedmak, Northeast Rep for Panamerican Seed. Dylan will review all the **New Varieties** produced from seed by Panamerican for 2024. He will review the culture and how they can fit into your growing and marketing program to make you more profitable. Also, a peek at what's coming in 2025.

11:00 am–12:00 pm: Review of Insect Control for your Spring '24 Plants

Insect control in your Greenhouses—Prevention & Control (1 pesticide credit)

George Grant, Technical Service Manager for Griffin, will provide a review of the most common insect pests that we have in our greenhouses affecting our many plant crops. He will review how to control these pests effectively using conventional pesticides and **importantly**, what biocontrols to use to limit or eliminate those conventional methods. A **must review** as we begin our spring.

12:00–1:00 pm: Catered Lunch Reservations are required to accommodate as many as possible.

Short MFGA Annual Meeting: Matt Piscitelli, President and Bob Luczai, Secretary MFGA

1:00–2:00 pm: How Much to Grow to Make You \$\$

Erin Pirro, Farm Credit East Production decisions need to be made in advance of the sales season —making too little disappoints you and having too much disappoints me! Join Erin for some decision-making tools that will help you project the sweet spot with confidence.

2:00 to 3:00pm Navigating Today's Marketing Maze: How to make it work for you.

Kurt Fromherz , Founder of Sunrise Marketing, Hartford, Connecticut

Kurt will present an overview of the best marketing tools to improve your customer count. He will dive into the media tools, making high tech accessible, and how the tools plus your passion for plants can revolutionize your business. attracting more customers. **What are the combination of promotional tools that will be successful in 2024!**

For more information contact: Bob Luczai, MFGA—cell 508-935-8264 or bluczai@ballhort.com

**Pop Up Winter Flower Growers' Program
Registration Form including Lunch**

All Names _____

Firm _____

Address _____

Email _____

Registration includes lunch! Registration is required to ensure as many as possible are accommodated. Make check payable to and return to: Massachusetts Flower Growers' Association, 8 Gould Road, Bedford MA 01730.

First registration @ \$55.00 = \$

Number of additional registrations x \$45.00/person = \$

Total registration = \$

Allied Trade Table Show: 1 – 6' table x \$60 per table = \$

Add \$8.00 for credit card use = \$

Total = \$

Fax the form to MFGA at 781-275-8668 —if difficult, contact Bob Luczai at 508-935-8264 to register that you are coming.

Due to the lateness of this meeting notice, you can bring your payment to the meeting— but preregister for attendance count and lunch. Call Bob Luczai direct over the weekend at 508-935-8264.

Credit card:

We accept (indicate): Visa American Express MasterCard Discover

Name on card: _____

Card number: _____

Expiration date (MM/YY): _____ / _____ CVC code: _____

Billing address zip code: _____

For information email: Bob Luczai (bluczai@ballhort.com) or call cell:508-935-8264.

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.