Press Release

Meet Ball Ingenuity At Cultivateâ€™21, See The Latest New Varieties

Schedule your meeting with new product developer Joan Mazat at this yearâ€™s Cultivate show in Ohio. You might be breeding the Next. Big. Thing.

WEST CHICAGO, ILLINOIS, July 2021: The product development team at Ball Ingenuity™ is ready to partner with plant breeders and suppliers – large and small – from around the globe and bring unique plants to market. Now's your chance to **schedule a meeting with Joan Mazat at Cultivate'21** (booth #3146) to share YOUR latest breeding project with her, while learning about the latest introductions available through this collaborative division of Ball Seed®.

"New markets, new trends – Ball Ingenuity is always on the lookout for cutting-edge new plants, and to foster a win-win relationship with enthusiastic breeders," says **Joan Mazat**, head of new product development for Ball Ingenuity. "Finally, with in-person events, we can connect with plantsmen and women looking to take their breeding project to the next level."

To submit your request to meet one-on-one with Ball Ingenuity while at Cultivate'21, July 11-13, 2021, fill out the form at **ballingenuity.com/meeting**.

While on-site in Columbus, Ohio, the Ball Ingenuity booth will also showcase its latest new varieties for 2022 sales, including extensions of the **Jurassic™ Rex Begonia** collection with new sizes to meet the needs of your customers, as well as **Indoor Floral Hydrangea** offerings through Aldershot and the HBA. The booth will also feature the new **Exacum Jupiter** series, a long-lasting, double-flowered vegetative Exacum with incredible shelf life and performance. And see for yourself the groundbreaking **Philodendron Shangri-La**, a crowd pleaser right in step with today's trends.

Visit the Ball Ingenuity website to learn more about how this dedicated team fosters partnerships through high-class support and commitment to market success. The website also shares plant details on its full product assortment, including the latest 2022 intros listed above, and more.

About Ball Ingenuity

Ball Ingenuity is a division of the distribution company Ball Seed and is focused on the development and support of new plant programs into North America through partnerships with outside plant breeders. It focuses on a diverse group of product offerings and key market growth opportunities. Visit www.ballingenuity.com for more information.