



News Release/ For Immediate Release

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Ernst Benary of America Cancels CAST 2020

Watsonville, CA, March 12, 2020

Dear valued customers and business associates,

Due to the recent developments in the United States as it relates to the COVID-19 pandemic we have decided to cancel our upcoming CAST event, which was slated to take place at our facility in Watsonville, CA from March 28th – April 1st.

This was a very difficult decision for us to undertake. Every year we very much look forward to: welcoming all of you; showcasing our new products; providing training & information; and having some fun along the way while we all enjoy celebrating our wonderful industry together.

Much work had gone into this year's event and we were eager to share our information on great new products like BIG® GL White or the award winning Rudbeckia Amarillo Gold with you. Unfortunately, this week's changes in the situation on travel, peoples interactions and gatherings as it relates to the COVID-19 virus, left us no choice and we viewed it as our company's responsibility to act accordingly so that we follow the health recommendations for all our visitors and employees.

The new products are, of course, going to be rolled-out in the weeks and months to come and we are already discussing the different activities that we want to undertake to bring this information to you. So stay tuned – we will be in touch.

In the meantime we wish you a wonderful and great spring gardening season and remember:

More beauty – More choices – More smiles

Matthias Mart

Vice President
Ernst Benary of America