



**Full name:** Brian E. Jackson

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**Company name:** North Carolina State University, Department of Horticultural Science

**Title of the presentation**

Innovations and Advancements in Alternative Soilless Growing Media

**Biography**

Brian is a Professor and Director of the Horticultural Substrates Laboratory at NC State University. He currently holds an 85% Teaching and 15% Research Appointment. Brian teaches 4 to 5 courses per year and his research program focuses on the development and utilization of soilless growing media in horticultural crop production systems. Brian writes and speaks frequently about various topics and current developments in the growing media industry. He also works very closely with the Growing Media industry in North America and around the globe to develop new soil products for the professional and retail market.

**Abstract**

As plant production systems, inputs, and practices change so do the soilless substrates (growing media) used in them. This session will cover current innovations happening throughout the global growing media industry and it will highlight some new product offerings and technologies in the growing media industry. There will be a heavy emphasis and discussion on engineered wood fiber and other wood products. An update on the current and future status of global peat extraction and use will be given as well as forecast data on the demand and use of growing media for the future.