



Register Today for 2026 Ball Seed Customer Days

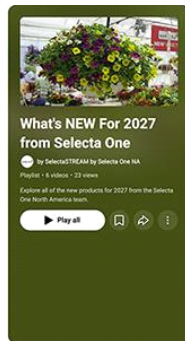
One of the greatest advantages of Customer Days is direct access to the people behind the plants.



Join us at [Ball Seed Customer Days 2026](#) on either Thursday, July 30 or Friday, July 31, 2026 and start planning for a successful 2027 growing season. Held at the Gardens at Ball in West Chicago, Illinois, this annual event gives greenhouse growers the opportunity to evaluate the latest plant genetics, learn practical production strategies, and connect directly with the industry experts shaping the future of horticulture.

Find out what's new from Selecta One

See the newest introductions from Selecta One. Check out our plants in the landscape and containers and our team will be there ready to answer your questions. Get a sneak peek of our latest 2027 plant intros through our YouTube channel. View our [playlist here!](#)



Meet with fellow greenhouse growers for a day filled with new ideas, valuable networking opportunities, and actionable insights that can help strengthen your operation and improve profitability for the 2027 season and beyond. We look forward to welcoming you to the Gardens at Ball. [Register today](#) and start planning your next successful growing season.