



## **Economic Impact of Horticulture & The State of the Industry**

Attend the State of the Industry Monday, July 16 at 8:00 a.m. to be the first to hear about new developments in horticulture industry research, sustainability, advocacy, and more from AmericanHort's Chief Economist, [Dr. Charlie Hall](#)! Did you know the horticulture industry contributes approximately \$196 billion to the U.S. economy and provides 1.6 million direct full- and part-time jobs? As the leading association for the entire green industry, AmericanHort supports nearly 14,000 members and affiliated businesses. Interested in covering the State of the Green Industry? [Contact us](#) to reserve a front-row seat!

## **Standing Up for the Industry through Horticulture Advocacy**

Cultivate is not only a place to be inspired but an opportunity to hear about the current advocacy efforts of our organization. It provides the opportunity to talk with growers who are impacted by the rising cost of labor, tax law, transportation, and operations. AmericanHort is a voice for the horticulture industry. Learn what's in the future for our industry and how our team is providing a voice for our members. [Contact us](#) to set up a private interview with our advocacy team.

## **Growing The Next Generation of Horticulture Leaders**

AmericanHort leads programs to educate and attract youth to the industry. Its Generation Next Community organizes events and education opportunities like CareerUP, a workshop and inspiration series by young professionals for young professionals which takes place at Cultivate. In addition, AmericanHort's HortScholar program offers young leaders the opportunity to attend Cultivate free of charge and includes a one-year AmericanHort membership. [Contact us](#) for a fact sheet on this year's CareerUP program and HortScholars.

## **Growing Solutions through Horticultural Research**

Last year AmericanHort's Horticultural Research Institute (HRI) funded 13 research projects with amounts totalling nearly \$300,000. Grants were awarded to projects focusing on human health, plant disease management, water quality, weed control, herbicide control, protecting bees, grass and groundcover, green roofs, and others. Talk to [last year's grant recipients](#) about their research or schedule an appointment with the HRI team at Cultivate'18, or visit the show floor to see the display on HRI research activities. [Contact us](#) for a fact sheet on research projects planned for 2018.

## **Tours: Cultivate the Experience**

Our sell-out tours provide the opportunity get up close and personal with a variety of industry professionals and see an operation from the ground up. These opportunities make for a fabulous video package! The tours will fill up fast and are subject to availability so [reserve a spot now](#). All tours take place Saturday, July 14. Here's an outline of tour opportunities.

[Hydroponics Tour](#) - Learn about the growing hydroponics industry with a tour of [Crop King](#) in Lodi and family-owned hydroponics operation, [Tyler's Farm](#), in Oberlin.

[Greenhouse Production Tour](#) - Discover the newest trends in greenhouse production on this tour of [Krueger Maddux](#), a wholesale facility in Indiana, and [AJ Rahn Greenhouses](#), a retail location in Cincinnati.

[Garden Retail Tour](#) - This tour will make three stops at [Bremec Garden Centers](#) in Northeast Ohio. You'll meet participants representing some of the most successful retail garden centers across the country and learn how they are working to grow their business.

[Nursery and Landscape Tour](#) - Mingle with nursery and landscape professionals as you tour [A. Brown & Sons Nursery](#) in Brookville and [Peabody Landscapes](#) in Columbus to learn about 2018 landscape trends.

Can't make the full-day tour? [Contact us](#) for tour photos or a detailed schedule to join in as your schedule allows.

## **Ohio's Horticulture Industry**

The horticulture industry contributes an estimated \$196 billion to the U.S. economy and more than 10 percent of Cultivate's 650+ exhibitors are based in Ohio. These companies are leaders in innovation and production, but are often unheard of by the gardener who eventually buys their products. They supply plants and green technologies to the world while boosting our local economy by the billions. [Contact us](#) for a fact sheet on the small, medium and big players who keep Ohio growing.