

MEMBERSHIP BENEFITS

TOP 5 REASONS TO JOIN PLANT CALIFORNIA ALLIANCE



1. ADVOCACY

Plant California Alliance advocates for California's nursery industry at both the state and national levels and seeks to reduce the impact of regulatory restrictions for our industry. Plant California Alliance facilitates a pest management and regulatory network to address the production, sales, and transportation of plant stock.



2. EDUCATION

Plant California Alliance places great emphasis on providing our members with opportunities to learn. We offer continuing education for retail nurseries and their employees through an exciting program known as California Certified Nursery Professionals or CCN Pro. Plant California Alliance also funds education that leads to promising careers in the California nursery industry through our scholarship program.



3. CONSERVATION

Plant California Alliance is the new home for the PlantRight program. Funded by a grant from the California Department of Food and Agriculture, the PlantRight program gathers data on and works to prevent the production and sales of invasive plants.



4. RESEARCH

Plant California Alliance and its sister organization, CANERS, funds an extensive research program for the nursery industry. Together we work to ensure our members are on the cutting edge of producing and delivering healthy, sustainable nursery products.



5. CA GROWN

Plant California Alliance provides members access to the Buy California Marketing Agreement, and members can use the CA GROWN logo at no additional cost.