

FOR IMMEDIATE RELEASE

March 31, 2021

For more information contact:
Ernst Benary of America, Inc.
Jen Calhoun (630) 777-5751
JCalhoun@Benary.com

Benary's
CALIFORNIA
SPRING AND SUMMER TRIALS
April - August 2021

Come see us in sunny California!

The last 12 months have not been easy for many of us. One of our great industry events, CAST 2020, was cancelled at the eleventh hour last March, starting a year that led to fewer personal interactions, less time in front of products and fewer opportunities to forge new and deepen existing relationships. Luckily, our industry has been discovered by many new gardeners during this pandemic crisis, reminding us what joy our product brings to so many, even in tough times.

This year, for CAST 2021, we developed a new concept for you, our customers and partners, whether you are a broker, distributor, grower or industry affiliate.

We decided to kick-off CAST 2021 early :)! From April 1st (no joke) until August 31st you are welcome to come and visit our trial grounds in Watsonville, CA at ANY time during business hours. We want to see you, now that traveling is becoming a bit easier again. We picked this early start date so that you don't have to wait until late June to experience our new products, but can start learning and selling as early as you want to, and are used to, in years past.

Just contact us for a time to visit and head on over. You can see our newest varieties from Benary and Benary+ in a real, outdoor trial, whenever it's convenient for you.

Due to COVID-19 concerns, and the need to provide safe social distancing, all visitors will be required to register for a visit at CAST@Benary.com. No walk-ins will be permitted.

We look forward to seeing you soon!

-- Your friends at Benary