

A new media alternative, the study buddy plant, and shifting consumer data

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COMING UP THIS WEEK:

Climate Change Survey
Timing Help on Nematodes
Suntory's New Teamoss
Plants in Exam Rooms
Report from the MT Outpost



Shifting Thoughts on Climate Change

A new Ipsos "People and Climate Change" report delivers some fascinating data on changing attitudes and perceptions around the world. A 31-country survey says that the desire to act on climate change is fading, or perhaps shifting from expecting individuals to make change to thinking that governments should take the lead.

The biggest climate change concern for U.S. respondents was the health and safety of their family (i.e. as it relates to the impacts of clean air, water and extreme weather); 29% flagged this as their main concern. Meanwhile 24% cited impacts on the local economy, jobs and the cost of living as their main worry.

The report also notes that the Conscious Consumer Index rose from 38% to 40%, with a larger share of purchasers making social and environmental considerations when making purchases. The authors say that values-based shopping is still growing. They note, "People are not disengaging—they are looking beyond themselves for leadership." While companies might be entering a more cautious era, the conundrum lies in this next set of data: 62% of U.S. and Canadian consumers want to hear about companies' impacts, but 75% don't trust what they hear. Alas, the art of messaging might be the answer.

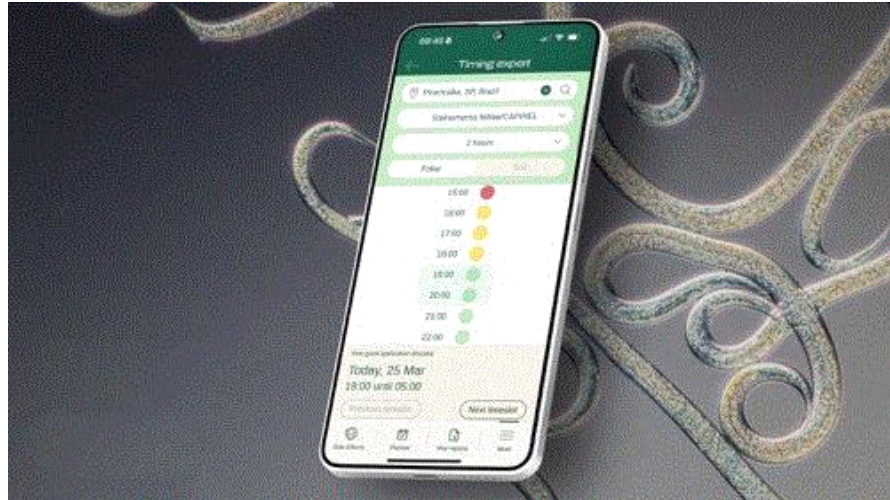
There's a lot to unpack here, and while I just cited a few of the highlights from the survey, this is one where you need to digest the full report in order to get a clear picture of what's going on. You can download a [PDF of the full report here](#) for a deep dive into the charts and breakdowns.



Koppert Launches Timing Expert

Biological crop protection company Koppert already has their Koppert One app to help growers with their pest control, but they just introduced a new feature called **Timing Expert** that can help a grower figure out the best timing for foliar applications of beneficial nematodes in outdoor crops.

Timing is everything with beneficial nematodes, but temperature, humidity, solar radiation, rainfall and wind all impact their efficacy. Timing Expert takes real-time and forecasted weather into account to identify the best application windows for beneficial nematodes.



“With Timing Expert, we combine our biological expertise with digital intelligence to turn data into practical, field-ready advice, wherever you are. It helps growers, consultants and field researchers identify the optimal moment for foliar nematode applications, improving performance and delivering more consistent results in the field,” says Cyrille Verdun, Global Product Portfolio Manager—Micro.

The **Koppert One app** is free to download and use. Timing Expert is available to everyone through that app and currently focuses on foliar applications of nematodes, but Koppert says they plan to expand it to include soil applications in the future.



Suntory Group Announces Upcycled Teamoss

The benefits of having both a food and beverage division *and* a flower division? The Suntory Group recently announced that they've developed a peat moss alternative, dubbed **Teamoss**, which is made from used green tea leaves.

The new material is upcycled from residues generated at Suntory Beverage and Food plants, the primary material being used green tea leaves, but it also includes supplementary materials such as wood chips. Suntory Flowers developed Teamoss using a proprietary patented process and tested it with flower and vegetable seedlings.

In a press release, they noted, “Seedlings grown with Teamoss showed growth comparable to, or in some cases exceeding, those grown using conventional peat moss. These results indicate that Teamoss is a viable alternative to peat moss, which can contribute to reducing environmental

impact while offering practicality and productivity for horticultural applications. In addition, by using manufacturing residues and enabling domestic ingredient sourcing, Teamoss is expected to be cost-effective and has sufficient market potential.”



Surfinia seedlings grown with peat moss (left) and Teamoss (right).

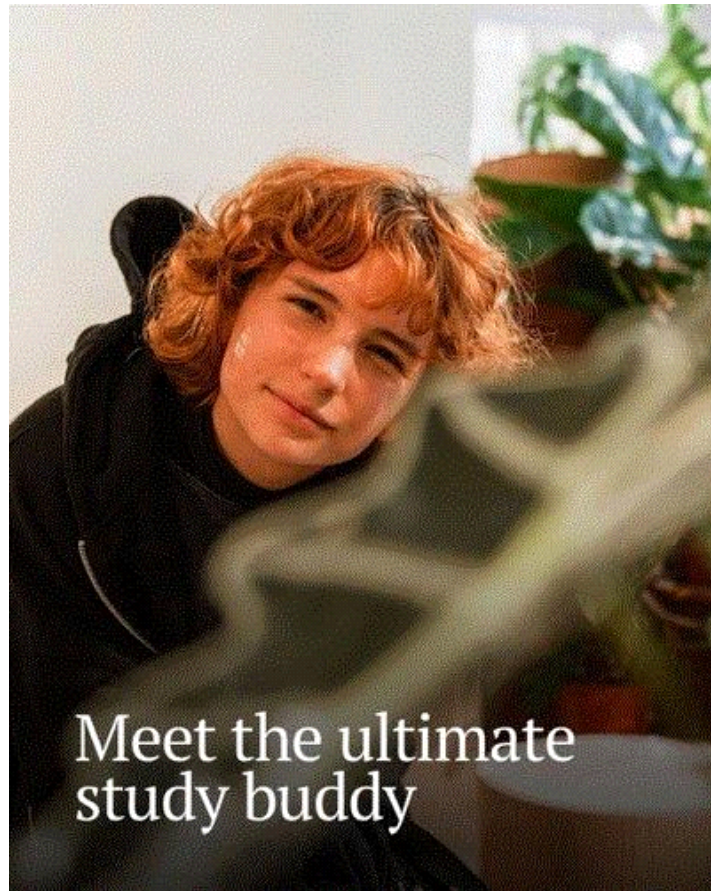
Daigo Sugino, President of Suntory Flowers said, “Through the creation of new technologies, we will continue to take on the challenge of addressing environmental issues and promote initiatives that contribute to sustainability.”

Don't go running to place your orders just yet, though. Suntory has plans to begin production and sales of Teamoss in Japan in 2027, and will consider other markets after that. Right now, they still need to establish manufacturing and conduct more trials. They also plan to look at other manufacturing residues in their supply chain that could be useful.



Holland Puts Plants in Exam Rooms

The Plants & Flowers Foundation Holland (PFFH) has the task of communicating (and marketing) all the amazing things that plants and flowers do. They take on a lot of messaging and promotion angles. Their latest? Getting living plants into secondary school exam halls in the Netherlands to reduce stress and improve concentration.



Based on research, they're promoting a 40-second "plant break" as the simplest study (or exam-taking) hack out there. That brief visual break to look at plants/greenery can garner the desired effect and have a restorative impact on the brain. And naturally, PFFH also notes that parents can use the same trick in the form of plants on a desk or flowers in a vase wherever their children study. You can read their full article on the benefits [HERE](#).

As part of the campaign, four exam halls in the Netherlands now have green plant walls, so that they're visible to all students in the room. Plus, PFFH has been drumming up press coverage to make students, parents and teachers aware of how plants can be a functional product in the academic setting, and the participating schools also distributed informational materials on the positive benefits of plants.

The long term goal? To have schools incorporate plants in classrooms and other spaces on a permanent basis.

Report from the MT Outpost

My favorite question when interviewing growers was often, "What keeps you up at night?" I delighted in your answers. I don't think I realized the gravity of that phrasing until this past year.

We're entering our first summer with a rental cabin here, and I have to say, starting up a small business has been eye opening. I thought I knew how it was because I grew up with a small greenhouse business in our front yard and I watched my father struggle to make it work financially, working long hours, no days off. I thought I knew because I then hit the pavement learning about small (and large) hort businesses around the country from you all, as I traveled

and wrote for *GrowerTalks* in my young professional days. Some of you answered that question with utmost honesty; some went silent and didn't want to go there on the record.

None of that prepared me for the living anxiety of investing my dollars (and a lot of debt) to get a tiny (supposedly part-time) business off the ground; the painstaking process of construction, delays, the launch; opening up in the slow season and surviving a flat Montana winter. I had a good plan; I did a ridiculous amount of research. I knew this first stretch would be tough, but the vision was strong. I just didn't realize how the body lives and breathes and worries through the night. What keeps me up at night is a loaded question.

I'm proud to say that everything is looking up at the Backroad Cabin as we enjoy a deep-green spring here. The plan is unfolding as we head into a busy summer season, though I'm sure a few surprises await. I may be buried in logistics and finding a new cleaner, but we're rolling. And every time I jolt awake thinking of Quickbooks or an unplanned task, I tip my hat to every business owner out there. It's hard work.

Until next time,



Jennifer Duffield White
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