



295 Park Drive West
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New Plant Trial Box Recipient Site Agreement 2025

Thank you for your interest in trialing the most exciting NEW plant introductions for the following seasons. These plants are provided at no cost to you, and we will let you know what and when to expect the plants to arrive. Note that they likely will NOT all arrive at once as each breeder has a shipping schedule for their trials. We have some expectations we would like to make clear in advance:

- 1. There is an 'intake form' to fill out listing the responsible person who will be in charge of the trials.**
- 2. Please unpack the plants upon receipt and irrigate as needed.**
- 3. Plant the trial plants as soon as possible. It is entirely up to you what you do with them, but we do need you to document what you did with them. You can plant in ground, plant in pots, make combinations as you see fit, make baskets—again, entirely up to you, but we want to know!! There will be a place on the rating survey to notate this as well.**
- 4. Starting around 4 weeks after receipt, we expect your designated Trial Manager to fill out the online survey rating of the plants you are trialing. There will be an email reminder sent to your Manager by us to remind them to do this. It is a prescribed set of questions and ratings that can be done right at the trial area on a phone or tablet and only takes a few minutes for each breeder.**
- 5. After established we would REALLY like the plants placed in an area where the public (customers) will see them and we strongly encourage**

you to place signage there pointing out that we want their responses and input so that you will know what they prefer you to offer the next season! We will provide a QR code with each breeder's name prominent so they will know they are evaluating the right plants. Additionally, the survey will have a picture of the variety so they know they are rating the right plant. It also gives them a visual key so they see what a good example should look like.

6. Your feedback is important for the breeder to know if you want the plant offered by your growers and the bloom and other quality data provides valuable information to them to refine future breeding.
7. The consumer feedback provides crucial information both for you and the breeders and we are excited to really focus on this aspect directly to the breeders from consumer-facing locations across the US for the first time.
8. We have identified the Independent Garden Center as a primary venue for this data stream and know that it will never be coming from the box stores.

This is a unique opportunity for all of us to change the direction of how we market and who we market to in our industry and thank you for participating.

Lloyd R. Traven, President
Peace Tree Farm LLC

Participating Garden Center
Date:

Participating Garden Center:

Shipping Address: _____

Shipping City/ST/ZIP: _____

Contact Phone: _____

Trial Box Manager eMail: _____