Top Varieties for the 2024 Season

Your Stand-Out Plants for next year!





Dahlia Dalina® Maxi Starburst Pink



Allium Bubble Bath

The Ball Summer Showcase in its Oxfordshire Trial Grounds has become one of the key trade events in the horticultural diary, attended by over 2,000 nurseries, retailers, landscapers and gardening media.

This year visitors were provided with an extensive presentation of Annuals and Perennials as retail bench and merchandised trolley displays, with the plants grown in a range of pots sizes to help growers and retailers see the real market potential of each variety.

Along with basket, container and flower bed displays, one of the popular areas on display is the product managers trialling area of over 2,000 experimental Annual and Perennial varieties. This provides visitors full transparency on 'What's cooking in the kitchen', a great insight to the continuous stream of future new plant varieties.

"We were delighted by the increased number of visitors to this year's summer showcase. It was so encouraging to see how much the displays and trials are valued and utilised by growers, retail buyers and landscapers in planning for their 2024 season. The New Varieties Theatre was also extremely well received, providing all those who came an exclusive preview of what will be new in the 2024 catalogues" Stuart Lowen, Marketing Manager

In time-honoured tradition, visitors took the opportunity to vote for their favourite Annual and Perennial varieties from any of the trials and plant displays using a 'Bue Flag'.

We counted these flags every day for over 4 weeks and are delighted to share these results with you. Over 1,500

votes were cast, providing a most useful measure of what look to be the ‘stand-out’ Annual and Perennial plants for 2024:

Click here for the Favourite Varieties for 2024