



**PLANT
CALIFORNIA
ALLIANCE**

WHO WE ARE

Plant California Alliance creates a unified voice for California's nursery industry. We strategically engage in issues impacting our community, and PCA continues to promote and protect our members' business interests in Sacramento.



Members meeting with Assembly Majority Leader Cecilia Aguiar-Curry during the 2025 Nursery Advocacy Day in Sacramento

CANERS FOUNDATION

The CANERS Foundation supports critical research and offers scholarship opportunities to ensure a bright future for our industry.

- CANERS has funded over \$3 million in research to help nursery growers control pests and diseases and develop new technologies.
- CANERS has provided \$1.3 million in scholarships for those pursuing a career in horticulture.

PCA ADVOCACY

- Creating a unified voice for California's nursery industry.
- Actively addressing important legislative issues, such as pesticide use regulations and mandates on the types of plants that can be sold in California nurseries.
- Maintaining industry leadership in the regulatory effort to reduce single use plastics in California (SB 54), signed into law in 2022.
- Collaborating with CDFA to assist with allowing the sale of citrus in HLB Quarantine Zones on a limited basis.
- Hosting an annual Nursery Advocacy Day in Sacramento to connect PCA members with lawmakers.
- Working to secure funding in the state budget for urban greening and other programs beneficial to our members.
- Holding webinars and other engagement opportunities on priority issues.
- Hosting a booth during CDFA's Ag Day at the Capitol providing education to legislators and staff.



Aaron Dillon (PCA Board Member) [L], with Assembly Speaker Robert Rivas [C], and Don Dillon, Jr. [R] at Four Winds Growers in Watsonville in 2024



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CCN PRO CERTIFICATION

Nothing is more critical to advancing and growing California's nursery industry than education. Plant California Alliance places great emphasis on providing our members with opportunities to learn.

We offer opportunities in continuing education for retail nurseries and their employees through the California Certified Nursery Professional (CCN Pro) program.

If you work for, manage or own a retail or wholesale nursery garden center – the CCN Pro program is made for you. Not only does CCN Pro certification make you more knowledgeable and helpful to customers, but CCN Pro makes you a more valuable employee and elevates your garden center.

Since 1969, CCN Pro has set standards for strong knowledge that every nursery or garden center salesperson should know in order to serve their customers, and CCN Pro is the state's most recognized nursery education program.

“Plant California Alliance is an **advocate for the California nursery industry**, making sure that the needs of our industry are heard in **Sacramento**. Aside from providing vital advocacy for the industry, PCA also provides support for research, scholarships, and industry education through CANERS and our CCNPro programs.”

John Keller, Chairman of the Board

GRANT PROGRAMS

Plant California Alliance (PCA) works to secure grant funding for projects that advance the horticulture industry through science-based education and industry partnerships.

- Western SARE Bilingual Horticulture Curriculum: In partnership with the California Foundation for Ag in the Classroom, PCA is developing English-Spanish sustainable horticulture curriculum for high school agriculture programs.
- PlantRight: PCA continues to work with Sustainable Conservation to lead the PlantRight campaign, collaborating with growers and retailers to stop the sale of invasive plants in California and promote non-invasive alternatives.



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