

CONTACT INFORMATION:

IPPS
Katie McDavid
Executive Director
directoripps@gmail.com

RELEASE DATE:

September 12, 2024



IPPS NAME REBRAND PROPOSAL

The IPPS International Board proposes a Name Rebrand vote in 2024, building upon the previous 2020 discussions. A Name Rebrand Committee was established to unify the rationale for the change and address past inquiries. This Name Rebrand is solely for marketing purposes and does not require legal adjustments to regional or international documents.

The transformation from the “International Plant Propagators’ Society” to the “International Plant Production Society” would mark a significant evolution in the organization’s vision and mission. This name change would reflect a broader scope that encompasses not only plant propagation techniques but also, the entire spectrum of plant production methodologies.

The shift implies a more inclusive approach, acknowledging the diverse facets of plant production, from propagation to cultivation, harvest, and beyond. The term “production” encompasses the entire lifecycle of plants, recognizing the interconnected processes that contribute to sustainable and efficient plant management.

With this redefined focus, the International Plant Production Society aims to serve as a global hub for knowledge exchange, research dissemination, and collaborative efforts in advancing the science and practice of plant production. This expanded vision invites professionals and enthusiasts from various disciplines, including horticulture, agronomy, and ecology, to contribute to a holistic understanding of plant life and its integral role in our ecosystems.

If the organization embraces this new nomenclature, it positions itself at the forefront of progressive horticultural movements, fostering innovation, and facilitating a unified approach to global plant production challenges. The International Plant Production Society would stand as a beacon for fostering sustainable, resilient, and productive plant ecosystems worldwide.

In short, the brand refresh to IPPS: International Plant Production Society is an opportunity to increase the relevancy, marketing, membership, and sponsorship, which has become critical for the financial sustainability of all IPPS regions and International.

For additional information and common questions and answers, please visit: <https://ipps.org/about-content/rebrand>

Paid members can vote one time for or against the name change until midnight on **December 31, 2024** (Eastern EST) at <https://bit.ly/IPPSVote> or scan the QR Code.

