



## Our New Strategic Plan Outlining Priorities for 2022-2025

As the industry continues to adapt to the changing world and new ways of conducting business, the Endowment took the opportunity to also take a deeper look at how we can better support industry members and businesses through their floriculture programs and funding. Through an eight-month Strategic Planning effort, new priorities, goals, and initiatives were identified to provide for continued growth in the industry.



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American  
Floral  
Endowment

Funding the Future of Floriculture

2022 Fundraising Campaign

Held Virtually Between Monday, May 16th –  
Thursday, June 30th

**MAKE A DONATION TODAY!**

Envision a future full of flowers! The Endowment is inviting the floral industry to join us in our annual fundraising campaign – Funding the Future of Floriculture. Look ahead with AFF, as we share innovative research with new advances, scholarships and internships for the next generation of leaders, grants to enable the continued education of all industry members, and more.

To continue to increase annual support for our floriculture programs, we are once again conducting a virtual fundraising campaign. The campaign runs between Monday, May 16th and Thursday, June 30th.

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## About AFE

### AFE's Mission Statement

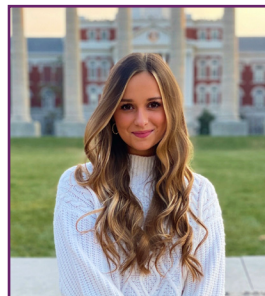
To be the trusted source and catalyst for floriculture advancement through funding of innovative research, scholarships, internships, and educational grants that best serve the dynamic needs and demographics of all industry sectors.



### The AFE Bulletin is proudly sponsored by the Todd Bachman Memorial Fund.

Todd Bachman served as Chairman and CEO of Bachman's before his untimely death in 2008. Todd was a past chairman of the American Floral Endowment and was very active in many state and national industry organizations. Those who knew him will always remember what a great communicator he was and his outstanding leadership and devotion to work and family. His wife and daughters are honored to carry on his legacy.

## Practicing What We Preach – Our New Intern, Gracie Alvarez



At AFE, we're a big advocate for practicing what we preach. "Funding the Future of Floriculture" means many things to us, including investing in our industry's young professionals through scholarships, internships, and professional development opportunities. AFE has had tremendous success with past interns, having brought our last onto the team full-time. Through thoughtful consideration and understanding of the importance of hands-on experience for young professionals, we've hired Gracie Alvarez of the University of Missouri as our new intern – a passionate and prepared member of the floral industry.

Get to know Gracie in her personal note to the industry below, as she shares her path, passions, and enthusiasm for her new role.

I've only been involved with the floral industry since the beginning of 2019, but I've fallen in love with it enough to know I want to stay in the world of flowers for a long, long time. My journey with the floral industry has taken me on a whirlwind path from an inexperienced, naive freshman at the University of Missouri School of Journalism to my current role as Social Media Intern for the American Floral Endowment.

By luck, I found and applied to Tiger Garden, the University of Missouri's student-operated, full-service floral shop. I started work mid-January of my first year at Missouri. Anyone involved or adjacent to the floral industry probably recognizes this season as Valentine's Day preparation. I was thrown into the true thick of it—and surprisingly, I loved every minute. In those first few months, I learned a lot about what goes into operating a floral shop, from planning and executing huge marketing promotions, to the basic principles of floral design.

I eventually took five different floral design classes in the University of Missouri's Floral Design program, which taught me everything I needed to know about design elements, everyday floral work, special occasion floral work, retail shop management, and wedding design.

By another stroke of luck (which, seems like the pull of the floral industry), I found the American Floral Endowment and their Social Media Internship position. I knew of AFE through work and word-of-mouth, as coworkers and friends of mine have received internships and scholarships through their programs.

I am privileged to now serve as the current Social Media Intern for the Endowment. In just a few short weeks, I have already learned a lot about what goes into the communications side of a non-profit organization. I am so motivated and encouraged by AFE's focus on the growth and professional development of young professionals in the industry. I hope to one day own my own floral business; I feel confident and encouraged knowing I will always have AFE as a resource.

The Endowment has lots of exciting things coming up and I have so many ideas for fun, new strategies. Give AFE a follow on Instagram, Facebook, LinkedIn, and Twitter if you want to see where those ideas (and help out a new social media intern who's trying to grow our friends/followers while you're at it!).



## Join Our 2022 Fundraising Campaign!

Held Virtually Between Monday, May 16th – Thursday, June 30th

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American  
Floral  
Endowment

Funding the Future of Floriculture



The theme **Funding the Future of Floriculture** is inspired by AFE's new logo, which came from our new Strategic Plan (noted on pages 4-5). Our dedicated Board of Trustees, with input from the industry, established and approved new priorities, goals, and initiatives to provide for the continued growth of the industry through 2025. They would like to encourage you to join them in supporting the advancement of the floral industry.

Our Board Chairman and Managing Partner of FreshPath Marketing, Laura Shinall, notes,

“As industry members, we want to see success not only for our own businesses but for the industry as a whole. Through AFE, we know that we can make a broader impact by supporting research and education for the next generation ensuring that the future of floral is as vibrant as the flowers that we love.”



AFE is the floral industry's leading charitable organization where all segments can come together to provide support for research and programs that impact the entire industry. Our critical resources would not exist without continued industry support.

The 2022 Fundraising Campaign features many Sponsorship Opportunities and levels. Sponsor benefits include promotional opportunities, job postings on AFE's Career Center, and recognition across the Endowment's communications.



However, donations are not limited to sponsorships. **Every dollar makes a difference! No donation is too small.** Any contribution to AFE is fully

tax-deductible and goes back to providing for the floral industry through research, internships, scholarships, and educational grants.

The deadline to sign-up for the campaign and get involved in Funding the Future of Floriculture is Thursday, June 30th, so don't delay in making your donation!

Sponsors will be featured in the August Print Bulletin and during our Funding the Future of Floriculture Event during the SAF Convention in September, so don't miss the June 30th deadline to participate.

The AFE Board of Trustees and Staff thank you for your support of the work that the Endowment does. It is only through industry contributions that we can continue to serve the floral community.

If you have any questions, please reach out to us at [afe@endowment.org](mailto:afe@endowment.org) or 703-838-5211.

SCAN  
HERE!



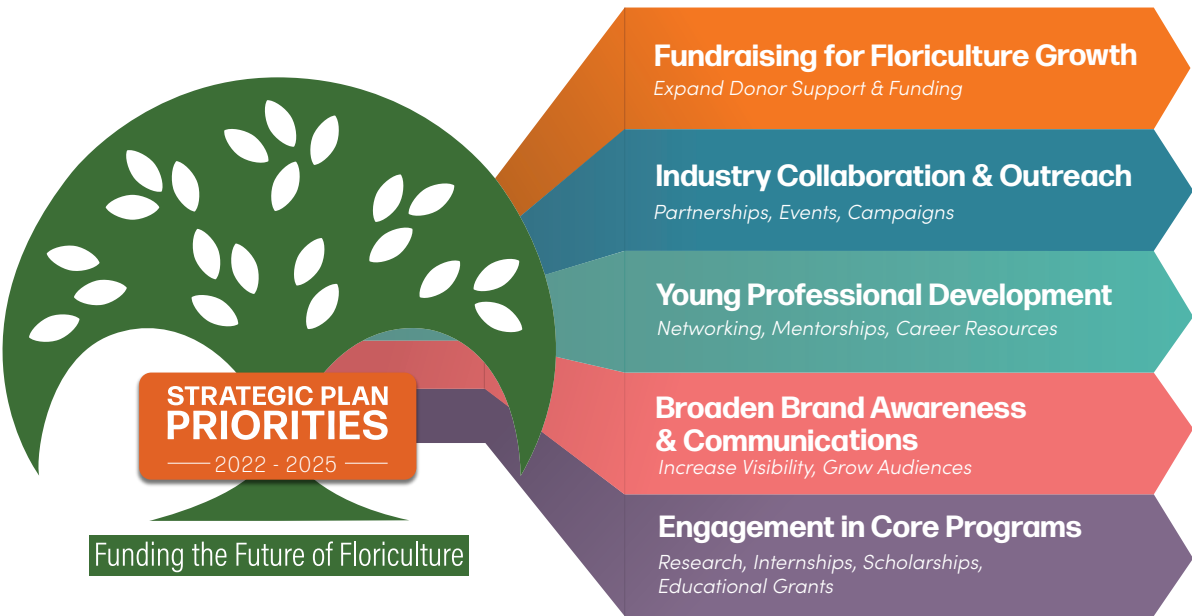
Make a donation by June 30th!  
[endowment.org/funding-the-future](https://endowment.org/funding-the-future)



# Our New Strategic Plan Outlining Priorities for 2022-2025

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As part of the new Strategic Plan, our Board of Trustees also approved a revised vision, mission, and logo update to better identify and promote AFE’s core initiatives. The new logo touts the overall goal of **Funding the Future of Floriculture**.



After months of consultation and evaluating input from the broader floral community through interviews, a public survey, and several focus groups, our Board of Trustees consisting of experts and business leaders from all segments of the industry came together for multiple planning sessions. From these sessions, a new strategic plan was developed to better position the Endowment to address the ever-changing needs of the floriculture industry.

The three-year plan underscores and strengthens fundamental priorities vital to AFE’s future and mission: supporting innovative research and floral industry education; an irrefutable pledge to keeping young professional development at the center of our work; increased outreach and fundraising efforts to provide more dollars for floriculture-related programs; and, finally and importantly, a commitment to collaboration with like-minded organizations for these and other programs geared toward advancing the industry.

### Vision Statement:

A strong, unified floriculture community fostering industry innovation and growth to better connect people to flowers and plants in everyday life.

### Mission Statement:

To be the trusted source and catalyst for floriculture advancement through funding of innovative research, scholarships, internships, and educational grants that best serve the dynamic needs and demographics of all industry sectors.

“The Trustees took a very intentional approach in identifying the Endowment’s critical priorities. Going forward we will focus on increasing our footprint in an effort to better support programs that strengthen research efforts, build connections between young professionals and industry members, and support continued education for all segments of the industry. Progress and growth are impossible without change, and AFE continues their commitment to serving the industry as it evolves through the years,” noted Laura Shinall, AFE Chairman and Managing Partner of FreshPath Marketing.

The strategic plan sets goals to expand our core programs, provide new and innovative research, develop more targeted and strategic communications, and increase fundraising to support these initiatives. Like the new Vision states, AFE pledges to do these things “to better connect people to flowers and plants in everyday life.”

## How does this impact YOU and your business?

Our core programming supports better quality flowers and plants and provides best practices for increased longevity of products. Better quality and longer-lasting plants support profitability and happy consumers.

Whether you are a grower, researcher, event planner, wholesaler, or retailer, AFE’s work has positively impacted your business. With expanded resources to reach and support the next generation of young professionals through our career center, recruitment resources, and Young Professionals Council, the Endowment is also educating and supporting a workforce for the future.

**All of our resources are available to everyone in the industry FREE.** Industry contributions are the key to providing these programs for all.

“AFE’s new goals show our ongoing commitment and dedication to the industry. These expansions will be extremely impactful both internally and externally. It is exciting to look ahead and see this clear path to success aiding the growth of our industry,” notes AFE’s Chairman-Elect Ken Young, owner of Phoenix Flower Shops.

The new Strategic Plan will serve as AFE’s benchmarks for success over the next three years. They will also help AFE continue to address the transforming needs of the industry and further expand our reach to keep up with industry growth.



This new plan continues our long history of being the leading non-profit charitable organization funding floriculture research, educational and floral design grants, and scholarships, along with administering internship programs to bring top talent to the industry. In our 60 years, AFE’s funding and programs have led to:

- **Advances and best practices** for better quality and longer-lasting flowers and plants
- **Financial aid and hands-on experiences** to support the next generation
- **Educational funding** to assist with continued education and learning opportunities for all industry members.

The Endowment represents an all-industry community organization where everyone can collaboratively support programs that benefit all.

“The Endowment wouldn’t be here 60 years later without the support of past visionaries who recognized the importance and the need for industry research and support programs. We are grateful for past support and for the industry champions that continue to support our programs and efforts to keep the floral industry relevant,” notes our Executive Director, Debi Chedester. “Now more than ever, we need to expand our fundraising to invest even more into these programs to support Funding for the Future of Floriculture.”





# Paul Ecke, Jr. & Altman Family 2022 Scholarship Recipients

## Shaping the Future of the Floral Industry

The graduate work of this year’s Paul Ecke, Jr. and Altman Family Scholarship recipients is already reshaping the floriculture and horticulture industry with improvements for growers and environmental benefits. Congratulations to the 2022 Recipients!

These five outstanding scholars – each with resumes listing numerous accomplishments in fieldwork, academic presentations, and published research – have contributed to the growing scientific understanding of the industry. Equally important, they have used their nascent platforms to share knowledge with growers, ensuring that positive change is swiftly implemented.

Each is an advocate not only for their individual projects but also for the industry as a whole nurturing professional development, collaboration, and science-based understanding for people working at all stages of the horticulture industry.

## 2022 Paul Ecke, Jr. Scholarship

The Paul Ecke, Jr. Scholarship awards \$5,000 a year for two years (\$10,000 total) to a dedicated MS/Ph.D. student attending a U.S. land-grant university. The scholarship is in honor of the late Paul Ecke, Jr., who contributed vital knowledge to the industry through innovative research and education programs. **For more information, visit [endowment.org](https://www.endowment.org).**



## 2022 Paul Ecke, Jr. Scholar – Juan Quijia Pillajo

**Juan Quijia Pillajo, The Ohio State University**

Juan Quijia Pillajo grew up surrounded by the pansies, petunias, and other ornamental flowers of his family’s greenhouses in Nayon, Ecuador. Watching them work through trial and error, he became convinced that an understanding of the science could eliminate the guesswork.

“They will do it, but with no training,” he said. “My family always faced struggles because they didn’t know but through trial and error. Sometimes that causes a lot of problems. I wanted to be able to learn and share with all the growers in the area. My motivation is to help other people to succeed.”

His research seeks to identify bacteria that positively impact floriculture crops’ quality and understand what factors influence their beneficial activity. The goal remains the same: Helping growers address the inconsistent results of microbial products in crop production.

The Paul Ecke, Jr. scholarship will not only support this research and continued education but also help with participation in research conferences, Quijia Pillajo said. He plans to use the money to fund additional workshops and experiments so he can further interact with growers and fellow scientists to nurture further career development.



## Second Year Funding Awarded – Paul Ecke, Jr. Scholarship

**Caleb Spall, Michigan State University**

Caleb Spall was awarded second year funding for the Paul Ecke, Jr Scholarship. Spall’s research is on Greenhouse Cultivation of Specialty Cut Flowers.

Because of AFE’s second year funding, Spall can continue conducting research investigating on how specialty cut flowers respond to changes in the greenhouse lighting environment.

Additionally, he is able to share the results of the research with growers and scientists at various conferences because of backing from AFE. He has also had the opportunity to travel abroad to visit commercial cut flower growers and see growing techniques firsthand on a large scale, which was inspiring and motivating.

When asked about his industry-related travel and hands-on learning, Spall noted, “These experiences have been incredibly rewarding and I am tremendously grateful to have AFE’s support.” He added that, “Support from the Endowment through the Paul Ecke, Jr. Scholarship over the past year has been integral to my graduate school experience.”

## 2022 Altman Family Scholars – Melissa Muñoz, Kaitlin Swiantek, and Prabhjot Kaur

Passionate industry advocacy is a staple for the Altman Family Scholarship. Created in 2015 by Ken and Deena Altman, this Scholarship seeks to support improvement in horticulture education and research by investing in outstanding, young industry professionals. This scholarship provides an annual scholarship (\$5,000) to promising and dedicated graduate students pursuing a career in horticulture. **For more information, visit [endowment.org](https://www.endowment.org).**



**Melissa Muñoz, Clemson University**

A former Paul Ecke Jr. Scholar, Melissa Muñoz is eager to share her research into plant pathology with anyone, but especially growers back in her homeland of Colombia. As an Altman Family scholar, she plans to fund this critical communication effort.

“Doing successful research depends on continuous collaboration with the growers; if it wasn’t for them, it would be really hard to get the results we have,” she explained. “It is nice to keep them in the loop and to have their feedback; it is always important to share with them our results and discuss how else we can help and what can be improved... This award will allow me so many opportunities to network with growers, wholesalers, and scientists.”

Her work, as she explains simply and eloquently, is about mitigating that pesky grey fuzzy fungus – Botrytis – on the petals of roses. In earning her master’s degree in plant and environmental sciences at Clemson University, Muñoz worked on a Botrytis management project in cut roses. This research has been AFE-funded under Dr. Jim Faust. Through this project, Muñoz focused on characterizing the fungus and understanding its biology and infection process, and current management strategies.



**Kaitlin Swiantek, University of Georgia**

Kaitlin Swiantek wants to help build a pollinator highway by breeding landscaping plants that appeal to the everyday consumer. Her vision is currently focused on cultivating a variety of mountain mint (*Pycnanthemum*) that is attractive to both humans and pollinators.

With help from the Altman Family Scholarship, Swiantek said she will expand her breeding program to screen more plants and achieve more phenotypic variation of the mountain mint. Her main goal with attracting bees, butterflies, moths, hummingbirds, wasps, beetles, and other pollinators is to conserve biodiversity and pollinator populations. Her efforts will be in line with environmental concerns related to the publicized decline in pollinators.

“Plants that serve a role beyond aesthetics are more beneficial to the environment and the consumer,” she said. “A beautiful plant is great, but a beautiful plant that also improves society is even better.”



**Prabhjot Kaur, Michigan State University**

Prabhjot Kaur wonders, what if you could reduce production times and input costs from greenhouse heating and other resources in the floriculture industry?

In the fourth year of her Ph.D. program at Michigan State University, Kaur is seeking to answer this question and more by focusing on understanding the genetics of development rate (rate at which plants produce new nodes), primarily in petunia (*Petunia x hybrida*).

“If you accelerate development rate, you accelerate crop timing, that would ultimately improve the production efficiency,” she said. “By learning all these techniques on a different crop, I can be a plant breeder that ultimately helps the grower.”

She is especially excited that the scholarship provides her with a sense of validation that her work is being recognized by the industry and will allow her to explore the next steps.

Read more about each of these recipients and their work at [endowment.org](https://www.endowment.org).



# Sustainability – Driving the Future of the Floral Industry

By Terril A. Nell, AFE’s Research Coordinator

The term “sustainability” is used broadly to describe actions aimed at preserving resources: social, human, economic, and environmental. By acting “sustainably,” we can meet our own needs without compromising the ability of future generations to meet theirs. Particularly in the floral industry, the focus has been on environmental sustainability—initiatives and actions aimed at conserving natural resources by using materials responsibly. Here are some of the measures you can implement now to make your business more sustainable.

## Recycle and Reuse

Disposing of shipping materials (cardboard, paper, and plastic) properly is one of the critical elements of environmental sustainability. Recycling these materials will save trees and save you money if your business pays to have the waste hauled to a landfill.

## Disposing of Plant and Flower Debris

Processing cut flowers results in many cut stems and leaves being removed from the flower stems. All plant and flower debris should be composted or sent to a natural resource recycling center. The soil that remains in unsold containers can be composted and reused by landscapers or growers.

Retail and wholesale florists can reduce flower and plant waste by using the best care and handling practices. Your business can reduce waste by following the care and handling guidelines developed by AFE’s researchers. Use hydration and flower food solutions, maintain a proper cooler temperature, keep equipment clean, and use treatments to prevent ethylene damage, produce longer-lasting flowers, and reduce shrinkage—a win-win combination!

## Reducing and Recycling Water

Water is becoming a scarce commodity in many sections of the U.S. and the world. Flower operations in the U.S., Colombia, and Europe collect rainwater and reuse it for irrigation. Some flower operations also collect excess irrigation water to treat and reuse it. AFE has supported research to reduce water use during production by developing efficient irrigation programs and using soil moisture monitors.

## Reducing Your Carbon Footprint

The carbon footprint is an essential measurement of the environmental sustainability of a process, such as growing, shipping, and selling flowers. It is calculated as the total amount of carbon dioxide and methane generated by our actions. Since every step in the production and sale of flowers generates carbon, there are opportunities to reduce carbon all along the supply chain.

AFE has supported research to show how plant height can be controlled by modifying day-night temperatures, reducing the energy needed for production. Sea-shipping of flowers from international production areas is about 60% more efficient than shipping flowers on airplanes, so researchers are investigating ways to help plants and flowers survive longer shipping times. On a local level, businesses can help reduce carbon emissions by using energy-efficient cars and trucks or electric vehicles for deliveries.

## The Time to Act is Now

Every business can take action to make its operation more environmentally sustainable. Owners and managers should take a hard look at practices that contribute to sustainability: recycling, reusing, proper care and handling practices, reducing organic and non-organic waste, and energy use overall. Research has shown that consumers prefer to buy products that have been produced responsibly. So be sure to let your customers know when you take a step towards greater sustainability.



# 2022-2023 Funded Research Projects

In 2022-2023, AFE will support 15 research projects in total. With 5 new research projects and 10 continuing projects totaling over \$500,000 in funding from the Endowment, the Gus Poesch Research Fund, and the Thrips & Botrytis Research Fund. These projects range in focus including plant breeding, disease and insect management, post-production, and production technology/protocols.

## Newly Funded Projects for 2022-2023

- **Developing Foliage Stock Plant, Liner and Finish Plant Production Protocols for Temperate Climates:** Roberto Lopez, Michigan State University
- **Manipulating Light Quantity, Quality, and Duration to Improve Timing, Yield, and Quality of Cut Flowers:** Roberto Lopez & Caleb Spall, Michigan State University
- **Co-application of Biopesticides and Chitosan for Optimized Suppression of Botrytis Infection in Greenhouse Floriculture:** Anissa Poleatewich, University of New Hampshire
- **Altering Petunia Development Rate to Improve Cutting Yield and Crop Production Efficiency:** Ryan Warner, Michigan State University
- **Supporting the U.S. Specialty Cut Flower Industry Through Diagnostics, Disease Management and Outreach (GP):** Francesca Hand, The Ohio State University



## Continuing Projects for 2022-2023

- **Advancing Nighttime Lighting to Control Flowering of Photoperiodic Floriculture Crops:** Qingwu Meng, University of Delaware
- **Fluorescence Imaging: A Low-cost Method for Early Stress Detection:** Marc Van Iersel, University of Georgia
- **Optimizing the Efficacy of Beneficial Bacteria against Botrytis Blight in Greenhouse Crops:** Michelle Jones, The Ohio State University
- **Can Western Flower Thrips be Managed in Commercial Greenhouses with UV Light?:** Bruce Parker, University of Vermont
- **Using Sub-zero Temperatures for Long-Term Storage of Cut Flowers:** John Dole, North Carolina State University
- **Engineering Floral Fragrance to New Heights using a Synthetic Biology Approach:** Thomas Colquhoun, University of Florida
- **Developing Protocols to Prevent Leaf Necrosis on Cut Flowers in the Post-Harvest Environment:** James E. Faust and Guido Schnabel, Clemson University
- **Evaluation of Alternative (non-fungicide) Treatments Including Biological Control Agents and Systemic Acquired Resistance-Inducing Compounds for Botrytis Control:** Jim Faust, Guido Schnabel, and Melissa Munoz, Clemson University
- **Use of CRISPR to Develop Powdery Mildew Resistance in Gerbera Daisy:** Dayton Wilde, Wayne Parrott, and Heather Gladfelter, University of Georgia
- **Use of Microbial Biostimulants and Beneficial Bacteria:** Michelle Jones, The Ohio State University

To see a full list of our currently funded projects, visit [endowment.org](https://www.afeendowment.org). This list will be updated on July 1, 2022, at the beginning of our fiscal year to include the new projects.

## Want to Get Involved?

We want to hear from you! What industry challenges keep you up at night? Contact AFE’s Research Coordinator, Dr. Terril A. Nell at [tnell@afeendowment.org](mailto:tnell@afeendowment.org).

And, please remember that AFE has an active internship program and scholarship program to develop the next generation of floriculture professionals. If you are interested in hosting an intern, please contact Program Coordinator Candice Musgrove at [cmusgrove@afeendowment.org](mailto:cmusgrove@afeendowment.org).



# Hands-On Learning Supported by Our Educational Grants



To your average non-industry member, the scope of horticulture and floriculture may not run far outside of lawn care and gardening. Education is an excellent place to start when it comes to showing the scope of our industry to a broader audience of students and encouraging them to enter our field. Oklahoma State University's Department of Horticulture and Landscape Architecture recognized this and utilized support from AFE's Educational Grants to offer a successful Hands-On Horticulture course in 2021-2022. The result? Enlightened students with a deeper understanding of this field, newfound hort knowledge, and industry promotion.

What began as an idea for an alternate science class became a fun, informative foundation for horticulture education at OSU. The idea was to create a below-intro-level option for students to learn what horticulture really is, keep students engaged, and have fun while doing it. The course description informs, "Recent studies have shown that many Americans are unfamiliar with horticulture...Many of the foods we eat, the landscapes we design, and even some of our medicines are horticultural products." HORT 4990 used AFE's Educational Grant funds for all kinds of engaging activities to build horticulture and floral knowledge around concepts like floral design and planting in raised beds, pruning bonsai in hand-made pots, making potpourri, setting out biological control cards in a greenhouse, mounting staghorn ferns, harvesting crops, and watching a demonstration by the UDA APHIS Beagle Brigade. This class had no shortage of engaging activities and certainly no lack of lessons.

"We got a lot of 'I had no idea!'" says Dr. Shelley Mitchell, Associate Extension Specialist of Youth Programs in the Horticulture and Landscape Architecture Department at OSU and one of HORT 4990's instructor. "The students had no idea about a lot of the activities and roles involved in horticulture and floriculture. They were thrilled to harvest carrots and re-plant leftovers like celery and green onions. They liked coming to class. Even if they don't major [in Horticulture], they can still take enjoyable classes and learn it's not just mowing."

See more photos from the course and other program updates at [endowment.org](https://endowment.org). Thank you to Dr. Mitchell, the students of HORT 4990, and OSU's Department of Horticulture and Landscape Architecture for sharing this experience.



# Apply for Funding from the Endowment!

## Educational Grants

We are now accepting applications for our 2022-2023 Educational Grants. **The deadline for submission is June 1, 2022.** AFE's Educational Grants help fund wide-reaching academic programs that provide solutions and focus on ongoing and new educational opportunities.

We are committed to providing funding for various resources that empower the floral industry to invest in continued education. These grants provide financial assistance to support educational opportunities of all kinds, including **national industry conventions, event programs, or virtual events.** The grants allow AFE to collaborate with and sponsor national, state, and local association educational programs.

Working with important industry organizations like the National Floriculture Forum, FFA, state and national nonprofits, and university programs, our funding helps current industry members, students, and young professionals expand their educational opportunities and professional development.

AFE's newest Educational Grant opportunity is the Meinders Retail Florist Education Grant which was established last year and will be accepting its first applications during this cycle. The Meinders Grant will specifically support reduced or free registration fees to floral industry events for retail florists by providing grants or scholarships to nonprofit floral industry organizations. This grant and the others like it significantly impact the industry, helping AFE make educational endeavors more accessible for all.



Apply by June 1 at [endowment.org/grants](https://endowment.org/grants)

## Research Proposals

Calling all Researchers! We are now accepting new research proposals for the 2023-2024 funding cycle. **The application deadline is August 1, 2022.**

Funding innovative research is a critical pillar of our mission to be the trusted source and catalyst for floriculture advancement. New research proposals should support forward-thinking exploration of cost and labor savings, pest and disease management, reduced waste, and other solutions to promote healthier, longer-lasting flowers and plants.

Preferred and prioritized research is relevant to all segments of the floral industry and is focused on all floricultural crops – from fresh-cut flowers to fresh-cut greens, flowering potted plants, foliage plants, bedding plants, and perennials.



It is requested that all research projects be between one and three years in length. Project funding ranges from \$20,000 to \$60,000 annually, although any budget will be considered so long as it is reasonably justified in your application. A detailed list of our research priorities, tips on how to build a strong proposal, and the online application can be found on AFE's website.

Apply by August 1 at [endowment.org/research](https://endowment.org/research)



# Grow Pro Webinar Series

PROVIDING GROWERS WITH THE LATEST INNOVATIVE SOLUTIONS

## UPCOMING WEBINARS!

*Sponsorship opportunities are available.*

All webinars are **FREE** and open to anyone in the industry – thanks to our generous sponsors!

Our nationally recognized researchers, hosts, and speakers offer 'how-to' advice based on AFE-funded and other research projects to help the industry navigate through ever-changing growing challenges.

**MAY 17**  
1:00PM

### Biological Control of Whitefly on Poinsettias Start Your Crop Correctly

*Speaker: Dr. Rose Buitenhuis, Vineland Research  
and Innovation Center*  
*Sponsors: BASF and BioWorks*

**SEPT 27**  
1:00PM

### New Technology and Pesticides for Flower Crops

*Speaker: Dr. JC Chong, Clemson University*

**JUNE 21**  
1:00PM

### Developing an Integrated Pest Control Program for Whitefly on Poinsettia

*Speaker: Dr. Sarah Jandricic, Ontario Ministry of Agriculture*  
*Sponsors: BASF and BioWorks*

**OCT 18**  
1:00PM

### Finish your Poinsettia Crop Successfully

*Speaker: Dr. Chris Currey, Iowa State University*

**JULY 12**  
1:00PM

### Reducing Pesticides in Surface and Subsurface Irrigation Water

*Speaker: Dr. Tom Fernandez, Michigan State University*

**NOV 29**  
1:00PM

### Flowering and Forcing of Perennials

*Speaker: Dr. John Erwin, University of Maryland*  
*Sponsors: Ball Seed and Darwin Perennials*

**AUG 23**  
1:00PM

### DIF and Graphical Tracking

*Speaker: Dr. Royal Heins, Professor Emeritus,  
Michigan State University*

**DEC 20**  
1:00PM

### Viruses in Flower Crops

*Speaker: Dr. John Hammond, Research Plant  
Pathologist, USDA*  
*Sponsors: Ball Seed and Syngenta*

Visit [endowment.org/growpro](https://endowment.org/growpro) to register for upcoming webinars and for access to previous webinars.

