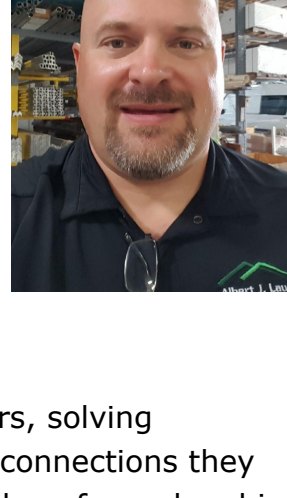




Message From the President

Dear Valued Members,

Strong connections are at the heart of everything we do at NGMA. As an association of greenhouse manufacturers, designers, suppliers, and industry professionals, our relationships are more than networking. They're catalysts for innovation, shared problem-solving, and meaningful progress. When we work together, we strengthen not only our individual businesses, but the entire greenhouse industry.



So often, I hear examples of members discovering new partners, solving challenges, and completing successful projects because of the connections they formed through NGMA. These collaborations reflect the true value of membership and demonstrate what makes our association so strong.

We Want to Share Your NGMA Collaboration Story!

Our Communications and Outreach Committee and staff are in the beginning stages of developing a new campaign that will spotlight the meaningful member-to-member collaborations happening across our community. We'd love to include your story. If you've partnered with another NGMA member on any greenhouse project, large or small, tell us how that connection strengthened your work.

We're collecting short testimonials to feature in upcoming social media, digital and print ads, and promotions at Cultivate. Please email NGMA's Communications Associate, Matthew Zemba, at commassoc@ngma.com to schedule a short interview either on Zoom or by phone. You can also send your collaboration story by email.

Thank you for your continued support and for the many ways you contribute to the success of our community. Your story will help demonstrate the power of NGMA connections to both current and prospective members. It is what makes NGMA thrive and grow!

Best regards,
Tim Lauer

Thank You to Our Sponsors!

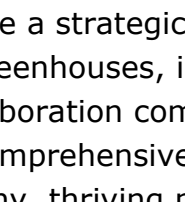
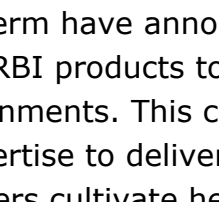
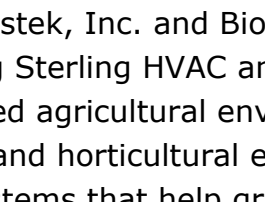
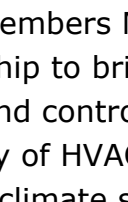
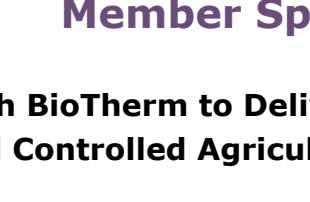
Gold Sponsor



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Member Spotlights

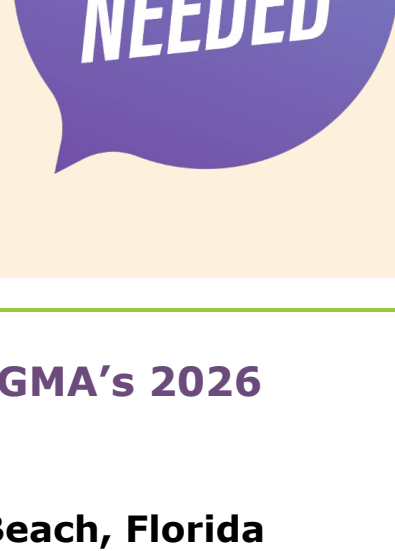
Mestek Partners With BioTherm to Deliver Advanced Climate Solutions for Greenhouses and Controlled Agricultural Environments

NGMA members Mestek, Inc. and BioTherm have announce a strategic partnership to bring Sterling HVAC and RBI products to greenhouses, indoor farms, and controlled agricultural environments. This collaboration combines over a century of HVAC and horticultural expertise to deliver comprehensive, energy-efficient climate systems that help growers cultivate healthy, thriving plants.

[> READ MORE](#)

Dramm Welcomes Brandon Parham as Western Technical Representative and Announces U.S. Sales Territory Restructure

NGMA member Dramm Corporation welcomed Brandon Parham as its new Western Technical Representative. Brandon brings valuable experience from both the grower and supplier sides of the industry, having managed indoor growing operations and represented leading water treatment companies and greenhouse distributors. In addition, Dramm has restructured its U.S. Sales Territories to strengthen service and support.



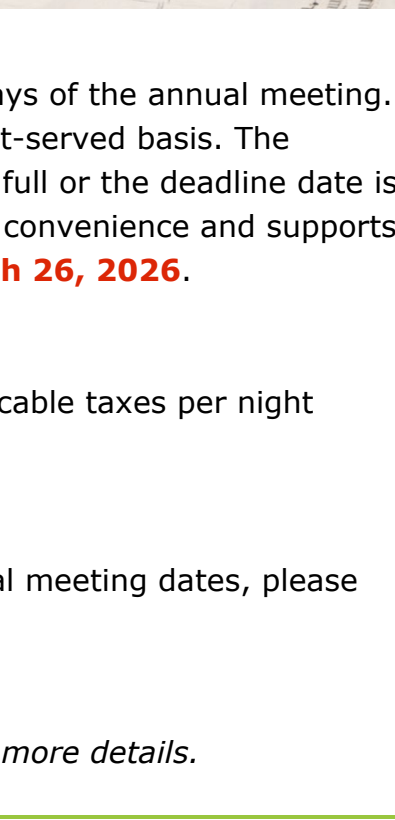
[> READ MORE](#)

HELP WANTED!

The Communications Committee would like volunteers to help us write or be interviewed for some stories on innovation. Suggested topics:

- Robotics and Greenhouses, What's Realistic?
- Energy Savings and Storage/Release
- New Developments

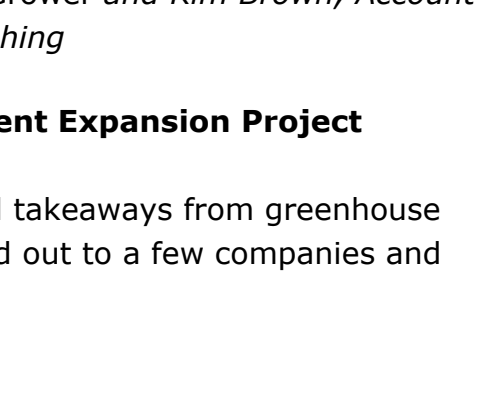
Contact Matthew Zemba at commassoc@ngma.com to participate.



Reserve Your Hotel Room for NGMA's 2026 Annual Meeting

April 19 – 21, 2026 in Clearwater Beach, Florida

Plans are underway for NGMA's 2026 Annual Meeting! Join us to make professional connections and get the latest updates in our industry. Reserve your hotel room and take advantage of the discounted room rates!



Sheraton Sand Key Resort
1160 Gulf Blvd.
Clearwater Beach, FL 33767

NGMA has negotiated a discounted room rate for the days of the annual meeting. All rooms in our block are available on a first-come, first-served basis. The negotiated room rate is only available until our block is full or the deadline date is reached. Booking within the official hotel block ensures convenience and supports the event. The reservation deadline is **Thursday, March 26, 2026**.

Room Rate:
\$294.00 (Single Occupancy) + \$10 resort fee and applicable taxes per night

[Click here to make your reservation.](#)

If you want to book any dates before or after the annual meeting dates, please call the hotel directly at 727-595-1611 or email group.reservations@sheratonsandkey.com.

Registration opening soon! Stay tuned for more details.

Welcome, New NGMA Member!

As of December 8, 2025.

Universal Fabricating Inc.

Sumner, Texas, United States

Industry News

Courtesy of Brian Sparks, Editor, Greenhouse Grower and Kim Brown, Account Manager, Ball Publishing

Top 100 Grower Offers Insights From a Recent Expansion Project

It's always interesting to learn about lessons and takeaways from greenhouse expansions. *Greenhouse Grower* recently reached out to a few companies and asked them this exact question.

[> READ MORE](#)

The Real-World Benefits of Advanced Lighting Controls

It is easier to trust new practices or technology when you can see how they perform in real greenhouse operations. That's why the New York Farm Viability Institute (NYFVI) funds projects that enhance the competitiveness of specialty crops through sustainable production practices that increase yield, reduce inputs, improve efficiency, boost economic returns, and conserve resources.

[> READ MORE](#)

The Science of Shade: How Climate, Crop, and Structure Should Influence Decisions on Shading Systems

Choosing the right greenhouse covering or shade starts with understanding your operation's specific needs — and how each option measures up.

[> READ MORE](#)

Sakata Partners With Kientzler in Guatemala Cutting Farm

Sakata America Holding Company, Inc. announced the formation of a new company called Tikal LLC, a joint venture with the Kientzler family of Germany. Tikal will operate a young plant farm in Guatemala under the name Innovaplant de Guatemala S.A. that will make it a sister company of Kientzler's other Innovaplant ventures in Costa Rica and in Germany (where they produce elite stock for the off-shore farms).

[> READ MORE](#)

Another Vertical Goes Horizontal (Meaning Belly Up)

Eden Green Technology, a Texas-based vertical farm/greenhouse operator producing hydroponic herbs and salad greens, recently filed a WARN notice with the Texas Workforce Commission. The company stated that the closure "is expected to be permanent and will affect all employees."

[> READ MORE](#)

Sell Out to a Data Center, Make a Fortune!

Merrifield Garden Center sold its 38-acre garden center site in Gainesville, Virginia to a data center developer for \$160 million. That's more than \$4.2 million in acre, according to records filed at Prince William County courthouse, and probably a record for the county. Located about 45 minutes west of Washington, D.C., Merrifield was fortunate to be in the county's "data center opportunity zone overlay district," where data centers are allowed by right.

[> READ MORE](#)

California Spring Trials (CAST) Updates, Including Two New Exhibitors

- Benary is moving its California Spring Trials base of operations from Watsonville up by Gilroy down to the middle of the trials in Santa Barbara, specifically at Por la Mar Nursery.
- Global Plant Source, which represents the Israeli breeding and propagating companies Cohen, Hishtil, Saad Assaf and Jaldety, are also moving out of Watsonville and are heading south to Santa Barbara—specifically the Polo Club, which is already hosting eight other trial displays, so that'll be a big and busy trial stop!
- Walters Gardens will be presenting at CAST. The perennial propagator and Proven Winners partner will be at the Santa Barbara Polo Club. (Did we mention it was going to be a big stop?)
- Express Seed Company will be joining Danziger and ThinkPlants at Headstart Nursery in Gilroy (right behind Garlic World), where Danziger has exhibited for years. (Thank goodness, not the Polo Club!)

The official dates for CAST 2026 are March 24 – 27. Official online registration will open by January 2. [Click here](#) to learn more.

Committee Corner

Codes & Standards Committee

The NGMA Codes & Standards committee continues to monitor codes that affect the industry and continued to follow changes that were being made to the California Energy Code – Title 24. Going into effect January 1, 2026 is a new requirement for greenhouse lighting. The photosynthetic photon efficacy (PPE) threshold is expected to increase from 1.7 to 1.9 umol/J, essentially mandating high-efficiency LED lighting. To review the final report, [click here](#).

Communications Committee

The Communications & Outreach Committee met on November 5 to review current projects and plan ahead.

Brand Refresh: Members continue to give positive feedback on NGMA's updated logo. Staff are updating remaining branded materials. [Click here](#) to download the new NGMA logo to use to promote your affiliation.

Cultivate 2026: After strong engagement at the 2025 reception, the committee is looking forward to continuing this important outreach next year. New member pins will debut, and the group is exploring ways to highlight collaborative member projects.

Advertising Initiatives: The committee approved the development of a new ad series focused on *Strengthening Industry Connections through NGMA Affiliation*. Staff will gather member testimonials and work with the Codes & Standards Committee on related thought-leadership content for LinkedIn.

State of the Industry: Work will begin on the 2026 edition of the *NGMA & Greenhouse Grower State of the Industry* report, with the committee reviewing ideas for the next version.

Committee Recruitment: The committee would like to add 2 to 3 new members. If you are interested in finding out more about what is involved to be a committee member, reach out NGMA Communications Director Michelle Keyser at communications@ngma.com.

If you would like to write an article, update the membership about any company changes, or tell us about any interesting projects you're working on, please email commassoc@ngma.com.

