

## POSTER SESSION

## 2011 Update on All-America Selections: Trialing New Flowers and Vegetables for a New Generation of Gardeners®

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All-America Selections (AAS) was founded in 1932 by W. Ray Hastings as a way for home gardeners to learn which new varieties were significantly improved for better garden performance. The AAS includes a network of over 50 trial grounds all over North America where new, never-before-sold varieties are grown and evaluated by skilled, impartial AAS Judges. Only the best performers are declared AAS Winners. The AAS continues as the oldest, most established international testing organization in North America.

All-America Selections Display Gardens provide the public an opportunity to view the new AAS winners in an attractive well-maintained setting and provide educational AAS programs during “open house” or “field day” events. The network of nearly 200 dedicated AAS gardens includes 55 locations that have served for 25 yr or longer. The earliest AAS garden was opened at Norseco Inc. of Québec, Canada, in 1962.



**Figure 1.** The new All-America Selections logo features a red winner bar, green leaves, blue letters for the AAS acronym, red letters for All-America Selections encircling the acronym, and a white background.

In Summer 2011, All-America Selections unveiled a new logo with a modernized design (Fig. 1). While there was some brand recognition of the former AAS badge emblem, the organization feels the new logo with the strong use of the letters A, A, and S, along with the red winner bar and green leaves, will quickly become more recognizable as a identifier of plants that are proven garden performers. Mike Murgiano of Syngenta Flowers, chair of the AAS task force responsible for the new image of AAS states, “Our new logo honors the past 80 years of AAS history by maintaining the familiar red, white, and blue, but in updated tones. We also

are embracing our future with the strong use of the AAS acronym that represents an easily identifiable connection to our organization and our winning plants and flowers.” Diane Blazek, AAS Executive Director, adds “The words ‘All-America

Selections' encircling the acronym symbolizes how the organization embraces not only seed annual flowers and vegetables, but how we plan to embrace vegetatively propagated annuals and perennials in the future."

The 2011 AAS winners are:

- *Gaillardia* × *grandiflora* 'Arizona Apricot'
- *Brassica coleracea* 'Glamour Red' (ornamental kale)
- *Salvia coccinca* 'Summer Jewel Red' (F1 salvia)
- *Viola cornuta* 'Shangri-La Marina'
- *Capsicum annuum* 'Orange Blaze' (F1 pepper)
- *Cucurbita pepo* 'Hijinks' (F1 pumpkin)
- *Solanum lycopersicum* 'Lizzano' (F1 tomato)
- *Solanum lycopersicum* 'Terenzo' F1 (F1 tomato)

More information on AAS and AAS winners is available at:  
<[www.all-americaselections.org](http://www.all-americaselections.org)>.