

The Plantsman

NEW HAMPSHIRE PLANT GROWERS ASSOCIATION JUNE & JULY 1996

Victory Vegetable Garden \$1⁰⁰

Tested and Guaranteed Seeds

Here are 22-Varieties of SEEDS for a VICTORY GARDEN of VEGETABLES designed to produce plenty of fresh vegetables for a small family.



- 1/2 lb. Peas, Early Garden Variety
- 1 pkt. Beans, Stringless Yellow Pod
- 1 " Beans, Stringless Green Pod
- 1 " Beet, Early Red Flesh
- 1 " Carrot, Orange Color
- 1 " Cabbage, Extra Early Sort
- 1 " Cucumber, Pickling Variety
- 1 " Cucumber, Slicing Variety
- 1 " Sweet Corn, Early Golden
- 1 " Sweet Corn, Later Crop
- 1 " Onion, Early Globe

- 1 pkt. Lettuce, Early Leaf Sort
- 1 " Lettuce, Heading Variety
- 1 " Musk Melon, Orange Flesh
- 1 " Radish, Early Red Globe
- 1 " Radish, White Icicle
- 1 " Parsnip, White and Sweet
- 1 " Swiss Chard, For Greens
- 1 " Spinach, Early Thick Leaved
- 1 " Squash, Summer Variety
- 1 " Tomato, Early Variety
- 1 " Turnip, Early Variety

These 22-Varieties of Tested and Guaranteed Seeds are available at all seed stores or by direct address in the United States for \$1.00 postage paid.

No changes can be made in this order.

The Need For Victory Gardens

Every person who has a piece of ground available, no matter how small, can now help in a practical way our NATION'S WAR EFFORT. A VICTORY GARDEN will pay large dividends, in both food and health. Grow the right kind of vegetables, the kind that yields the largest amount of Calcium, Iron and Vitamins A and C. The leafy green vegetables, carrots, tomatoes, yellow vegetables, etc. Our farmers are working night and day to raise bumper crops. Their task of feeding our own people and at the same time, shipping overseas, food to both our Army and our beleaguered Allies, is a task of fantastic proportions. The problems of labor shortage, shortage of essential supplies, transportation, and disturbed conditions generally, make the problem of getting food to our civilian population the greater, therefore. Yet, every family should have full supplies of health protecting foods.

By growing your own vegetables you assure yourself of good fresh food for your table as well as releasing, for other important commodities, the means of transportation, such as trucks and railroads. There is no substitute for vegetables grown in your own garden, they have a delicious flavor and superior goodness that can be found and enjoyed only when freshly picked for the table. Whoever has a piece of ground, by all means, start a VICTORY GARDEN and join the hundreds of thousands of efficient and capable home gardeners, who will this year, produce food from the soil in unheard quantities. Make your garden large enough to really get plenty of vegetables to keep your table going and have sufficient left to can for winter use. Grow your own. Help your farmer, your Country and yourself by raising a Victory Garden NOW.

Mrs. Pecunies' Victory Garden

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- 1 " Squash, Summer Variety
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- 1 " Turnip

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By growing your own vegetables you assure yourself of good fresh food for your table as well as releasing, for other important commodities, the means of transportation, such as trucks and railroads. There is no substitute for vegetables grown in your own garden, when freshly picked for the table. Whoever has a piece of ground, and enjoys only a VICTORY GARDEN for the year, produce food from the soil in unheard quantities. Make your garden large enough to really get plenty of vegetables to keep your table going and have sufficient left to can for winter use. Grow your own. Help your farmer, your Country and yourself by raising a Victory Garden NOW.

Mrs. Pecunies' Victory Garden



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June

☞☞☞ TUESDAY, JUNE 18 NHPGA Twilight Meeting (6pm), Lake Street Garden Center, 37 Lake Street, Salem, NH; for information: Frank Wolfe at 603-893-5858.

JUNE 21-22 Eighth Annual Pocket Gardens Tour, South Church, Portsmouth, NH; information: Elizabeth Fischer at 603-743-2940.

JUNE 22 Orchid Symposium, Tower Hill Botanical Garden, Boylston, MA; information: Joanna Eckstrom at 603-654-5070.

JUNE 22 NH Rose Society Show, 1-4 pm, Barton Hall, UNH, Durham, NH; Bill Prince at 603-868-9610.

JUNE 23 Open House (benefit: NH Rose Society), Lowe's Roses, 6 Sheffield Road, Nashua, NH; Mike Lowe at 603-888-2214.

JUNE 23 Garden Party & Art Show, The Fells, John Hay National Wildlife Refuge, Newbury, NH; information: 603-763-4789.

July

JULY 10 Connecticut Nurserymen's Association Summer Meeting, Clinton Nurseries, Clinton, CT; 860-872-2095.

JULY 20 Tour of New London Gardens (starting point: New London Historical Society), New London, NH; 603-763-4789.

JULY 22 New Hampshire Landscape Association (NHLA) Twilight Meeting, 5:30 at the Science Center of NH, Holderness, NH; 1-800-639-5601.

JULY 24 Massachusetts Nursery & Landscape Association Summer Meeting, Heritage Plantation, Sandwich, MA; Rena Sumner at 413-369-4731.

August

AUGUST 3-4 Mount Washington Valley Garden Trail; Margo Ellis at 603-367-8587.

☞☞☞ THURSDAY, AUGUST 8 New England Nurserymen's Association/New

Hampshire Plant Growers' Association/New Hampshire Landscape Association Joint Summer Meeting, Dell-Lea Country Club, Chichester, NH; Bill Stockman at 603-569-5056.

AUGUST 13 Massachusetts Certified Horticulturist Exam, Eastern Agriculture Center, Waltham, MA; Rena Sumner at 413-369-4731.

AUGUST 15 Rhode Island Nurserymen's Association Summer Meeting, Sakonnet Vineyard, Little Compton, RI; Ken Lagerquist at 508-761-9260.

AUGUST 17 Fifth Annual Plant Sale & Rare Plant Auction, The Fells, Newbury, NH; 603-763-4789.

AUGUST 18 First Annual Rockingham County Open Farm Day; information: Nada Haddad at 603-679-5616.

AUGUST 21 VAPH Summer Meeting, Claussen's Florist & Greenhouses, Colchester, VT; Jane Wilkening at 802-865-5072.

AUGUST 23 Second Annual Maine Landscape & Nursery Association (MeLNA) Field Day, University of Maine, Orono; Paul Cappiello at 207-581-2918.

September

☞☞☞ WEDNESDAY, SEPTEMBER 11 NHPGA Twilight Meeting, Murray Farms Greenhouse, Penacook, NH; information: Dave Murray at 603-753-6781

SEPTEMBER 13-29 Eastern States Big 'E,' West Springfield, MA; mailing address: 1305 Memorial Ave., W. Springfield, 01089; phone: 413-737-2443.

SEPTEMBER 21 Granite State Landscape Architects (GSLA) All-day Charrette, Russ Martin Park, Concord, NH; information: Bill Hoffman at 603-735-5827.

October

OCTOBER 21-23 New England Greenhouse Conference, Sturbridge Host Hotel & Conference Center, Sturbridge, MA; information: Henry Huntington at 603-435-8361.

DEPARTMENTS

FORUM 3

NH NEWS 7

ELSEWHERE IN THE NEWS 13

MEMBER PROFILE 18
Churchill's Garden Center

HOW ABOUT HERBS 28
Tanya Jackson

DIAGNOSTIC LAB 30
Dr. Cheryl Smith

FROM THE BOARD 32

FEATURES

Users & Providers: 15
A Beginner's Guide
to the Internet
David Brock

Mrs. Pecunies' Victory Garden 21
John Misenheimer

Success with Agritourism 25
Michael Sciabarrasi

COLUMNS

The Griffin Guru 8

Z-notes 11
Jim Zablocki

The Green Spot 26
Mike Cherim

Pioneer Pointers 23

Cover: "Victory Vegetable Garden" from Mills Seeds for Victory, 1943. "The Need for Victory Gardens" from Murvon's Garden Guide, circa 1943.

The Plantsman is published in early February, April, June, August, October, and December with copy deadlines being the first of each prior month. While camera-ready ads are preferred, set-up assistance is available at a nominal fee. Free classified advertising is offered as a member service. We will carry a short message (no artwork or logos) for one or two issues of The Plantsman.

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For further information, please contact the editor: Robert Parker at the UNH Research Greenhouses, Durham, NH 03824, 603-862-2061; or PO Box 5, Newfields, NH 03856. 603-778-8353.

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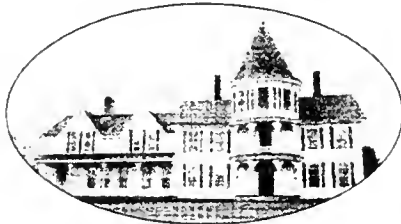
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**Understanding New
Hampshire's Electric
Industry**

Bob Rimol

Dependable electricity is something most of us take for granted, yet its costs are high and the inability to regulate costs yields frustration for business owners in the horticulture industry and other New Hampshire industries. New Hampshire is currently in the process of restructuring the electric utility system and as plans advance for this restructuring, it is important to understand how the industry currently works and how it will change.

Basically, our current electric system involves three stages: generation, transmission, and distribution. Electricity is first generated by using coal, oil, natural gas, nuclear power, or the force of water. This electricity is then transmitted over high-voltage wires to distribution centers. Here, the voltage is "stepped down"

and carried over distribution lines throughout each utility's service area to customers.

In the past, most utilities owned their generation plants, transmission lines, and distribution wires and electric prices for production, transmission, and distribution were "bundled" together. Although some utilities like Unitil have moved to market-based purchases of production and transmission, electric services to customers—and prices—have remained "bundled".

In contrast, restructuring the electric industry will involve "unbundling" electric costs, thereby separating the costs of generating and delivering electricity. Customers will be allowed to choose their electricity suppliers from among the competing utilities and independent supply companies. Suppliers will have open access to the transmission system's high-voltage wires carrying electricity to distribution centers, where utilities will continue to be regulated as local distribution companies. Customers will be able to choose the prices and services they want, without losing the reliability of their service. In addition

Horticulture by Night

This is a partial list of evening courses offered this summer at the UNH Thompson School. The summer session runs in five- and ten-week modules from May 28 through August 2, 1996. Tuition is \$146.00 per credit.

HT205: *Introduction to Woody Plants*. May 28-August 2. W 4-8pm. 2 cr. Instructor: Dana Sansom.

HT236: *Pest Management: Diseases*. May 28-June 28. TTh 5:30-8:30pm. 2 cr. Instructor: Cheryl Smith.

HT237: *Pest Management: Weeds*. May 28-June 28. M 5:30-8:30 pm. 1 cr. Instructor: Rene Gingras.

HT238: *Pest Management: Insects*. July 1-August 2. TTh 5:30-8:30pm. 1 cr. Gingras.

HT239: *Pest Management: Control Applications*. July 1-August 2. M 5:30-8:30PM. 1 cr. Gingras.

HT254/PBIO454: *Landscape Construction & Maintenance*. May 28-August 2. MW 5-9pm. 4 cr. Instructor: Michael Sheffield.

You can enroll in these by phoning the Division of Continuing Education at 603-862-2015. For information on the part-time Associates Degree program or the Diploma in Landscape Horticulture, call 603-862-3115. Additional horticulture courses are offered at UNH in the Department of Plant Biology.

CLASSIFIED

We are a wholesale greenhouse looking for an experienced grower interested in producing both florist quality potted crops for local sales and young plants for national distribution. Our growth has made it necessary to search for someone with solid knowledge in technical growing. The candidate must be able to understand lab results and make recommendations based on these. Our two acres of both poly and Dutch glass houses are state-of-the-art, along with our goal of quality production. Please send resume, with references, to:

**Mr. Douglas S. Cole, President
D.S. Cole Growers, Inc.
251 North Village Road
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to electricity, other utilities that would be offered with better access and lower rates would include natural gas, propane, and oil.

It is an unfortunate fact that NH's average electricity rates are the highest in the U.S. It appears increasingly obvious that to encourage development and economic expansion in horticulture and other industries in New Hampshire, NH's electricity rates must come down to levels competitive with the rest of the US. We should applaud our legislators for recognizing the need to restructure the electric industry in New Hampshire and, if you support this "open market" concept for utility deregulation, you should take action and write a letter to your local state representative.

Some of this information was derived from David Zabetakis of Unutil. He can be reached at 772-0775.

A Fine First Meeting...

Bougainvillea, dipladenia, evolvulas, helichrysum, ivy geranium, lantana, New Guinea impatiens, scaevola, supertunia, tapien, verbena...tiers of hanging baskets above benches of gerber daisies and geraniums... everything in flower.

It is said that in gray weather, the moisture in the air refracts more light...that's one explanation for the amount of color at Chakarian Farm

Greenhouses in Derry on the evening of April 30. Another is that the plants are well-grown.

Whatever the reason, the first NHPGA Twilight Meeting of the year allowed members and friends to see the exceptional product of one of the newer greenhouse establishments in the area.

The tours were informative (Cheryl Smith also talked about insect control—things done well, some signs of damage), the food delicious, and the hospitality fine.

We thank Bill Chakarian and his family, Ken Gosselin, and all the crew at Chakarian Farm who helped make this meeting a success.

New Hampshire Fairs—1996

(TELEPHONE AREA CODES ARE 603)

JULY 25-28 North Haverhill Fair, Fred C. Lee Memorial Field, North Haverhill; David Keith at 787-6696.

JULY 26-28 Stratham Fair, Route 33 (formerly 101), Stratham; information: Stanley Walker at 772-2990.

JULY 31-AUGUST 4 Cheshire Fair, Route 12, North Swanzey; Sandra Amadon at 357-4740.

AUGUST 16-18 Cornish Fair, Town House Road, Cornish; Robert Bladen at 542-4622.

AUGUST 17-18 Belknap County 4-H Fair, Mile Hill Road, Belmont; Sue Roberts at 267-8135.

AUGUST 21-25 Plymouth State Fair—take Exit 26 off I-93; Russell Merrill at 536-1690.

AUGUST 28-SEPTEMBER 2 Lancaster Fair, Route U.S. 3, Lancaster; Paul Thurston at 788-4531.

AUGUST 29-SEPTEMBER 2 Hopkinton State Fair, Contoocook Fair Grounds, Contoocook; Alan Hardy at 746-4191.

SEPTEMBER 6-8 Hillsboro County Agricultural Fair, Route 13, New Boston; John Robertson at 588-6106.

SEPTEMBER 12-22 Rochester Fair, 72 Lafayette Street, Rochester; Jeffrey Taylor at 332-6585.

SEPTEMBER 26-29 Deerfield Fair, Route 43, Deerfield; Jane Boucher at 463-7421.

OCTOBER 12-14 Sandwich Fair, Center Sandwich; Earle Peaselee at 284-7062.

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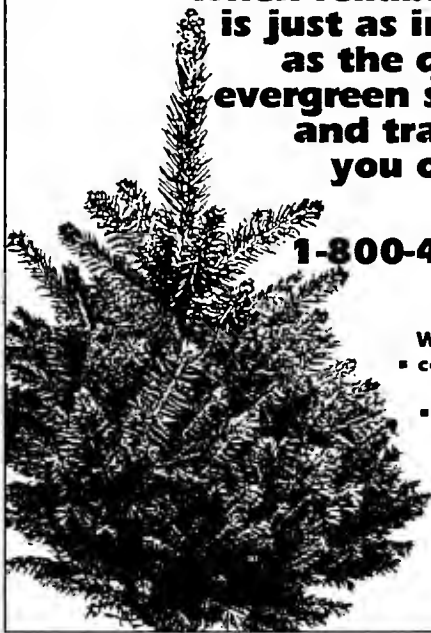
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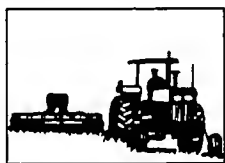
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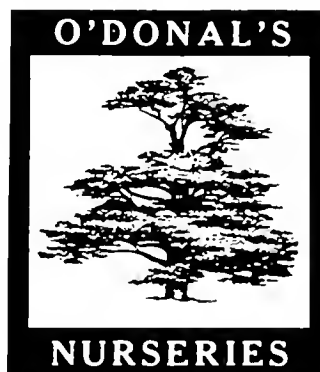
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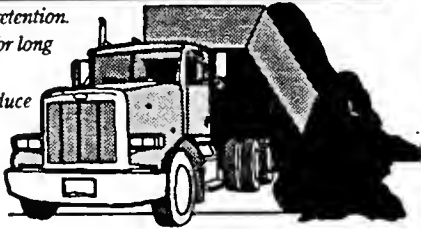
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Pots Aboil at the University: Ornamentals Moving to the Front Burner

John Hart

A review and regrouping of ornamental horticulture is well underway at UNH. This should come as welcome news to the Green Industry in the state after more than a decade of neglect and serious erosion of budgets, personnel, and university support in the ornamentals area.

Rationale and direction for reshaping ornamentals are detailed in a February report compiled by a review team independent of the university. Input for the review came from the Department of Plant Biology, the Thompson School's Horticultural Technology program, Coop-

erative Extension, and a fair number of representatives from all facets of the Green Industry in New Hampshire. The report is a collection of observations, analyses, evaluations, and recommendations for each of the programs (Thompson School, Plant Biology, Extension), and for the three major areas of responsibility (teaching, research, and extension of research into the public and industrial spheres).

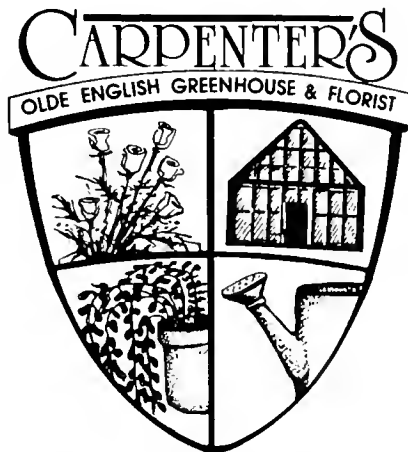
So, what are the insights and recommendations, and what's next?

- A search is underway for a full-time, permanent ornamental horticulturist in Plant Biology, with an appointment of 60% teaching and 40% applied research. Expectations are high for an energetic, innovative, "whole-plant" ornamentalist who will jump in with both feet and take

charge in development of a strong program of teaching and industry-oriented research.

The position description keeps open the area of specialization within the broad realm of whole-plant ornamental horticulture: The new faculty member's focus may be greenhouse, floriculture, nursery, landscape, or some combination of these areas. It should be noted that this is not an additional position, but a replacement for retired Professor Owen Rogers. Since this will be the sole ornamentalist in the department, at least in the near-term, both the industry and the review team felt that the specific area of expertise within ornamental horticulture was not critical.

A leading candidate was on campus in mid-May, and the search may



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be complete as you read this. Representatives from the industry (NHPGA, NHLA) participated in the interview process.

- About a year ago, the Thompson School restructured its horticulture program to offer more focused specializations in Floriculture Operations, Landscape Operations, and General Ornamental Horticulture. A number of courses were revised significantly, some courses were added to the program, and some moved to Plant Biology. The resulting program is stronger overall, and the three specializations are more specifically geared to student and industry needs. In an effort to meet the needs of nontraditional students, scheduling has branched into evenings and summers. The curriculum's Industry Advisory Board helped stimulate these improvements.

- The position of Extension Ornamentalist is being revised, possibly to include teaching responsibilities and an increase in applied research of value to the industry. There is fear that, as budget cuts continue, this position may be lost entirely over the next three to five years. Primary responsibility for Extension work with the ornamentals industry is shifting to county Extension Educators and field staff across the state.

In that regard, considerable discussion has taken place over the past few years in the state and the New England region about the best way to utilize Extension expertise in an era of annually shrinking budgets. Ideas being pursued include specialization by state (for example, perhaps Connecticut becomes the New England greenhouse specialist; Rhode Island, turf; Massachusetts, sustainable use, etc.); specialization by county field staff (for example, perhaps Strafford for fertilization and irrigation, Rockingham for floriculture, Merrimack for hazardous

TIPS FROM THE GRIFFIN GURU



A Point of Personal Privilege

The *Plantsman* editors, past and present, have been gracious enough to allow me to voice opinions and spread my wisdom for over seven years. It is my own opinion that, on most occasions, my wisdom has been helpful and educational, but I have to admit that—at times—a very small, minute portion has been spread on “pretty thick.” Still, *The Plantsman* has accommodated my views.

There has been many a publication crossing this guru's desk, but no one ever compared to *The Plantsman*. *The Plantsman* remains a leader for many reasons—from their informative calendar to their intuitive new articles and their astute representation of our own associations.

We, collectively, as members, are indeed fortunate to be exposed to such a creative bunch of people. I would like to personally extend my utmost praise and continued support to the editors and NHPGA Board of Directors. Your efforts are appreciated.

substances, etc.); a “900-number” for industry; and extensive sharing of resources and information in the state and region via the Internet.. Some of these ideas are being implemented as you read.

- New administrative leadership has moved into place recently. Plant Biology has a new Department Chair this year, Dr. Bob Blanchard, who moved over from the Associate Dean position. The College of Life Sciences and Agriculture will have a permanent Dean by June 1. And a new UNH President, Dr. Joan Leitzel, starts in midsummer. These new leaders will be made aware and kept aware of the importance of the Green Industry in the state.

- Plant Biology is introducing a major in Environmental Horticulture, which is an evolutionary outgrowth of the old major in Horticulture and Agronomy. The new faculty ornamentalist will have primary responsibility for developing this new program, in collaboration with the Thompson School and with industry

input.

In other news, enrollments are rising in Plant Biology, mostly in the ornamentals area. And offices, faculty, extension, and staff in Nesmith Hall are moving in late May to the new Rudman Hall and the renovated Spaulding Life Sciences Building.

- A group is forming to see that recommendations from the review team report are implemented where appropriate, and the results evaluated over time. Extension, Thompson School, and Plant Biology are actively pulling together to foster better sharing of faculty resources and facilities, an increase in classroom work by Extension, incorporation of students into applied research projects, and increasing student internships in the industry..

Closer contacts between the university and the ornamental horticulture industry were stressed throughout the review team discussions and throughout the report. Expect to hear more from Plant Biology, Ex-

tension, and the Thompson School. This could be in the form of helping you with a question, supplying information and fact sheets, touring with a class, running a workshop, or seeking your advice and aid in teaching, research, and extension.

So some excitement is in the air these days about ornamentals at UNH. While ornamental horticulture is still woefully understaffed and under-supported in all areas—teaching, research, extension—and while the disparity is increasing between stagnant state support and the growing importance of the Green Industry in the region, I am hopeful the increasing energy levels at the university will help stimulate better support. The acorn has been planted—now we all need to tend its growth.

John Hart is associate professor, TSAS. This article is intended to relate some of

the high points of the ornamental horticulture review team report, and some of the near-term results. Information on the full report is available from Bruce Marriott, Program Leader, Agricultural Resources, Taylor Hall, UNH, Durham (603-862-2033).

Another First...

On Sunday, August 18, 1996, Rockingham County will be holding its first annual Open Farm Day, with 17 farms opening their doors to offer the public a chance to learn about their operations. There will be demonstrations, farm-raised products for sale, barn and field tours, animals, and hayrides—all this along with refreshments and scenery.

The event is being sponsored by Rockingham County UNH Cooperative Extension and supported by Rockingham County Farm Bureau,

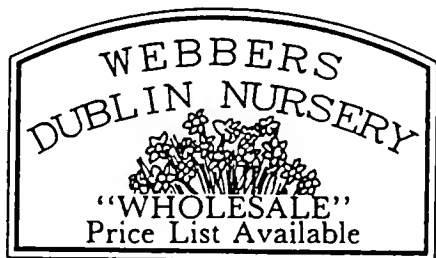
NH Department of Agriculture, and Granite State Dairy Promotion.

For a list of the farms hosting the Open Farm Day event, contact Nada Haddad at 603-679-5616.

FFA Invitational Horticulture Career Development Event—May 3, 1996

Dave Howell

There were two events. Nursery/Landscape Career Development Event involved three high schools and sixteen contestants. The event included providing customer verbal and written assistance, problem solving, plant identification, landscape design interpretation, plant propagation, and a general knowledge exam. The top individual was Aaron Armijo from Pinkerton Academy (Derry); the second and third



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were Ryan Batchelder and Sam Cooley respectively, of Coe-Brown Academy (Northwood). The first place team was Coe-Brown; second was Alvirne; third, Pinkerton.

In the Floriculture Career Development Event, there were thirty-four students from six high schools. This event included developing a floral design, plant propagation, making a corsage, plant identification, problem solving, and general exam. Finishing first was Winnisquam Regional High School (Tilton) with 1887 points, Pinkerton Academy finished second with 1847, and Fall Mountain (Alstead) came in third with 1594.

Many thanks to all the volunteers who made this event possible. Sarah Ykema, a UNH student and former NH State FFA President, coordinated the event. Judges included Jeff Huntington of Granite State FFA Foundation; Dr. Owen

Rogers, Professor Emeritus, UNH; Dr. Charlie Williams, UNH Extension; Pat Jenkins, UNH Thompson School, Dr. William Annis, Professor Emeritus, UNH; Dr. Rick Barker, Ag. Consultant, State Dept. of Education; Mr. Martin Mitchell, Retired Ag. Consultant, State Dept. of Education; Marlene Norton, UNH Secretary; current Granite State FFA Officers; Maria VanderWoude, State FFA Executive Secretary and UNH Collegiate FFA students A.J. Dupere Jr., Susan Meyers, Rodney Streeter, Vicki Lawrence, Kathy Barrett, and Linda Corson, and the many teachers/students who assisted throughout the day.

We also thank Elliott and Williams Rose Company of Dover for their contributions of flowers for the corsages, Jeff Huntington of Pleasant View Gardens for contribution of plant materials for propagation, and

Peter Mortenson of Pinkerton Academy for providing materials for the floral arrangements.

Dave Howell, professor of adult and occupational education, Department of Resource Economics and Development, UNH, Durham, coordinated this event.

NHOS Show: More Naturally Successful

Softer, more natural lighting, helpful armory personnel, and over eleven hundred visitors all helped make the Fifth Annual New Hampshire Orchid Society Show a success.

The award for the best cut flower arrangement (sponsored by the NHPGA) was won by FTDA. The arrangement, made by Debra Defreze, Jasmine's Flowers, Seabrook, was described as "simple, natural, and very elegant" and consisted of glass vases of slipper orchids and



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phaleanopsis set on a framed piece of glass, under which was an arrangement of mosses, leaves, and "forest fallings."

Other highlights included a species cattleya grown by Richard West of the Twin State Orchid Society. Over four feet across, this spectacular plant had 37 flowers (white, with a deep-pink lip) in bloom and received a Certificate of Cultural Merit. On the opposite end of the size scale, a siphrolaeliocattleya 'Jewel Box' grown by Ken Busick—six inches high (including the pot) and with two perfect blossoms—won an AOS Award of Merit.

Congratulations.

For information about the New Hampshire Orchid Society and its varied activities, contact Joanna Eckstrom at 603-654-5070.

Z NOTES

A problem I seem to run into every spring is the unwanted buildup of soluble salts. It's not that the individual is over-fertilizing—he just isn't leaching.

When cool, cloudy conditions develop, we water sparingly to limit stretching. Many times we don't water thoroughly enough to develop runoff—especially in flats and paks or small pots. The simple practice of flushing your growing media weekly can prevent any layer of salts from developing. You can even do this using your fertilizer solutions, provided you are moving out any solution in the media along with your own. Some say you should run an excess of an additional 25% more solution through your flats to provide adequate leaching.

All this becomes even more critical if you have an ebb-and-flo system in which you never move any water completely through the pot. If you bottom-water, the plant only takes up whatever water it requires, potentially developing, because of evaporation, a layer of salts toward the top of the pot. An occasional top watering can prevent this from happening.

Jim Zablocki, Territory Manager, The Scotts Company, Northeast, can be reached at 603-224-5583.

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Toward a More Solid Foundation

New England Floriculture, Inc., a regional corporation for the sole purpose of running the New England Greenhouse Conference and its related activities, has been incorporated in the state of Vermont by the six state trade organizations responsible for the event. Vermont was chosen because of its relative lack of expense and complexity.

The main reason for incorporation is that, without it, the New England Greenhouse Conference has no legal status—it does not legally exist. And as it became larger and more complex, this fact made it increasingly difficult handle finances and to get such things as a tax number or liability insurance.

Outwardly, there are no changes. The same format, with each state hosting in turn, will remain. Only the legal structure will change and this will allow the event to continue to grow in size and variety.

The Cary Award

(from the *MNLA Nursery News*, April, 1996)

The Worcester County Horticultural Society, in cooperation with the Massachusetts Nursery and Landscape Association (MNLA) and other organizations, is developing a program to highlight woody plants especially appropriate to New England.

The program is modeled after the Gold Medal Plant Award run by the Pennsylvania Horticultural Society. Each year, beginning in 1997, a committee, made up of horticulturalists from various New England nurseries, botanical gardens, and universities, will select plants that are proven performers in New England gardens. Plans are underway for promotional materials such as special labels, posters, and brochures.

The criteria are simple. The plant—tree, shrub, or vine—must be hardy within at least two of the four zones (Zones 3-6) present in New England; it must be suitable for home landscape use; it must be a proven, exceptional, season-extending plant for New England; and it must be available.

The selection committee has chosen the plants to be promoted in 1997. These are: *Stewartia pseudocamellia*, *Fothergilla major*, *Chamaecyparis nootkatensis* 'Pendula,' *Magnolia stellata* 'Centennial,' and *Enkianthus campanulatus*.

Any person can nominate plants to receive the award. For a nomination form and information about promotional materials, contact: The Cary Award: Distinctive Plants for New England, Worcester County Horticulture Society, PO Box 598, Boylston, MA 01505-0598 or call 508-869-6111.

New Products and Services

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A special insurance policy for florists has been introduced by The Hanover Insurance Company. Besides providing basic property and liability insurance, the policy offers coverage for such things as material in transit, growing plants inside the florist shop, and losses due to refrigeration breakdown. Peak-season coverage gives 25% extra protection for money and securities during ten major holidays. Greenhouses up to 2500 square feet are eligible.

For more, contact an independent agency that represents Hanover, or Sarah Whitney, Hanover Insurance, 100 North Parkway, H260, Worcester, MA 01605 (phone: 508-855-4779).

COIR INFORMATION

Marysville, Ohio (April 16, 1996)—The Scotts Company is offering free

literature to inform growers about ScottsCoir™, its soilless growing media containing coir pith, a byproduct of processed coconut husks.

Product guides are available for using ScottsCoir™ with Redi-earth® and with Metro-Mixes® 360, 700, 360, and 560. Information includes ingredients, packaging, dry bulk density, fertilizer systems, and product uses.

Coir is being promoted as both similar to and superior to sphagnum peat moss. For more, contact Rob Seymour, R&D, The Scotts Company, 14111 Scottslawn Road, Marysville, OH 43041 (513-644-0011) or Jim Zablocki at 603-224-5583.

Winners...

(from *Greenhouse Grower*, May, 1996)

The 1997 All-America Selections winners include one bedding plant, two flowers, and three vegetables.

A Flower Award went to 'Prestige Scarlet,' a "powerhouse that offers more flowers and more flower color than any other *Celosia cristata* cultivar." It's easy to produce in 6-10 weeks as a young, green bedding plant or as a flowering plant in a six-inch or one-gallon container. Bred by Sakata Seed, it offers heat and drought tolerance.

A Flower Award went to 'Gypsy,' the first gypsophila to earn an AAS award. An annual, it produces abundant small 1/4" pink flowers that can be either double or single. Its dwarf, compact plants (10-14 inches) offer a loose, airy "cottage-style" look that's currently so popular. Bedding plant growers can easily produce flowering plants in small pots in 10-12 weeks. 'Gypsy' was bred by Daehnfelddt.

A Bedding Plant Award went to 'Crystal White' zinnia for its earliness and its ability to bloom on compact (4-5") plants. Introduced by American Takii, 'Crystal White' can flower in packs in 60 days after sow-

ing with high light and optimum growing conditions.

And, after a three-year break from recognizing vegetable cultivars, AAS this year chose three outstanding performers: 'Cajun Delight' okra, 'Siam Queen' basil, both from Petoseed, and 'Dynamo' cabbage, from Rogers Seed.

For more information, contact AAS, 1311 Butterfield Road, Suite 310, Downers Grove, IL 60515; telephone: 708-963-0770.

The All-America Rose Sections (AARS) has announced its three award winners for 1997

'Artistry,' a vigorous hybrid tea, has coral-orange blossoms having as many as 30 petals and reaching up to five inches in diameter. Pointed ovoid buds are framed by large, dark-green, semi-glossy foliage on



Reprinted from
Burpee Seed Catalog, 1943

upright, well-branched canes. Its light fragrance makes it appropriate for a cutting garden. Keith Zary of Jackson & Perkins hybridized this rose from two unnamed seedlings.

'Timeless' is a long-season bloomer. Its long, shapely buds take their time to open, but the 4 1/2-inch, deep rose-pink flowers are worth

the wait. The 4 1/2-foot tall plant has deep green, semi-glossy leaves on upright, well-branched canes. 'Timeless' was also hybridized by Keith Zary and is the offspring of an unnamed seedling and 'Kardinal.'

'Sentimental,' a free-blooming floribunda, offers striking burgundy and cream-striped petals and a sweet spice fragrance that mimics the striped hybrids of the 1800s. Deep green, quilted foliage accents large pointed buds which open to four inches. Hybridized by Tom Carruth from a combination of 'Playboy' and 'Peppermint Twist' and introduced by Weeks Roses, it is the first striped rose to win the AARS award.

For information contact AARS at 221 N. LaSalle Street, Chicago, IL 60601; telephone: 312-372-7090.

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Users & Providers

A BEGINNER'S

GUIDE

TO THE

INTERNET

David Brock

This is the first of three articles about the Internet and how it all works for people in the Green Industry. The second article, in the August/September issue, will look at the information available and how one could go about finding and utilizing it in a time- and cost-effective way.

INTRODUCTION

In 1991, almost a century after the United States converted from an agricultural economy to an industrial one, US industry purchased more communications and computer equipment than industrial goods, signaling the movement from an industrial to an informational economy. At the heart of this movement is the Internet and the World Wide Web (WWW). With an estimated forty million persons from almost two hundred countries regularly connecting to and using this network, it is becoming a vital tool for conducting business, interacting, and staying informed. And the horticultural community from New Hampshire and California to Japan and England is not immune to this technological progress.

In horticulture, virtually all universities who train and educate the next generation of growers, nurserymen, hardgoods manufacturers, distributors, and brokers, as well as consumers of our industry's bounty, are connected to this information superhighway. Most of the Cooperative Extension is connected to the Internet. The USDA and EPA are on-line. And a burgeoning number of companies who conduct the commerce in our industry are connecting, offering extensive details

about their soilless mixes, insecticide MSDS and labels, cell-pack availability, and other information previously available only through catalogs or phone. The economics of electronic mail (email, the biggest use for the Internet today) are clear—it is efficient; it reduces paper and postage costs. The economics of publishing material in digital form on the Internet once, for all to see, 24 hours a day, seven days a week, are also clear and are the driving force behind this technological revolution.

And the economics of connecting to this network, whether from home or work, are equally compelling.

TABLE ONE

ON-LINE SERVICES

America On-Line: 1-800-827-6364

Compuserve: 1-800-848-8199

Delphi: 1-800-695-4005

Prodigy : 1-800-776-3449

INTERNET ACCESS

PROVIDERS

(All 603 area codes unless otherwise indicated)

Blue Fin: 433-2223

Cyberport: 542-5833

Grolen: 645-0101

Interactive Micro: 938-2127

Mainstream: 424-1497

MonadNet 352-7619

MV 429-2223

Netcom: 1-800-353-6600

NETIC: 437-1811

North Country: 752-1250

RocketScience: 334-6444

INTERNET SOFTWARE

BROWSERS

Netscape Navigator

Microsoft Explorer

IBM OS/2 Warp

Quarterdeck

THE TWO SIDES OF THE INTERNET

The Internet can be thought of as having two halves: (1.) the users—who use email, have on-line discussions regarding the presidential candidates or the use of herbs in cooking and consume information, goods, and services and (2.) the providers of these forums and information.

Users connect from their home or office using a computer, modem, and software (called an Internet browser) which allows them to "look at" the content being provided on the Internet on their computer screen. Content providers, generally called Internet Service Providers (ISPs), design software that presents information to users in a logical, graphical, and familiar way. When this content is published digitally on the Internet, many simultaneous users can view it, react to it, or download it to their own computers. Similar to the television, which offers graphical "content" on different channels, and similar to the telephone, which connects you to the number dialed, the Internet lies

somewhere in-between. A user who types in an Internet address (which is like dialing a telephone number) on their computer's Internet browser software gets connected to a channel of graphical information similar to what you might see on television. These channels of information offer enormous detail—both textual and visual—about products, organizations, programs, services, brochures, and anything else you can see or read about in the world. And additional information is being added every day.

USING THE INTERNET

To use or connect to the Internet, you need a computer (generally Intel 386 or higher, or Apple PowerPC), a computer modem (14,400 or 28,800 bits/second), a standard telephone line, and software which includes a communications package and an Internet browser. For the technically challenged, the simplest means of connecting, assuming you have the above hardware, is to use a software package from one of the on-line service providers listed in Table One. These companies make it easy to configure your system, offer local telephone call access, and are generally simple to implement. Their cost, however, is generally higher than other methods of connecting, averaging \$12/month for basic access and then \$2.50 or so per hour of connect time thereafter.

For the more ambitious, using an off-the-shelf software package, such as that offered by Netscape Communications and connecting to an Internet access provider (also listed in Table One), is a more cost-effective way to go—assuming the access provider you have chosen provides a local telephone number in your area—and offers good service. Costs here vary significantly, averaging anywhere from \$20/month for unlimited access to a charge of \$1.00 or so per hour. Finally, if you use Microsoft's Windows 95 or IBM's OS/2 Warp operating system, they offer a connection software package and a network into which to connect, (typically through a local phone call) for about \$5/month with an hourly charge based on usage. In addition, due to the Telecommunications Act passed in Congress in early February, telephone companies, like AT&T, MCI, and Sprint are beginning to aggressively offer Internet access. These programs are new and aren't covered here, but are likely to bring costs down and services up.

As a user, check out the best method for you and don't be embarrassed if you change providers a few times before finding one that suits and services your needs. Also, expect to be bombarded with specials from NYNEX (Bell Atlantic), AT&T, MCI, Sprint, your cable company, Internet access providers, Microsoft, IBM, and a hoards of others who want your Internet connection business.

PROVIDING CONTENT ON THE
INTERNET
If you are in the Green Industry today and want to pro-

vide information about yourself on the Internet for users to see, you are a "content provider". For most organizations, this capability falls outside their scope of expertise and they solicit the advice of an Internet service provider (ISP). This organization will work with you to define how you would like to present your information and then will design, in software, pages for you. This generally entails digitizing current brochures, catalogues, letterhead and logo, pictures of your prize-winning crop or retail center and then logically placing these into the software format required on the Internet. ISPs generally charge a fixed fee per page (\$100-200) or project (\$1,000-\$100,000) to design the page(s) and then a monthly fee (\$25-50 per page) to actually keep those pages published and accessible on the Internet. The Internet is analogous to a magazine, in which an ad is created and you pay the publisher a monthly fee to run it. For the more technically savvy and experienced, you may also consider designing and publishing documents yourself, in-house, but the cost to do so is significant—requiring a high-powered computer, a dedicated connection to the Internet (which is always running and ringing up the charges), and a person to administer the site. Estimates suggest it averages about \$50,000/year to take the project in-house. Naturally, the more sophisticated the content, the more expensive, regardless of the approach you take. A simple, one page ad on the Internet runs about \$400/year, inclusive, while a secure, on-line ordering system, which includes a 300-page catalog, corporate history, delivery schedules, on-line order-tracking, etc., can run into the tens of thousands of dollars.

SUMMARY

When you combine the two halves—users, estimated at 40 million in over 200 countries, and content providers, estimated at 80,000, offering tens of millions of pages of information—you have a vast, expanding conduit of information and resources at your fingertips.

David Brock is Business Manager of Web Developers, Inc., 226 Washington Street, Woburn, MA 01801. He can be reached at 1-800-WWW-6WEB.



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After leaving Ohio State with a degree in ornamental horticulture, one of the companies at which Jim Moser worked was Chemlawn. Transferred to Manchester, New Hampshire, in 1985, he left in 1988 to form, with a partner, his own lawn-care business, Granite State Lawn Care. This turned out to be very successful—so much so that they were bought—by Chemlawn. Jim wanted another business and, through a broker, began looking at various possibilities. The broker mentioned that Churchill's Garden Center in Exeter was for sale.

Jim had originally wanted something less seasonal that would allow him to spend more time with his four children, but Churchill's seemed attractive—"a good business in an area of the state with strong growth potential."

Located on 3.6 acres of land on the Hampton/Exeter Road, the garden center was founded in 1939 by Charlie Knibbs and bought in 1971 by Jim and Judy Churchill. By 1994, it had grown to include a 40'x60' retail shop with two display greenhouses connected to one side and, behind it, four double-poly production houses (one 30'x96'; three 16'x96'). Polly's Flower Shoppe, in its own building, was a separate business renting space.

Staff—three full-time year-round employees (although with fewer hours in winter) who knew the business well—was already in place.

And Jim and Judy Churchill agreed to stay on—Jim as grower; Judy in the shop—to smooth the transition.

This has allowed Jim Moser, now owner and manager, to learn the growing end of things and Jeanne, his wife, to become familiar with the operation of the shop.

IT ALL STARTS IN THE MOTHER HOUSE—the 30'x96' poly—in mid-January, when the pansy and viola plugs are potted up...

The production houses are basic—oil-heated double-poly; dirt floors; material is grown on wooden pallets or snow fencing on cement blocks or on weed control mats on the floor. Jim buys in plugs. Someday he may grow from seed, but until he's gotten a few seasons under his belt, he'd rather have fewer steps in which to make mistakes. This year he bought 1000 trays of pre-planted plugs ("1000 less to transplant"). Techniques are simple—there's a potting bench just inside the front door of the Mother House; MetroMix 360 is the medium; feeding is by dosatron; hangers are on a chapin system, but most everything else is watered by hand.

Hangers—fuchsia, ivies, Super-tunias, impatiens, Proven Winners—are a Churchill specialty. The first—ivies—are hung in the cool house (55F nights) above the first pansies and, later, dianthus and snaps. Although this was originally done simply to hold the earliest hangers—potted perhaps a little too early in

order to create time for other potting later in the season, it seems to be beneficial in another way: while there's not much vegetative growth in the cooler temperature, there's a lot of root development. When the temperature warms up, the strong root system supports an explosion of lush foliage.

Ivies are traditional—Churchill's grows more Balkan types now—these have a split bloom, as opposed to the more umbel-like head; their leaves are more deeply lobed. Jim finds them more vigorous and simpler to grow. But all ivies are popular and seem to stand up well in full sun.

Moser experiments with other types of hangers—14" moss baskets; living wreaths (begonias, lobelia, and ivy growing in moss attached onto a Christmas wreath box frame), and plastic pouches filled with soil with a dozen plants growing through slits in the plastic. Grown lying flat on the bench, once the plants fill in, the pouch is hung on a wall, creating a flat surface of living material.

But most are in 10" pots (8" dries out more quickly); he sells all he grows and pots up a second crop for summer sales.

Annuals have always been a strong item at Churchill's. Using customers' comments as a guide, Moser is trying some new types: more "native" marigolds, ornamental poppies, annual larkspur (and in six-paks of individual colors, as well as mixed).

The 4" annuals sell to the beach crowd (Hampton Beach is a few miles away) after school is out and jumbo annuals—three-to-six 3" plants—cleomes, cosmos—per mum pot—sell well into August.

For fall sales, Jim buys in asters and consolidates the nursery in order to grow 5000 mums. After the first year of hand-watering, he's installed drip irrigation. Last year, he tried using biologicals—ladybugs—on his mums ("the customers loved it").

They buy in most Christmas material, but grow their own poinsettias. This is Jim Churchill's crop and he does this one from start to finish. He grows mostly Freedom, started from rooted cuttings. The look is old-fashioned—a high percentage are not pinched and several of these in a pot produces a very large plant—good for businesses and large-scale private residences. Exeter has some of both and these do sell. "They're different," Jim says; "It's good not to look like everybody else."

Christmas is busy and Moser is willing to accept January and February as quiet—a space in which to begin preparing for spring.

NATURALLY, WITH NEW OWNERS, there are changes. There's more emphasis on perennials. Jim buys in perennials—a high percentage of them from Walters Gardens in Zeeland, Michigan. An unheated XS Smith house has been set up behind and perpendicular to the production houses for use as a cold frame in early spring (and as storage in winter). They're given ozmocote first ("they're not using much early in the season"), then liquid feed once they're on the benches that fill one side of the driveway or in the display gardens directly behind the shop. (Prices are shown by color—each pot has a colored tag—each color indicates a

price.)

The selection of trees and shrubs has also been expanded. Space is limited and, as this is only Moser's second year, the question of whether to stock basics or more unusual hard-to-find types is still being decided.

"PEOPLE DEFINITELY LIKE TO PICK OUT THEIR OWN" and customers can go into any of the production houses ("they have the run of the place"), but every effort is made to bring material to the front and display it there to advantage. Hangers are hung from lattice set onto the crosspieces in the display houses and from hooks on a newly built porch.

The 15'x65' porch is the most obvious physical change made since Jim Moser became owner. Made of rough wood, it runs along the entire front of the shop. There are skylights in the roof, a lot of hooks everywhere, and a rail on which a variety of window boxes are set. In front of the porch, a three-foot wide bed of bark mulch is used to display potted trees and shrubs. In April, pansies filled the window boxes and azaleas, forsythia, magnolias, and weeping cherry—all in flower—filled the bed. A few hangers were displayed, but the emphasis on those will come slightly later: "On busy spring days, I have someone do nothing but fill empty hooks."

These displays are important. The Hampton Road is busy and traffic is fast. A large, straight-forward sign—lit at night—is set on poles in a bed of bulbs and shaped yews by the roadside. Between this and the building is parking. The friendliness of a porch and the additional color have definitely attracted more customers.

THE SHOP IS CHANGING AS WELL. The 40'x60' area is divided into sev-

eral smaller sections. The hardgoods section is more compact ("We can't compete with the big supply stores, but we should offer the basics") to open up space for other items: a broad selection of clay containers, bird houses, bird seed, and bird-related books—and unusual things—like weather vanes.

In a separate room, "The Gift Garden"—a new gift area—is evolving. Everything here is garden-related—sometimes by no more than having a floral design printed on it (clocks, T-shirts, pillows) or by somehow using "natural" materials (scented candles). There's a nostalgic tone: gazing globes—spheres of mirrored glass set on stands and used as ornaments in Victorian gardens (Moser remembers one in his grandmother's garden)—are popular. On one wall, a facade of a house has been constructed—the unpainted clapboards add warmth to the room and the steps leading to the door and the flower box at each window are used for display. The tone of the room is one of the textures and tones of a garden.

Jim and Jeanne hope that Churchill's will evolve into more than a place to buy plants. They see it as a place to linger and enjoy. They envision a park-like atmosphere, with more display gardens, benches and fountains. Already there's a fish pond with waterfall and koi. In the corner is a playground for children—Jim and Jeanne's, but for other children too.

As Moser says, Churchill's was always a good business, but even the best need to evolve to order to survive. In this new world of trends and niches and aggressive mass marketing, a place of pleasure is a good thing to be. (B.P.)

(Churchill's Garden Center is on Route 101C, Exeter, NH 03833; Jim and Jeanne Moser and Jim and Judy Churchill can be reached at 603-772-2685.)

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A Recreated World War II

Vegetable Garden

in the Puddle Dock Neighborhood
of Portsmouth, NH

Mrs. Pecunies' Victory Garden

by John Misenheimer

With the onset of World War II, the United States was facing difficulties with domestic food shortages as well as internal transportation problems. Truck farmers and large commercial growers were unable to transport their produce readily to markets and much of what they grew was diverted overseas: first to feed a war-ravaged Europe, then to feed our own soldiers abroad. Gasoline, tires, and chemicals usually found in fertilizers likewise were reserved for the direct war effort. As a result, The U.S. Department of Agriculture initiated a campaign to encourage local food production in small backyard or community gardens. In 1942, Secretary of Agriculture Claude Wikard referred to the planting of such gardens "as a new inspiration from the symbol V for Victory: Vegetables for Victory and Vitality." The name "Victory Garden," borrowed from the English war garden effort, became recognized nationwide and the country responded with amazing amounts of local vegetable and fruit production.

The objectives of the Victory Garden Program, as outlined by Secretary Wikard, were threefold: increase local production of food supplies, boost homefront morale by giving those at home a way to contribute to the war effort, and improve awareness of nutritional needs. The latter need became obvious as large numbers of draftees were found to suffer from nutritional deficiencies rendering them unfit for service.

The Department of Agriculture organized a conference of horticulture, nutrition, and education experts to study the three objectives. As a result, the encouragement of home gardens and home canning received federal backing. A blitz of information bulletins produced by Dept. of Agriculture, the Office of War Information, the OPA, and the WPA filled the files of county Extension agents, vocational schools, defense councils, garden clubs, and even scouting troops and public schools. Very specific garden plot plans were formulated for plots as small as 10' x 10' and up to 100' x 100'. Bulletins provided information on soil preparation and amendments, insect control, proper tool care and use, and selection of appropriate varieties of vegetables. They also recommended the quantities of seed to use in order that seed didn't go to waste. The campaign did a good job of teaching people, many of whom never before felt the desire or need to garden.

Facing a lack of mechanical assistance and a shortage of young men who, formerly, would have been hired to turn the garden, these small garden plots became family projects. The instruction for different family members: weeding, cultivating watering, harvesting, canning, and root cellar preparations. The intentional emphasis on family involvement was a contributing factor to homefront morale.

Soil preparation was accomplished with the aid of a garden fork, a round-pointed shovel, or a garden spade, digging to the depth of the blade or tines. Peat moss, compost, and some chemical fertilizers (such as 0-14-14) were available. Nitrates were unavailable to the Victory gardener as they were required for explosives. A favored fertilizer in the Seacoast was fish waste. Lime was also available and the value of wood ash was well recognized.

A sharp hoe and hand-weeding were sometimes augmented by the use of a wheel-hoe, very popular during this period. The use of the wheel hoe was encouraged even on small plots because of the savings in time and energy, valuable resources when a country is at war.

Insect control, unfortunately, employed the use of many now-banned products. Favorites were Paris Green and lead arsenate. These, however, were costly and home gardeners often relied on simpler remedies. Handpicking tomato hornworms and various beetles probably was the most common method of control. Cabbage butterfly was discouraged by sprinkling salt in the heads. Squash bugs were dusted with lime. Aphids were sprayed with soaps and corn ear worms were treated with the timely use of mineral oil applied with an ear dropper to the maturing silk.

Small plot sizes encouraged intercropping and succession planting. This also reduced time spent caring for the garden. Garden sanitation, encouraged by succession planting practices, was well-regarded as a valuable technique.

Seed companies took advantage of the fervor over gardening, providing advice of their own and enticing gardeners with colorful catalogues. Seed research continued through the war in a search for more bountiful harvests for commercial production, providing many new varieties. Popular varieties used in New England included many varieties now considered heirloom, but others still popular in the trade:

- beans: Kentucky Wonder, Bountiful, Horticultural Speckled Cranberry
- beets: Fireball, Detroit Dark Red
- cabbage: Flat Dutch, Early Jersey Wakefield, Savoy, Chieftain
- cauliflower: Early Snowball
- corn: Golden Bantam, Country Gentleman, Evergreen
- lettuce: Black-seeded Simpson, Paris Cos
- onions: Yellow Ebenezer, South Port Globe, Red Weathersfield
- parsley: Moss Curled, Flat Italian
- parsnip: Hollow Crown, Gurnsey
- peas: Alderman, Little Marvel, Thomas Laxton
- radish: White Icicle, Early Scarlet Globe, Black Spanish
- squash: Yellow Crookneck, Hubbard
- tomatoes: Oxheart, Gloriana, Rutgers (known for canning qualities), Beefsteak, Marglobe
- turnip: Purple Top, White Globe, Seven Top
- spinach: Long-Standing Bloomsdale

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In 1993, the restoration of Mrs. Emma Pecunies' Victory Garden at Strawberry Banke Museum was started with the help of information supplied by her son who still resides in Portsmouth. The garden is planted on its original location. Photographs and oral history provided the garden layout and varieties. The plot (41' x 34') is bordered with flower favorites of Mrs. Pecunies and granite stepping stones and the whole enclosed with wire fence. Two silver maples on the west and south sides of the garden (saplings in Mrs. Pecunies' time) must now be considered for the shade they cast. Urban renewal activities in the 1950s and early 60s left the plot covered in gravel and rubble, much of which still covers the original plot. Fifteen yards of loam and compost were brought in to amend the soil. The fence was restored according to Mr. Pecunies' descriptions and a small remnant of the original found during grading.

Despite the relatively poor growing season of 1995, the Victory Garden at Strawberry Banke yielded fairly well. The tomato crop was particularly good (which is appropriate because tomatoes were emphasized for Victory Gardens because of their ease and safety in canning and their vitamin C content.) Yellow Oxheart, a large meaty type with a mild flavor and small seed cavities, and Beefsteak did equally well, providing good crops of unblemished fruits. Black-seeded Simpson lettuce, growing in the shadier area near the maples proved to be its reliable self despite the drought. The Scarlet Globe and Icicle radishes were bountiful, but Kentucky Wonder pole beans and Straight Eight and Chicago Pickling cucumbers were only moderately successful. Several heads of Savoy and Flat Dutch cabbage were also grown with some heading problems (excessive hot weather?) and the Long Island brussel sprouts failed due to the heat and dryness. Leafy greens—mustard and turnip—did especially well, as did Moss Curled parsley. Dill, the only herb mentioned in Portsmouth's records of its registered Victory Gardens, was in its glory. A fall planting of Bloomsdale spinach provided a good early spring harvest this year.

This year's plan includes greater attention to intercropping and succession planting. Though the Pecunies family grew their bigger crops such as winter squashes, corn, and, sometimes, pole beans in their community plot outside the neighborhood, we will represent some of these here this year, saving room in the garden with trellising where possible and employing the bordering fence for vertical gardening as well.

In retrospect, standing at the entrance of the Victory Garden, I think of the contributions of patriotic people such as Mrs. Pecunies. Today, visitors to Strawberry Banke Museum might be reminded by the Victory Garden of the efforts of these people and, perhaps, speculate upon the value of such a small garden. In an era when it is so easy to be removed from the immediacy of food production and so easy to forget how areas around shopping malls and their associated parking lots

were formerly used, this recreated Victory Garden has proven able to draw visitors into reminiscing about certain vegetables or about family activities during WWII. And it even, on one known occasion, inspired the decision to grow a garden once again.

John Misenheimer is a volunteer at Strawberry Banke Museum in the horticulture and archeology departments. Strawberry Banke, Marcy Street Portsmouth, NH, is open daily, 10am-5pm, May through October. For information, call 603-433-1100.



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The Cost of Receivable(s)

ISSUE

It is the middle of the season. You've worked hard to grow, package, and ship your product. Normally, after plant material has been delivered, it should stop costing you money. But more often than not, the sales slips are put into the 'Receivable(s)' category, not to be looked at for thirty days. Receivable(s) are unique in that they make your financial statement look strong, but unfortunately, you have nothing you can spend. It's important that you ask three questions: Can I readily generate a list of customers who owe me money? Does it identify how long the money has been outstanding? Is there someone responsible for customer follow-up?

EXAMPLE: You've shipped and billed an order for \$5,000. This order costs you \$3,500 to grow and was funded by an operating line (cost 10%). At first glance, you have a net profit of \$1,500—or 30% (not bad, even by Wall Street standards). Assume that the account takes 90 days to pay. You'll still have to pay the interest on the operating line (\$87.50) and you'll lose the opportunity to invest the \$1,500 (at 10% APR cost \$37.50). As a result, your net profit has been reduced to \$1,375—or 28%.

SOLUTION

Generate a list that allows you to view the receivable(s) by customer, number of days outstanding, and amount owed. Establish a program which rewards prompt payment (cash discount), and penalizes late payment (finance charge). Most importantly, follow up with the customers to insure that the money is forthcoming. (O.W.)

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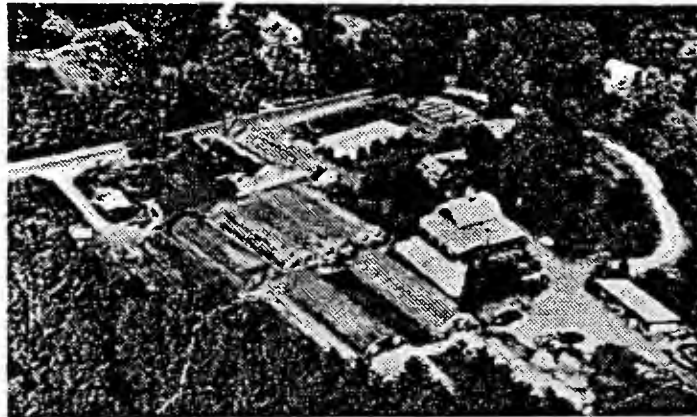
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Michael Sciabarrasi

When evaluating the feasibility of alternative agritourism enterprises, you need to answer several fundamental questions. How will the enterprise fit in my current operation? What special skills are needed? Will government regulations restrict my options? What market strategies work? Will the enterprise make money?

Whether or not the enterprise fits your current operation depends on your personal goals and objectives and your available resources. You need to consider not only if the activity will be a financial success, but also if the enterprise is fun. Your desire and willingness to educate and entertain visitors are essential.

PERSONAL SKILLS

A successful agritourism enterprise means a steady flow of visitors who anticipate enjoying the "experience" of visiting your operation and expect to be treated well. There will be times when a large group of visitors is scattered throughout your operation, a critical piece of greenhouse equipment fails, and an animal has gotten loose from your petting-zoo. Your patience and ability to handle minor crises will be tested. You must be able to calmly deal with the roaming visitors, capture the loose animal, and arrange for equipment repair while keeping a smile.

Communication skills and patience are essential when dealing with the public. You, or the person in contact with the visitors, must be able to speak clearly and concisely, handle difficult questions and challenges, and "entertain" visitors. If you appear preoccupied or in a rush, the visitors won't feel they're getting their money's worth and may not return.

REGULATIONS

It is critical to be aware of regulations pertaining to agritourism enterprises. Local, state, and federal government concerns include restrooms, septic systems, drinking water, commercial kitchens, signage, zoning permits, employees, and room and meals tax. Of particular note,

be aware that agritourism enterprises, such as a retail store or petting zoo, may require a variance from the local zoning board of adjustment. If you plan to process and handle food products, be certain to contact the State Department of Public Health Services.

It's not always clear which agency or local government is responsible for individual regulatory issues. Begin your search for information by contacting familiar local/state agencies and educational organizations, such as UNH Cooperative Extension.

MARKETING

Location plays a key role in marketing. Is your operation near a city or another tourist attraction? Are you within a few miles of a major roadway? Accessibility of your enterprise and proximity to other attractions help to draw visitors. A poor location may be difficult to overcome.

Aesthetics is critical to success. Your operation must be clean, well organized, and free of odors. You will have to get to those minor repairs and general cleanup and paint jobs which are often treated as low priority.

Promotional strategies for your agritourism enterprise should include brochures and newspaper advertising. These two techniques tend to be more effective than direct mailing. If it's within your budget, advertising on radio and in regional magazines can also be effective.

Unless your enterprise is exactly like another, you will more than likely benefit from cooperation on a local level. The more places tourists can visit, the more they will come to an area. Competition in the tourist industry comes from other regions which are trying to attract visitors, not from your local community.

Lastly, a substantial portion of a business' sales are repeat customers. To keep people coming back, you may need to change or add new features to your enterprise. Keep an updated mailing list of customers to inform them of upcoming activities or special events.

FINANCIAL MANAGEMENT

Prior to starting an agritourism enterprise, you need to

decide if the enterprise must make money in and of itself, or if the enterprise will serve to draw customers to your operation. Keep in mind that an agritourism activity will likely help an already profitable operation achieve a higher level of returns, but it is improbable that this sideline activity will be able to rescue a business operating at a substantial loss.

What you charge for an agritourism activity depends on your goals. You may not want to put a lot of time and effort in the activity and hope that additional product sales justify the minimal time and expense. You may charge a nominal fee, which would represent the out-of-pocket cost incurred. Or, you may want the agritourism enterprise to generate profit as well as enhance product sales.

You should keep track of the receipts and expenses of the agritourism activity. If the activity is minor, receipts (if any) and expenses are often combined with other business records. On the other hand, if it is a major activity which needs to show a profit, revenues and expenses directly associated with the enterprise should be kept separately.

OTHER ISSUES

Other key issues pertinent to operating an agritourism enterprise are liability and labor. Since you are responsible for the safety of any person on your property, liability coverage is absolutely essential. Liability insurance should be designed to protect both your assets and earnings capacity from potential claims. For a family business, you need a policy with personal and business liability coverage on both spouses. Work with your insurance agent to get the coverage needed.

When adding an enterprise, always consider the impact on labor requirements. How will the labor needs be met? Can you cover the labor required with family members or will you need to hire help? The employees involved in a agritourism activity may be classified differently (as non-agricultural employees), depending on the nature of the enterprise. A change in classification may mean a different set of labor rules and regulations.

The success of your agritourism enterprise will depend on careful planning. Be certain to realistically assess not only your resources and market, but also your desire and disposition towards making the enterprise work.

This article is based on information from "Agritourism in New York State: Opportunities and Challenges in Farm-Based Recreation and Hospitality" published by the Department of Rural Sociology at Cornell University, Ithaca, 1993.

Michael Sciabarrasi is Extension Specialist, Agricultural Business Management, in the Department of Resource Economics and Development at UNH, Durham; the phone number there is 603-862-1700.

THE GREEN SPOT



Conventional growers know—or should, anyway—that before selecting a pesticide, they must first identify the pest causing the damage. Moreover, the chosen pesticide must be labeled for the pest and the crop on which it is present. The same holds true for biological pest control. In fact, it is even more critical: many natural and synthetic chemicals are quite non-selective, whereas most predators and parasitoids are pretty particular.

When contacting your bio-control supplier for his/her recommendations, it is fruitless to describe your plants' foes as "little green things with legs." If you lack positive identification (from either a book or a bug-person), the following criteria may help your supplier get to the root of your problem:

1. In millimeters, what is the approximate size of your pest?
2. Does it have six, eight, or more legs?
3. What is its color and shape?
4. Is the coloration consistent on the pest's body?
5. Is the coloration consistent throughout the pest population?
6. Is there honeydew present? (Look for stickiness, ants, black sooty mold.)
7. On which plant parts does the pest congregate most?
8. What are the feeding patterns and/or damage?
9. Are there various life stages present?
10. Are there distinguishing characteristics: hairs, cottony masses, siphoons (rear-end aphid structures), wings, etc?

The answers to the questions above combined with temperature, humidity, and crop information will bring you much closer to sorting out the actual problem(s) at hand. Purchasing a 10x-40x magnifier and an arthropod field guide with color photos will be quite useful too. Monitoring with visual sticky traps may also help. Pay close attention to the crop by scouting weekly. It is true that the season is hectic. However, without some basic knowledge of the pest(s) at hand, the season can quickly turn to pure hell.

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New basil varieties are being developed all the time, but some of the old favorites are not being forgotten. I still prefer the classic Lettuce-Leaf Basil (*Ocimum basilicum* var. 'crispum') and Broadleaf Sweet Basil (*O. basilicum*) for my major harvest and supply of frozen pesto. Both produce large leaves with excellent flavor. The spicy, sweet-flavored lettuce-leaf type is one to shred right into your green salads or a tomato sandwich, or pile onto a plate of vine-ripened tomatoes and top with a little olive oil and shredded cheese. It's hard to beat for summer lunch.

Basil Genova Profumatissima ('Perfume Basil') lives up to its name. I tried this one from Shepherd's Garden Seeds last year and found it excellent for pesto and able to do well in other culinary uses too. Its flavor and fragrance are unmatched. These Stuffed Shells are one of our family favorites. They're great to prepare ahead of time and pop into the oven whenever you need them.

STUFFED SHELLS WITH BASIL

Make the filling:

- 1 cup finely chopped fresh basil leaves
- 2 eggs, well beaten
- 2 cups ricotta cheese
- 2 cups freshly grated Parmesan cheese
- 1 generous tsp freshly grated nutmeg

salt and pepper to taste

Mix beaten eggs with cheeses and basil. Add seasonings and adjust to taste. Cook about 20 large pasta shells in 6 quarts boiling water until just tender. Do not overcook. Drain and rinse with cold water.

Stuff each shell with about 3 tbsp of filling and place in casserole dish. Top with Basil Tomato sauce and bake in preheated 375F oven or about 25 minutes—until top is bubbly.

BASIL TOMATO SAUCE

- 2 carrots, coarsely grated
- 1 small red onion, chopped
- 1 cup fresh basil leaves, coarsely shredded
- 2 pounds fresh Italian (plum type) tomatoes
- 2-4 garlic cloves
- salt to taste

Combine the ingredients in a heavy saucepan and simmer over medium heat for 30 minutes. Remove from heat and adjust seasoning. Blend in food processor for a smooth sauce or simply stir well to break up tomatoes. Top stuffed shells before baking, or use on other pasta dishes.

Basil germinates and grows fast if the soil, sun, and air are consistently warm—over 55F. It's not a crop to be hurried. It needs plenty of sunlight and moisture even when mature, in order to keep those new leaves coming. Keep the flower heads picked off and feed the plants after a heavy harvest. For a longer season, many people replenish their gardens with young basil plants in midsummer and this is when I try out some different types.

I tried 'True Thai' last year. It's a

striking plant about two feet tall with a marvelous clove/mint/spice scent and purple stems. The flower heads are large and flat—an elegant purple color. They are worth drying if you decide to let them remain on the plant—they hold their fragrance for months. The leaves are excellent for use in stir fries and in this Fresh Basil Chutney.

FRESH BASIL CHUTNEY

- 1 cup raisins
- 1 cup firmly packed fresh Thai basil leaves
- 1 firm tart apple (Granny Smith is good)
- 1 orange
- 1 jalapeno chili pepper, seeded and diced fine
- juice of 1 lemon

Cover the raisins with 1 cup of hot water and set aside to plump for 10 minutes. Quarter and core apple. Peel orange and cut into chunks. Drain raisins and gently squeeze out the extra moisture. Chop these ingredients quickly in the food processor. Squeeze the lemon over all and salt to taste. This makes two cups and is excellent with grilled chicken, fish, or ham.

This year promises to be an exciting one for basil. Everyone's talking about African Blue Basil (*Ocimum basilicum* 'African Blue'), which is very interesting, as it is not considered a culinary variety. Its leaves (green, with purple veins, purple stems, and a touch of purple at their base) have a very strong camphor fragrance. Word is out that it repels Japanese beetles—which is amazing, because those beetles usually devour basil if they can get to it. I grow my pesto crop plants under

floating row cover to protect them. 'African Blue' grows very large—three feet or more—and thus should make quite a statement in the garden. (A fellow gardener gave me a rooted cutting and I am eager to see what happens.) And I was recently reading a catalog from a small business in Kentucky and found a basil of similar description called 'American Blue Basil'...this could get mighty confusing!

Other basil varieties mentioned in my various readings are 'Mrs. Burns,' a lemon variety that is not as delicate as the more common *O. citriodorum*. This is available from Companion Plants in Athens, Ohio (614-592-4643). Also of interest to me is 'Aussie Sweetie,' from T. DeBaggio Herbs in Arlington, Virginia (703-243-2498). This is a variety that never flowers (making it less work to grow

as a crop) and is described as having a minty sweet fragrance that is almost floral.

There's a great deal of discussion about purple basil varieties—how they vary so much in color and often change in only a few generations, sometimes leaving us altogether. 'Dark Opal' and 'Purple Ruffles' still seem to be the varieties most often available, although DeBaggio mentions 'Rubin' (which closely resembles Dark Opal) and 'New Guinea' (which resembles Rubin). (DeBaggio has a fascinating article on the purple basil varieties in the April/May 1994 issue of *The Herb Companion*.)

If you find a good purple basil, be sure to make some purple basil vinegar and enjoy this Holiday Basil Jelly, a traditional favorite in our family.

HOLIDAY BASIL JELLY

- 2 cups sugar
- 1 cup Dark Opal Basil vinegar
- 1 cup finely grated horseradish, well drained
- 1/2 bottle pectin (like Certo)

Boil sugar and vinegar 3 minutes. Add horseradish and stir well, Return to boil for 1 minute. Stir in pectin. Remove from heat, skim, and pour into sterilized glass jelly jars. Makes 3 6-ounce glasses.

Without a doubt, basil is one of summer's most popular herbs. We've barely scratched the surface—of varieties as well as culinary uses. There's plenty of room for lots more good reading and experimentation.

Tanya Jackson, a well-known area herbalist, can be reached at 603-431-6774.



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Spring is finally here (I think)! If April showers bring May flowers, then what do April snowstorms bring? One disease that was favored by the 'abundance' of winter was SNOW MOLD. We had perfect conditions (early snowfall on green turfgrass with moist, unfrozen soil) for the development of both pink and gray snow mold. The snow acts as an insulator, keeping out the cold and dry air while maintaining the moist conditions necessary for fungal growth. Last year, problems with pink snow mold continued into the early summer, thanks to cool night temperatures, a pattern that seems to be repeating itself this year.

The cloudy, wintry weather also brought the 'typical' problems to greenhouse crops. PYTHIUM ROOT ROT and BOTRYTIS BLIGHT caused problems on many crops. OEDEMA was very common on ivy geraniums, resulting in defoliation of the plants in two severe cases. All three of these diseases are favored by over-watering, while excess humidity and poor air circulation favor the development of botrytis and oedema. THELAVIOPSIS ROOT ROT has been diagnosed on geraniums and columbine. This fungal root rot is becoming more common since the loss of benlate, particularly when field soils are added to the growing medium. Preventative measures include using sterilized potting mix and fungicide (thiophanate methyl) drenches.

IMPATIENS NECROTIC SPOT VIRUS (INSV) has reared its ugly head in the last few weeks (mid-April to early-May). The virus has been diagnosed on impatiens, tomatoes, peppers and begonias. Remember—the key to controlling INSV is to control thrips and to rogue and destroy infected plants (See the June/July 1995 issue of *The Plantsman* for a review of symptoms and management of INSV).

Twig dieback due to winter in-

jury/drought stress is beginning to show up on a wide range of woody species. We can expect to see more of this as the season progresses, thanks to drought stress effects from the last three seasons. Trees and shrubs that were installed last season will require extra care this growing season (pruning, ample water during dry periods, and fertilization to promote new root growth). Drought stress symptoms are also becoming more evident on conifers, especially hemlock. Reddish-brown needles may appear scattered throughout the tree or may be concentrated on the side of the tree exposed to winter winds. Spruce in exposed locations are exhibiting these one-sided symptoms. The symptoms should not be confused with RHIZOSPHAERA NEEDLECAST symptoms. Spruce infected with rhizosphaera have purple-to-reddish one-year-old needles. Fungicides to control rhizosphaera should be applied when the new growth is 1-1 1/2 inches long.

June and July traditionally bring a number of plant diseases and problems to New Hampshire growers. BACTERIAL BLIGHT on lilac and forsythia was a common problem last year. A combination of pruning and copper fungicides provide effective control. SHOOT BLIGHT (MONILINIA) continues to be a severe problem on *Prunus sp.* Fungicides should be applied during bloom, and infected twigs should be removed during dry weather. Primary APPLE SCAB lesions should be evident on *Malus sp.* by early June. Secondary scab infections should be controlled with fungicides to reduce the likelihood of early defoliation on susceptible crabapple cultivars. We can expect TWIG BLIGHTS and CANKERS such as kabatina, phomopsis, sphaeropsis (diplodia), botryosphaeria, and cytospora to be common on drought-stressed trees and shrubs.

Removing the affected twigs should provide satisfactory results. ARBORVITAE LEAF MINERS were a problem last year. The damage to the shoot tips resembles winter burn. Insecticides should be applied from mid-June to mid-July to prevent egg laying by the adult moths.

Turfgrass diseases and problems to watch for during May-June are SNOW MOLD, RED THREAD, DOLLAR SPOT, and LEAF SPOTS. Prolonged spring-like weather favors the development of red thread and pink snow mold. Once the night temperatures become warmer (65F), diseases such as BROWN PATCH, PYTHIUM BLIGHT, AND ANTHRACNOSE become more common.

LEAF SPOTS on annuals and perennials (i.e., SEPTORIA, TULIP FIRE, DIDYMELLA on iris) should be controlled with a combination of sanitation, proper spacing, and fungicides. The damage caused by BOTRYTIS BLIGHT to annuals and perennials can be reduced by thinning the plantings to allow for better air circulation. PLANT BUG feeding injury usually appears in late June-July. The damage appears as circular spots with brown-reddish borders that often occur in clusters on the leaves of herbaceous crops.

Mid-May through mid-July is the critical period for managing most plant diseases. Remember—sanitation is the most important cultural method for preventing disease problems.

If you wish to submit plant material to the PDL for diagnosis, send samples (with a check for \$12.) to: The UNH Plant Diagnostic Lab, C/O Dr. Cheryl Smith, Plant Biology Department, Spaulding Hall, UNH, Durham, NH 03824. Samples should be accompanied by an identification form (available from your county Cooperative Extension). Cheryl Smith is the UNH Cooperative Extension Specialist in Plant Health, and can be reached at (603) 862-3841.

Have you ever considered repainting your place with some upbeat color inside and out? Tear something down; build something new; put on an addition—construction always sparks a customer's interest. Maybe even a new greenhouse will show people that you are planning for the future. I had customers come in weekly to monitor our progress when we built our greenhouse. You know what happens when they enter a place—impulse, impulse, impulse. They all left with something. I always made sure I had plenty of color to offer them.

We grow quality—things that people can't get anywhere but at a garden center. We try to grow different sizes, new varieties— bigger, better, more unusual niche items that trade stores can't offer. There's no way trade stores can match home-grown quality. Make sure the customer knows you grew it—a lot of customers like home-grown material. Shop your local trade stores.

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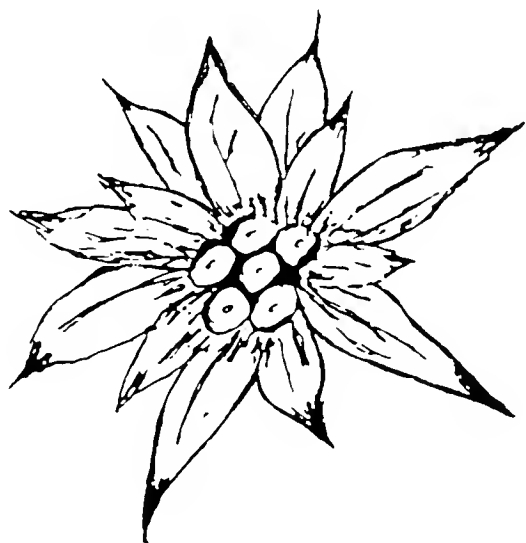
Know what they have to offer so that you don't duplicate these items. See if any of your vendors are selling the trade stores the same items they are selling you and at what price. At this point, you may want to stop dealing with that vendor. In some cases, vendors may want to keep your business and sharpen their pencils.

Do display gardens. Do you know that businesses hire landscapers and designers to make their land-

scapes nice and colorful so that people will notice them? They have to purchase all their material. Well, we've got it for free...well, sort of free, but you should use it. Great landscapes and display gardens really draw people in. Demonstrating the items you sell really helps build sales. Plant pansies during pansy season; plant annuals and bedding plants during bedding plant season; plant mums in the fall. Display as much as you can and change with the season to put your customers in the mood of that season.

These are just a few of the things we have done and they seem to be working. I hope a few of these help you. Let's face it—what I just wrote about are things we should already be doing. Doing them makes good business sense. And there's much, much more.

Bob's at Demers Garden Center, 656 South Mammoth Road, Manchester. He can be reached at 603-625-8298.



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Competing Against the "Big Box" Stores

Bob Demers, Jr.

No matter where your business is located, you will, at some point, be faced with chain stores or supermarkets out to gain some quick cash by selling garden center goods. It's frustrating to see them selling goods at cost or near cost, even though they say they don't do that. (I've often thought about selling turkeys at cost at Thanksgiving just to see what they'd say.)

Unfortunately, the items you are selling in the prime of your season are the same ones they're liquidating. They use these items to draw people into their stores where other departments can make a profit on the customers these low prices attract.

You have to put your frustrations aside and think clearly about ways to improve and strengthen your own business in areas in which they are weak. What can you do to draw customers to your store? Why would they want to shop there? You have to imagine yourself as a customer and try to see why you would want to shop at your place.

Some things to keep in mind is that the trade stores are not going anywhere: they have been around forever—just like insects. They may be bought out—but it's usually by a bigger chain. And some of these trade stores make millions of dollars monthly (some—even weekly), so don't think you're going to drive them away. As far as what items they're selling and why, that is simple—price, price, price. Let's face it—price sells. There are people who live for bargains, coupons, and sales and think that getting a 99-cent geranium is great. We all know what they're getting for 99 cents.

There are people out there who have never seen a real garden center. That's what we have to work

on—getting those people into our stores. Here are some things we did that might help you as well.

We don't compete against the Big Boxes. We will not get involved in their price wars. Whatever price you advertise on a product, it is their policy to beat it by 10%, so even if you lower your price or sell at cost, but you're not gaining anything. You're actually paying because you haven't made any profit to pay for the ad. Don't sell the same brands they sell. Sell different—or better—ones. Seventy-five percent of your business is from repeat customers and chances are they'll buy whatever you recommend. There will be some "big box" items, however, that you'll need to carry because your customers ask for them.

Watch your sales. Don't give your product away with gimmick ads. Chances are you're not going to get the bargain hunter anyway because some trade store has bought 100 trailer loads of the one trailer load you bought and wants to unload it faster. You've got to ask yourself, "Do I really want just bargain hunters or do I want quality repeat customers?" Remember that you make money only one month out of the year, so make enough to survive for the other eleven.

Do things to reassure the customers that you're here to stay. Don't let your stock run out to the point that you have nothing to sell. If you don't have it, they'll go someplace else—just as you would. It may not be as good, but they did what they set out to do.

There are some inexpensive ways to assure people that you plan to stick around for a few more years. Keep your place swept clean; keep your display areas nice and neat.

continued on page 31

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Summer Meeting

Thursday, August 8
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T

his year, the New England Nursery Association (NENA) will hold its annual Summer Meeting & Trade Show in conjunction with the New Hampshire Plant Growers' Association (NHPGA) and the New Hampshire Landscape Association (NHLA). All three organizations will gather on Thursday, August 8, 1996, at the Dell-Lea Country Club in Chichester, for a joint summer get-together.

Co-hosts for this joint gathering include D.S. Cole Growers, Gateway Gardens, Millican Nurseries, Pleasant View Gardens, and van Berkum Nursery.

The day's events include tours of the co-hosts' facilities, a series of informal educational seminars, and a trade show of over 100 exhibitors.

Recreation is hearty: NENA's traditional volleyball tournament will be held throughout the day and horseshoes, frisbee, and pick-up soccer are there for everyone. And food's hearty too: the day begins with coffee and doughnuts; lunch is a full New England Lobster Bake featuring clam chowder, lobster, steak, corn, salads, and watermelon; and hamburgers and hot dogs will be on the grill in the late afternoon.

The event will be larger (over 1000 attendees are expected) and more varied—a chance to see beyond New Hampshire, meet new people, learn some new things, and have a very good time.

Registration before July 26 for NENA/NHPGA/NHLA members is \$35.00 per person. (If you register four or more from the same company before July 26, deduct \$5.00 per adult.) Guests are \$45.00; children 12 and under are \$15.00. After July 26, member registrations are \$45.00; guest are \$55.00; and children, \$20.00. (So it's sensible to register early.)

For more, contact Bill Stockman at 603-569-5056.



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