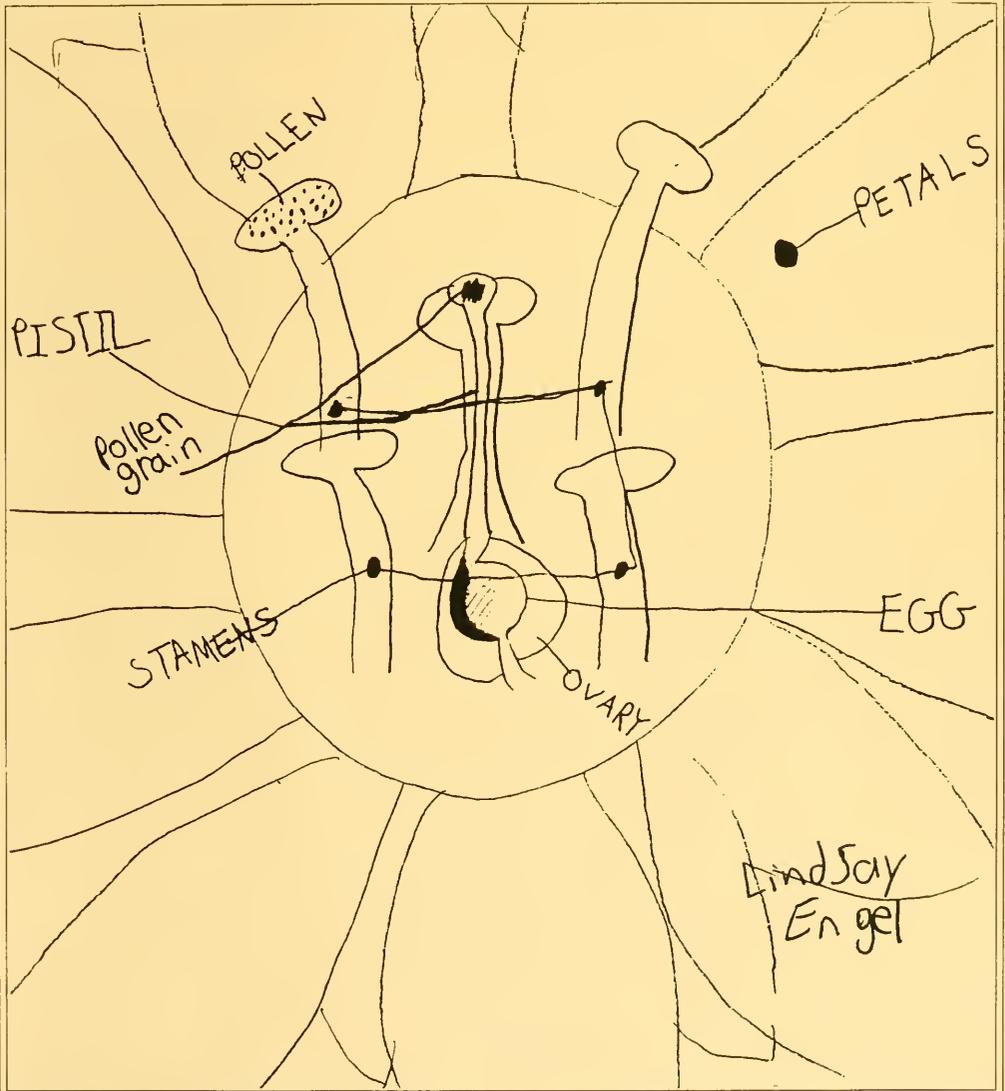




# THE PLANTSMAN



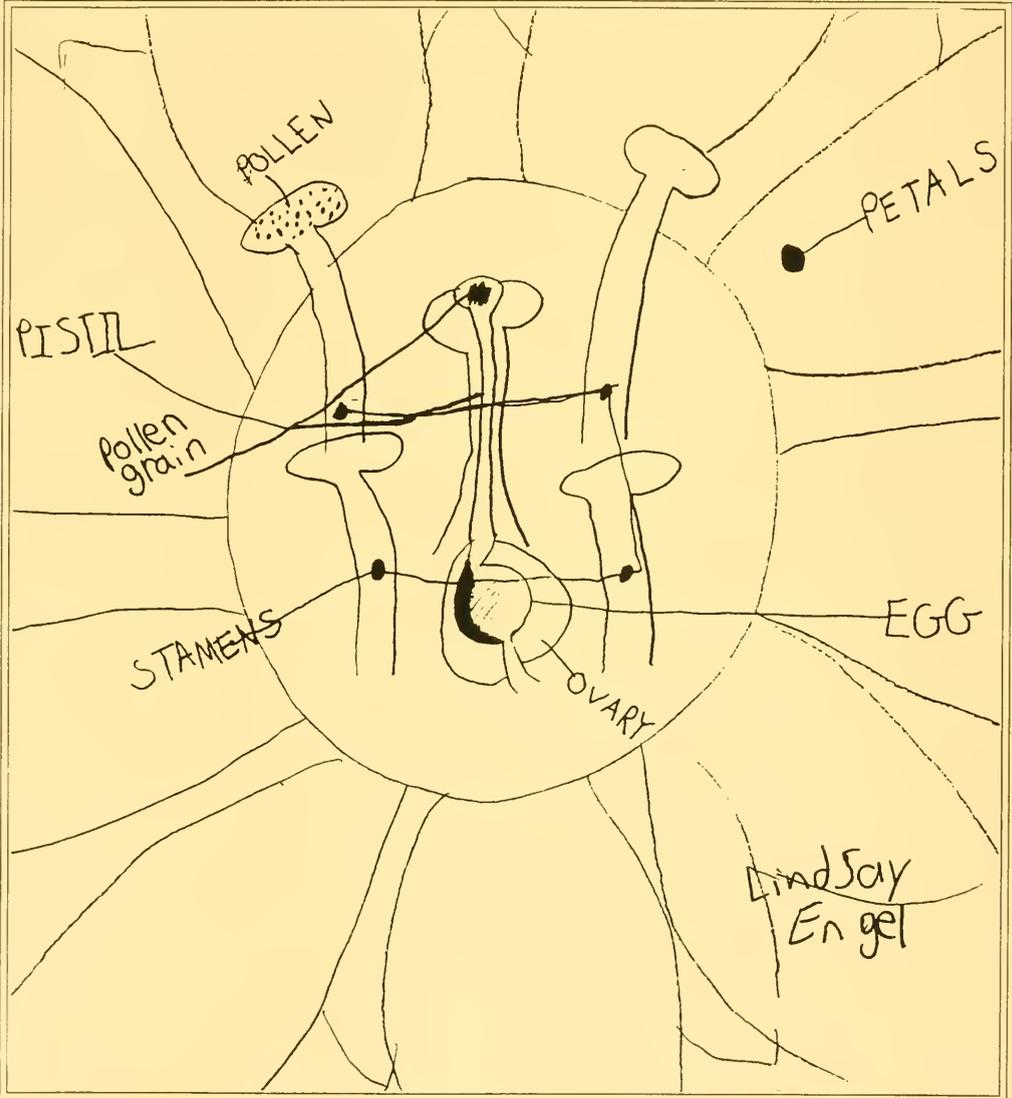
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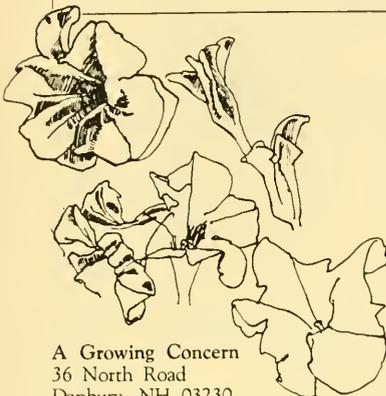


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*The Plantsman* is published in early February, April, June, August, October, and December with copy deadlines being the 5th of each prior month. While camera-ready is preferred, set-up assistance is available at a nominal fee. Free classified advertising 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.

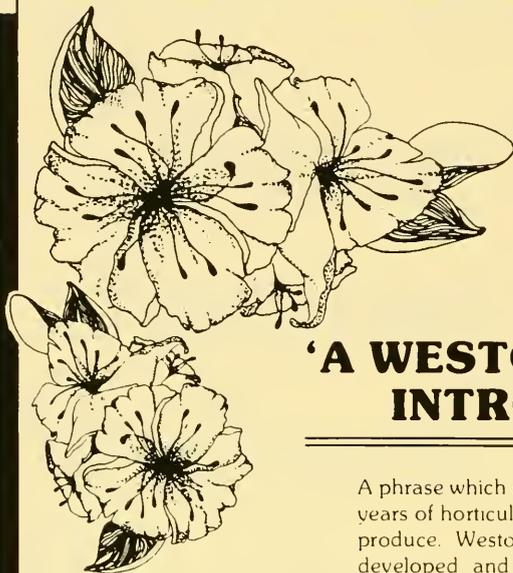
COVER ILLUSTRATION : LINDSAY ENGEL

MS. ENGEL IS A FOURTH-GRADER AT MAPLE WOOD SCHOOL IN SOMERSWORTH, NH.

SHE IS A MEMBER OF MS. BODNER'S 3 & 4 GRADE CLASS.

ALTHOUGH SHE LIKES DRAWING FLOWERS, HER FAVORITE SUBJECT IS PIGS.

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## THANK YOU, PERILLO'S

Many thanks to Perillo's Catering of Manchester, New Hampshire, for an outstanding job done at our annual summer meeting.

Also, we wish to thank them for their contributions to the New Hampshire Plant Growers' Scholarship Fund. They bought a hundred dollars worth of items at the auction and also contributed 50 cents from the price of every meal. A total of 412 people were served, so that came to \$206.00.

Perillo's catering has been in business since 1961. They are family-owned and-operated. They do family-style barbecues for all occasions and provide a wide range of menus. Perillo's can be reached at (603) 624-1212.

Thanks again on behalf of the Board of Directors.



Robert E. Demers

Any questions or suggestions on the summer meeting, please call or write to: Robert E. Demers, 656 S. Mammoth Rd., Manchester, NH 03109; phone: (603) 625-8298.

## MINUTES:

## BOARD MEETINGS

## July 10, 1991

The meeting opened at 8:45 at Demers Garden Center. Bob Demers, Chris and Jennifer were there.

Minutes and the financial report were read and accepted.

Rick Penlo, whose company is doing the cooking at the summer meeting, came by to finalize plans. There was concern about a possible high number of walk-ins, but Rick said he would have no trouble feeding whoever came. It was decided that the name tag received at registration would be the meal ticket as well.

Other details—accommodations for Gilrein, the door prize, the auctioneer—were touched upon.

The upcoming twilight meeting at Van Burkum's was discussed. It will be from five to seven on the eleventh of September; Peter will give a walk-through tour from 5:30 to 6:30; a promotional flier will be sent in late August.

There were no firm dates for the Farm & Forest Exposition yet, but once there were, planning would begin for the winter meeting.

The meeting adjourned at 9:45.

## September 5, 1991

The Board Meeting was held at Demers Garden Center; Tom, Chris, Bruce, and Bob attended.

The financial reports were read and accepted. Some money was made at the summer meeting—all the bills aren't in yet, so the amount isn't certain, but it will be a big help in balancing this year's

total budget. However, the board decided to take on no new financial commitments at this time.

The NHPGA added its signature to those of the state's other agricultural organizations to a letter drafted by Ken Marshall of the Farm Bureau protesting the elimination of the position of curriculum supervisor for the vo-tech schools upon the retirement of Martin Mitchell, the present supervisor.

Chris announced that the paying membership had increased by fifty this year. This was the goal and it was accomplished.

Plans seem set for the twilight meeting at Van Berkum Nursery on September 11; the flier promoting it has been sent out. Plans for the twilight meeting at the Conley Farm were finalized. The time was set; Bob Demers will arrange for some light refreshments; Chris will prepare and send out a flier.

A slate of officers for the coming year was discussed. Bob Demers and Bruce Holmes will remain on the Board. Richard Zoerb (Gloeckner) will join them. Other current members are welcome to stay and new people will be approached. A strong slate is needed by the winter meeting.

It was decided to have our traditional Winter Meeting, but to publicize Farm & Forest to our members and look into sponsoring a speaker there. The Winter Meeting will include a business meeting, a meal, awards, and educational talks that may be used to obtain recertification credits. The location hasn't been chosen yet.

The Board discussed whether or not to exhibit at the Granite State Flower Show in Exeter next year, but came to no decision.

The meeting adjourned at 10:30.

## OCTOBER

22 NHPGA Twilight Meeting—4-6 pm, at the Conley Farm, 437 Meaderboro Road, Rochester, NH. For information: Chris Robarge at (603) 862-1074.

24 Connecticut Greenhouse Short Course; Ramada Inn, Meriden, CN. For information: (203) 268-9000.

25 International Plant Propagators Society Area Meeting and Tours. Royal Plaza Trade Center, Marlborough, MA. For information, see "Elsewhere in the News" or contact Kathleen Carroll, UMass Cooperative Extension, Amherst, MA; (413) 545-0895.

## NOVEMBER

5 District Meeting, State of New Hampshire FTD Florists. Keene Country Club, Keene, NH. For information: Peter Collins, (603) 882-2723.

14 All Day Pesticide License Recertification Seminar. Location to be announced. For information: Nancy Adams; (603) 679-5616

## DECEMBER

3-5 New England Small Fruit & Vegetable Conference; Sturbridge Host Hotel, Sturbridge, MA. For information: Alden Miller, Waltham, MA; (617) 891-0650.

## JANUARY 1992

7-10 ERNA Trade Show. Kiamasha Lake, NY.

## FEBRUARY

10-13 PA Nursery Conference and Nursery Trade Expo, Hersey, PA.

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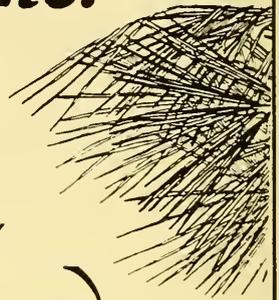
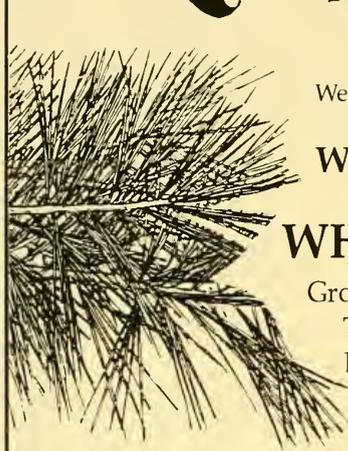
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# Retail Florists: Endangered Species?

Paul Godbout

Four retail flower shops have closed in Manchester during the last two months. The hopes, dreams and talents of their owners are dashed by what? The recession? Their own incompetence? The wire services they belong to? Each flower shop closing has its own story to tell; my purpose today is to wonder out loud about the independent, or "mom and pop" flower shop's future. There will be no questions answered, no brilliant solutions offered, only more food for thought.

Retailing, as an industry, is dominated by giants: Sears, K-Mart, Wal-Mart, McDonalds, and Exxon, to name but a few. The retail flower industry has Conroy's in California, Burnings in Florida, Royer in Pennsylvania, and—the biggest in terms of sales—Bachman in Minnesota. Locally, we have Barber Brothers in Massachusetts as an example of "big". However, "big" in the retail florist industry means dominating a very small geographic area. Did you know that largest single shop in the U.S. is McShanes's of Dallas, Texas, at approximately 12 million in sales? Bachman's, with a chain of 15, is only doing about 60 million in sales. How many of you reading this have ever heard of any of these shops or chains? The point is that the retail florist industry is fragmented, localized, and very, very small in retail dollars.

Did you know that Hallmark Cards has been test marketing flowers in Indianapolis, Indiana, and Baltimore, Maryland, in over 100 stores for a year? Hallmark is the 52nd largest advertiser in the U.S. They have marketing clout. Will they become the "McDonalds" of the retail florist industry? How can Jacques, McLeod's, Collins, Woodman's, Anderson, Mary Anne, or Garrison Hill compete with Hallmark? What if Sam Walton decides his Wal-Mart chain

needs flower sales to add to his billions? Pretty scary stuff for the approximately 45,000 independent florist in the U.S.A.

The local flower shop does have some advantages. We know our customer often by name and we work six or seven days a week to please them. Though our prices seem high to the customer, they are a good value when measured against our own annual income. We often take the order, make it, deliver it and bill it. When mistakes are made, more often than not, we—the owners—are to blame. However, do most of our customers really care who "owns" the local flower shop? As consumers, we are interested in quality, price, service, and convenience, among other things. If our customers can find flowers and plants at Hallmark, Wal-Mart, or any number of grocery stores that satisfy their needs, do they really need or want us?

I believe there will be flower shops in the future, but they will be under increasing pressure from many different competitive sources. Those that survive will provide quality (always), and service (better than anywhere) at a good value to price relationship. The consumer will not care who owns that flower shop, or whether it is a national, regional, local chain or one-person shop.



Finally let's take a look at wire services. The vast majority of flower shops belong to a wire service: i.e. FTD, Teleflora, Florafax, Carik, Red Book, etc. Typically, wire orders "In" comprise 20 percent of a shop's sales. On the gross dollar amount of the order (100 percent), 20 percent is paid as a commission to the sending florist, and an additional 6-9 percent is deducted as cost of doing business

with the various wire services. The average New England flower shop has the following cost structure:

Sales	100%
C/G/S	<u>-40%</u>
Gross Profit Margin	60%
Other Income	<u>+5%</u>
<i>delivery, wire out, commission</i>	
Adjusted Gross Profit Margin	65%
Wages	<u>-28%</u>
Overhead	<u>-26%</u>
Owner Salary/Profit	11%

Thus if a wire "In" yields 71-74 percent of the gross dollar amount, a florist can go broke fast filling wire service orders "In". The solution is to factor into the cost-of-goods formula the anticipated annual commission paid and other fees. What does it all mean? Flow-ers from a wire service-affiliated florist must be higher priced than a non-wire service-affiliated florist, all other variables being equal. If not, the wire services-affiliated florist will have less profit and/or salary.

Recently, the FTD magazine featured a New York City florist who promoted his 1-800 number for wire orders. If you sent an average \$30.00 order through this florist, he added an \$8.95 service charge. The customer paid \$38.95. The sending florist earned:

Service Charge	\$8.95
Commission	\$6.00
Rebate (through Carik)	<u>\$4.50</u>
TOTAL	\$19.45

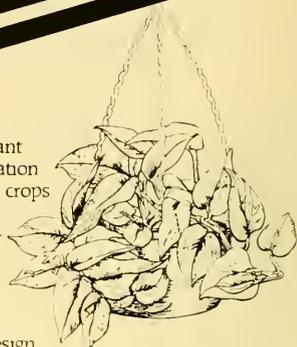
The filling florist received \$21.30 to make and deliver this order guaranteeing satisfaction (30.00 x 71%). Which florist would you rather be? No contest here: SEND-SEND-SEND!

What do you think? I love talking about the flower business. Call me at 1-800-834-0069.

Paul Godbout is the owner of Jacques Flower Shop, 111 Front Street, Manchester, NH 03102. ☘

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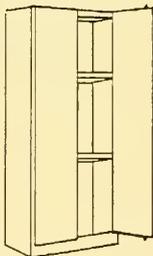
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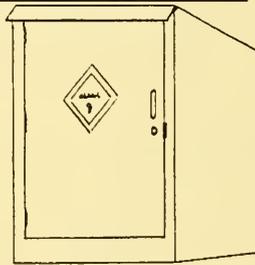
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## NEW COORDINATOR

Laurie Bryant of Hancock has been hired as New Hampshire "Agriculture in the Classroom" Educational Coordinator for the 1990-91 school year.

"Agriculture in the Classroom" is a national effort to provide support and reinforcement for teachers in the job of helping people develop an awareness of agriculture. In New Hampshire, it wants "to promote an awareness of the diversity of New Hampshire Agriculture and its contribution to the state's economy." It does this by sponsoring teachers' workshops, organizing student trips to working farms, selling educational resources (booklets, video cassettes, posters), etc.

This program depends on private funds and volunteers, but there

doesn't seem to be much input from the greenhouse/nursery industry. For more information and a chance to help out, the address is: Agriculture in the Classroom, 295 Sheep Davis Road, Concord, NH 03301; the phone number is (603) 224-1934.

## FARM DAYS REVISITED

Six hundred people attended New Hampshire Farm Days (July 27) at Knoxland Farm In Weare, according to Lynne Blye, organizer. "It rained in the morning," Lynne said, "and people couldn't be having, so that was good for us."

Three hundred people came to breakfast. Ten gallons of syrup had been donated by New Hampshire producers and the eight that weren't used on pancakes were auc-

tioned off to cover costs. Weeks Dairy (Concord) and Stonyfield Yogurt (Londonderry) contributed dairy products and yogurt to the meal.

There were twenty product exhibitors and two panel discussions were held during the day. Panelists on "Marketing" (40 attendees) included Bill Stockman (Spiderweb Gardens, Tuftonboro), Rick Hardy (Brookdale Fruit Farms, Hollis), and Sabrina Mattison (New England Anenomes, Epsom). Panelists on "Innovative Opportunities in Agriculture" (25 attendees) were Gil Sanbourne (who raises llamas at Llama-dama Farm in Lee), Les Barden (who gives horse-drawn hayrides at Barden Tree Farm in Rochester), and Laura Gund (who raises donkeys at Walnut Grove Farm in Lee). These activities are seen as sidelines; twenty-five attendees picked up ideas with which to begin profitable sidelines of their own.

Lynne would like to give "a special thanks to Knoxland Equipment, who were the hosts."

## A NEW HOTLINE

The USDA Pesticide Impact Program has set up a hotline (1-800-262-0216—between 9 a.m. and 3 p.m. EST, Monday through Friday) to give out information on re-registration of minor-use chemicals. Almost all chemicals used by the nursery and greenhouse industry are considered minor-use. Minor-use pesticides tend not to be re-registered because the cost of developing data (environmental impact, etc.) necessary for re-registration offsets any profit for the manufacturer.

The service given by the hotline is to let you know what pesticides will be or not be re-registered before this information becomes public. "This is to alert users and give them time to find an alternative," according to Rick Gomez, the program's director.

However, Gomez says that if a pesticide is not to be re-registered and a grower feels it is important to his operation, this early information can be used to try to convince the manufacturer to change its mind.

Or, if that doesn't work, the grower can request re-registration through the Minor-Use Pesticide Regulation Program's "Inter-regional Research Project #4" (IR #4). Administered by Rutgers and funded by the USDA, this very successful program has been around awhile and has done the research necessary to re-register "thousands of pesticides still on the shelves." (Doing this expensive work for the company allows the company to continue to manufacture the product without losing money.)

The liaison person for IR #4 in New Hampshire is Jim Bowman at the Department of Entomology, UNH, Durham. (Each New England state seems to have its own contact person.) Anyone interested in having an endangered minor-use pesticide reregistered can call Jim at 603-862-1159. He can give you request forms to fill out and will see that they go to the right place. The pesticides are listed according to priority; the most-requested are at the top—so perhaps your voice can make a difference.

## THE DOPE ON 'NATIVE'

(*Weekly Market Bulletin*, July 24, 1991)

Every summer, inspectors from the NHDA Bureau of Markets encounter instances in which the word 'native' is misused in the selling of farm products.

The law reads as follows: "No farm products sold, offered or exposed for sale or distribution in the state shall be labeled or described as 'native' unless the name of the state in which they were grown or produced appears immediately after the word 'native'." (This does not apply to eggs.)

It is acceptable to abbreviate the name of the state: 'Native NH' is okay. The law's intent is to allow consumers to distinguish products which are produced locally and thereby benefit the producers themselves.

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*A Partial Listing*

### BARE-ROOT STOCK

Minimum order: \$100 and 100 of one size and variety.

SPECIES	AGE	SIZE	100- 249	250- 499	500 &UP
<b>Concolor Fir</b>	2-2	6-12"	2.00	1.40	1.00
	2-0*	4- 6"	.40	.28	.20
<b>Eastern White Pine</b>	2-2	12-18"	1.30	.91	.65
	2-2	9-15"	1.20	.84	.60
	2-2	6-12"	1.16	.81	.58
	3-0	9-15"	.40	.28	.20
	2-0	4- 6"	.28	.20	.14
<b>Mugho Pine</b> <i>Pumilio</i>	2-2	4- 8"	1.20	.84	.60
	3-0	3- 5"	.34	.24	.17
<b>Red Pine</b>	3-0	8-12"	.36	.25	.18
	2-0	3- 6"	.24	.17	.12
<b>Black Hills Spruce</b>	2-2	9-15"	1.20	.84	.60
<b>Colorado Blue Spruce</b>	2-3	12-18"	1.40	.98	.70
	2-2	9-15"	1.30	.91	.65
	2-2	6-12"	1.20	.84	.60
	2-0	6- 9"	.24	.17	.12
	2-2	12-24"	1.20	.84	.60
<b>Norway Spruce</b>	2-2	9-18"	1.10	.77	.55
	2-0	6-12"	.24	.17	.12
	2-2	12-18"	1.16	.81	.58
<b>White Spruce</b>	2-2	9-15"	1.10	.77	.55
	2-0	6- 9"	.24	.17	.12
	3-2	12-18"	1.30	.91	.65
<b>American Arborvitae</b>	3-0	6-12"	.34	.24	.17
	2-3	9-15"	1.50	1.05	.75

All seedlings are root pruned  
 \*Spring 1992 only

### CONTAINER-GROWN STOCK

Minimum order: 4 trays (2 of same variety)

SPECIES	AGE	SIZE	2-6 TRAYS	8 TRAYS & UP
<b>Concolor Fir</b>	P2	3- 5"	.57	.37
<b>Austrian Pine</b>	P2	3- 6"	.57	.37
<b>Japanese Black Pine</b>	P2	4- 8"	.57	.37
<b>Mugho Pine</b> <i>Pumilio</i>	P2	2- 4"	.57	.37
<b>White Pine</b>	P2	3- 5"	.57	.37
<b>Black Hills Spruce</b>	P2	6-12"	.57	.37
<b>Colorado Blue Spruce</b>	P2	4- 7"	.55	.35
<b>Norway Spruce</b>	P2	8-14"	.57	.37
<b>Serbian Spruce</b>	P2	8-14"	.57	.37
<b>American Arborvitae</b>	P2	8-12"	.57	.37
<b>Canadian Hemlock</b>	P2	4- 8"	.57	.37

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## SBA—ROUND ONE

By the July eighth deadline, thirty New Hampshire communities (out of 235) had called for information about the National Small Business Administration (SBA) Tree Planting Program. Thirteen applications were actually completed and sent to Washington.

The \$64,000 allocated to New Hampshire was used in projects ranging from \$1000 to \$44,000.

Mary Reynolds, program coordinator in New Hampshire, says that as soon as she hears from the SBA whether or not the projects have been approved, she will notify the communities and oversee implementation.

There should be another round of grants for the next fiscal year (which began in October) and communities that didn't apply the first time might consider doing so the second. For more information, Mary can be reached at (603) 271-2214.

Also, Mary is working with Sharon Ossenbruggen in the compilation of a planting guide—*Planting Trees for Communities*. This will be available this fall and is free to anyone who asks for it.

NHPGA members might make sure their local communities know about this program. And hopefully, if your community's application is accepted (there is quite a bit of paperwork involved), you might sell some trees.

### NEW HAMPSHIRE PLANT GROWERS' ASSOCIATION SUMMER MEETING

The New Hampshire Plant Growers' Summer Meeting was a huge success. Held at Pleasant View Gardens in Pittsfield on August 14, and co-hosted by Millican Nursery of Chichester and D. S. Cole Growers of Loudon, over 400 people from all over New England attended the event. (The people coming the furthest were probably Phil and Jackie Doak from Phil's Florist and Greenhouses in Caribou, Maine—a seven hour drive.)

People toured the buildings and grounds of the three businesses and visited the displays of the seventy-three vendors exhibiting at the tail-gate trade fair.

Guest speaker Dan Gilrein of Cornell Cooperative Extension, Riverhead, New York, gave two talks. In the morning, he discussed "Putting IPM to Work for You," and in the afternoon, "Recognizing and Managing Tomato Spotted Wilt Virus." Approximately fifty people attended each talk and credit was given for pesticide re-certification. (This was Dan's first visit to New Hampshire and he was impressed by both the weather and all the hilly vistas.)

Around eleven, the smell of peppers and onions cooking began to become more noticeable. At eleven-thirty, lines began forming as an excellent all-you-can-eat barbecue (hamburgers, hot dogs, chicken, corn-on-the-cob, watermelon, etc.) put on by Perillo's of Manchester, NH, filled the mid-part of the day.

The day ended with an auction, the proceeds of which go to the NHPGA scholarship fund. Thanks go to auctioneer Darren Rushford of Pleasant View Gardens and to all the vendors who contributed items for it. (Two scholarships will be awarded at the Plant Growers' winter meeting.) And finally—the door prize drawing: Clare Hardy of Hardy's Greenhouses in Tilton, NH, won a weekend for two at the Snowy Owl Inn in Waterville Valley.

The Association thanks all who planned and worked to make the event so successful. Special thanks go to our hosts: Doug Cole, D. S. Cole Growers; John Bryant, Millican Nursery; and Henry, Jeff, and Jon Huntington, Pleasant View Gardens.

See you all next year.

## THANKS!

The New Hampshire Plant Growers' Association would like to thank the following vendors who participated in the tail-gate trade show: AMS Marketing; Atomizing Systems, Inc.; Bailey Nurseries, Inc.; Baker Valley Nursery; Ball Seed Company; Benjamin Bancroft; B. E. Supply; Blue Star Peat Moss; Bobcat of New Hampshire; Brennan Sales, Inc.; Caldwell Nursery; Cavicchio Greenhouses; Charter Oak Nursery Sales; Conrad-Pyle Co.; Cobble Creek Nursery; D. A. Posocco, Inc.; Darbo, Inc.; Day's Greenhouse; Farm Family Insurance Co.; IV Seasons Marketing; Gardenworks Marketing; Gold Star Sod; Griffin Greenhouse & Nursery Supply; Harnois Industries; Harry Stoler & Co.; Hop River Nursery; Imperial Nurseries; Jolly Farmer Products; Kingston Nursery; Knoxland Equipment, Inc.; Knuttle Nursery; Langeveld Bulb Co.; Ledgewood Farm Greenhouse Frames; Liberty International Trucks; The Little Farm; Lofts Seed Co.; Mahoney's Rocky Ledge; Medford/Baker Nurseries; Millane Nursery; Monrovia Nursery; Northeast Nursery, Inc.; Northern New England Nursery Sales; Northern Nurseries; Orchard Equipment & Supply Co.; Pargo Inc.; Pierson Nurseries, Inc.; Prides Corner Farms; Quality Plants, Inc.; Quansett Nurseries; Resource Conservation Services, Inc.; Richard D. Smith Co.; R. D. MacMillan; Roaring Brook Nurseries; Roseland Nursery; Rough Brothers, Inc.; Sharon Sales, Inc.; Skidelsky & Co.; Southern New England Farm Credit, Inc.; Spence Farm; Stanford Seed Co.; Stewart's Nursery; Syracuse Pottery; Tuckahoe Turf Farm; Van Berkum Nursery; Verbakel-Bomkas Co.; Verkade's Nursery; The von Trapp Nursery; Wageman Insurance Co.; Wales Nursery; Western Maine Nurseries, Inc.; W. H. Milkowski; Winding Brook Turf Farm; and Young's American Rose Nursery.

We thank you for coming and for your contributions to the scholarship auction. We hope that the day was as successful for you as it was for us and that we'll see you all again next year.

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## A MINI-DENDROBIUM

(*Greenhouse Manager*, August, 1991)

Researchers at the University of Hawaii at Manoa have developed 'Cathy Beck,' a miniature, seed-propagated dendrobium orchid for potted plant production. 'Cathy Beck' flowers only 18 months after germination, with the average height of pseudobulbs slightly under 2 inches at first flowering. After two years, plants remain short, with the tallest pseudobulb averaging about 6 inches.

Flowers average about 1 inch in length and 1 1/2 inches wide, with relatively narrow petals and sepals. The half-life of sprays (from the opening of first flowers until 50 percent of flowers wilt or drop) averages about 60 days. Flowers most often appear October to February.

For more: Hawaii Cooperative Extension Service, 3050 Maile Way, University of Hawaii at Manoa, Honolulu, Hawaii 96822; telephone: (808) 856-7138.

## INSECTS THAT CONTROL THRIPS...

(*Greenhouse Manager*, August, 1991)

*Hypoaspis*, a soil-dwelling mite with a voracious appetite for fungus gnat larvae and thrips," soon will be available to US growers. The beneficial insect produces about one generation a week. Dave Marshall of Northern Biologicals said his company is the only one in the country that has an EPA permit to sell them. For more: Northern Biologicals, PO Box 11, Ferrisburg, VT 05456; phone: (802) 877-3396.

## ...AND PLANTS THAT REPEL MOSQUITOES

(*GrowerTalks*, August, 1991)

A mosquito-fighting plant called Citrosa "is a plant whose time has come." Developed by Dutch scientist Dirk VanLeeni, the Citrosa plant is the result of 13 years of



combining plant tissue cultures to produce just the right insect repelling power—one leafy, lemon-scented Citrosa protects you from bites for up to 100 feet, indoors or out. One plant per room or one every 5 to 10 feet in your garden or patio should ensure you a bug-free summer.

For more information, contact Austerica, Inc.; phone: (416) 764-7485.

## ROUGH BROTHERS— New Coordinator...

Rough Brothers national sales manager Joe Tirschek recently announced the appointment of Sebrina Lovensheimer to Sales Coordinator.

"Sebrina will be our primary customer contact person when someone is interested in the status of an order or quote, including catalog orders and accessory quotes," Tirschek said.

Lovensheimer is a graduate of Eastern Kentucky University and holds a degree in accounting and business management. Collateral duties include preparation of greenhouse bench, venting, and heating quotes, as well as coordination of communication between distributors, salesmen, customers, and prospects. We wish Sebrina success in her new position.

## ...and an Award

Rough Brothers was recently presented with a "Supplier Champion" award by one of the largest commercial flower growers in the country, Yoder Brothers of Barberton, Ohio.

The award was given in recognition of Rough's quick response to the repair of 11,000 panes of glass shattered by a hailstorm at Yoder's Pendleton, South Carolina, facility in late April. Quick protection of the crops—then at a critical point in their growing cycle—and the replacement of all the glass within three weeks allowed Yoder to fill all their customer orders on time.

## NEW PRODUCTS— Preclude (TM)...

The first insect growth regulator in total release form has been introduced by Whitmire Research Laboratories, according to Jeff Martin, Sales and Marketing Manager, Horticultural Division.

PT 2100 (R) Preclude (TM) breaks the whitefly life cycle by preventing immature insects from maturing into reproductive adults. The active ingredient—fenoxycarb—acts on the hormonal system of the young whiteflies. It is also effective in control of scale.

For information, contact Whitmire Research Laboratories, Inc., 3568 Tree Court Industrial Blvd., St. Louis, MO 63122. Or phone 1-800-325-3668.

## ....And Isolite

Isolite is a porous ceramic which can be used to modify soils in order to create more favorable growing conditions. Basically, it decreases compaction and can hold water, releasing it to the plant when needed, for longer periods. Made of diatomaceous earth combined with natural binders rotary kiln fired at 1000 degrees C (1800 degrees F), the resulting material is guaranteed not to break down—ever—in soil.

For information, contact Bob Brennan at Brennan Sales, Inc., PO Box 1082, Scarborough, ME 04070; telephone (207) 883-5799.

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Let's put it another way. If your brother, son or daughter were in the fire service, would you want them exposed to the smoke and run-off from the contents of your greenhouse in the event of a fire?

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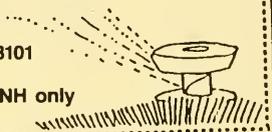
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# TWILIGHT MEETING

## Thinking Christmas in October



In October, the horticulture business is thinking two months ahead: poinsettias are growing in greenhouses across the state and at the Conley Farm on Meaderboro Road in Rochester, NH, Bill Conley is getting ready to harvest a this year's crop of Christmas trees. He'll begin November seventh.

A couple weeks before that—on Tuesday, October 22, a Twilight Meeting will be held at the Conley Farm.

Bill, who now works with his son and grandson running the place, started planting in 1968. Today, seventy-five of the farm's 400 acres are in Balsam and Fraser Fir production. The trees are grown in blocks and in an eight-year cycle. Each block is spot-cut the first year of cutting, then clear-cut the next. Ten thousand trees are cut each year.

The meeting is from 4 to 6 and around 4:30, Bill will give a walking tour of the farm. He will talk about such things as the characteristics of different trees and how to shape them to what the customer wants (with Fraser Fir, this can be difficult), weed and insect control, harvesting and dealing with stumps—basically, solid cultural information. (The tree quality here seems exceptional and the plantation is extremely well-maintained, so the information Bill gives must be information that works.)

One reason to attend is the site itself—it's a beautiful place to walk a mile or so on a late afternoon in late October.

A small 100-year-old horse barn is the only remaining structure of the original set of buildings. For those who went to the Van Berkum's and heard them talk about the beginnings of their new barn, here is another good example of fine barn construction. (The beams are hung from the rafters—there are no interior supports.) Some of the equipment used in the Christmas tree business—a bailer, an elevator for loading trees onto a truck, Vicon spreaders—will be displayed there.

After the tour, there will be a question-and-answer period and cookies and cider.

A flier with date and time and travel directions will be sent to all members—so we hope to see you there: at the Conley Farm, 437 Meaderboro Road, Rochester, on October 22. Whether you grow Christmas trees or not, it would be worth your while to see this fine operation.

If you have any questions, feel free to call Bill at (603) 332-9942. (B.P.) 

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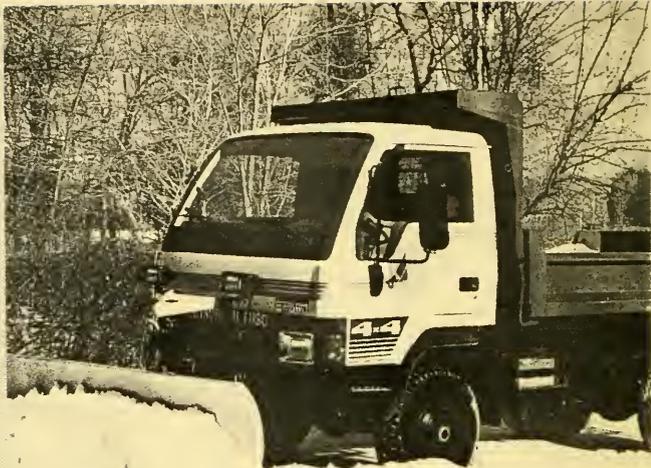
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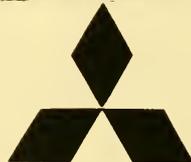
It is a truck that has survived over 5,000 miles of threatening conditions in the Australian outback to finish the 1988 Wynn's Safari Rally Race when 50% of the entrants didn't.

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# MANAGEMENT OF WHITEFLY ON POINSETTIA

Stanley R. Swier

Management of whitefly is complicated because rarely will one simple technique provide the total solution. The whitefly population erupts quickly. The selection of insecticides is limited either due to government regulations, phytotoxicity, or resistance. Lastly, there is a low tolerance for whitefly on poinsettia. Customers complain when too many whiteflies abound in the home. I will briefly summarize the current knowledge on whitefly management. All of the following pest management techniques should be considered carefully.

## EXCLUSION

Inspect plants before acceptance. Quarantine plants in a separate area, if necessary. It is much easier to prevent an infestation than to control it. Learn to identify the life stages of whitefly and search lower leaf surfaces. Screen vents whenever possible and keep doors closed.

## SANITATION

Control weeds inside and outside of the greenhouse. Eliminate nearby crops outside of the greenhouse which act as a source of infestation. Or, at the very least, spray these crops for whitefly.

## DETECTION

Use yellow sticky boards at a rate of 1-4 per 1000 sq ft. Place traps at the top of the canopy and around vents and doors. Traps will not control whiteflies but will indicate population trends, detect "hotspots", and indicate the effectiveness of chemical controls. It is very important to make weekly counts of whitefly and change traps often before they lose their effectiveness. Without this record keeping, traps are of much less value. Don't forget to check the plants for whitefly in order to develop a sense of the relationship between trap and plant counts.

## CHEMICAL CONTROL

Whitefly populations vary in their susceptibility to chemicals. What works for one grower may not work for another. Now, without Temik chemical control is more difficult. Chemical control can begin on a preventative basis with a systemic such as Oxamyl 10G. Systemics only work on young, actively growing plants and are only a partial solution. At the first

sign of whitefly on the sticky traps, begin a preventative spray program. Increase plant spacing to get better spray coverage and penetration, especially as plants get larger. Small droplets penetrate better than large droplets. Whitefly nymphs do not crawl around and contact insecticides. Spray droplets must hit them directly. Use a spraying system designed to apply pesticides to the undersides of leaves, where the whitefly feeds. Sprays are more effective if applied early in the morning when adults are less active. Make sure the proper rate is applied. Errors are very frequent. Proper application technique is as important as proper chemical selection. Even the best of chemicals will not work if misapplied.

An application every 10-14 days would be adequate on a preventative basis. However, once whiteflies are detected, reduce that interval to every 4-5 days for at least a month. Spray every 3 days if whiteflies are numerous. However, despite what I say, never violate label directions. My comments are guidelines only.

The whitefly completes its life cycle in about a month and all stages are found at the same time. Not every stage (egg, nymph, pupa, adult) is equally susceptible to cover sprays. Frequent applications are necessary to disrupt this life cycle. Don't get discouraged and keep repeating sprays. Treat the entire production area; otherwise you chase them around from spot to spot. Change chemical classes from month to month to avoid developing resistance. Remember, your goal is to get excellent whitefly control before the bracts show color. Watch for signs of phytotoxicity. Although any insecticide has the potential to cause phytotoxicity, be very careful with rates and frequency of applications with insecticidal soaps, horticultural oils, Orthene, Thiodan, and Dibrom. Other registered chemicals are Resmethrin, Mavrik, Sumithrin, Talstar, and Tempo.

Once the bracts show color, phytotoxicity and residues are a more serious problem. Avoid sprays unless certain no problem will occur on your varieties. Test the chemical on a few plants first. When bracts turn color, rely mostly on aerosols, fogs and

smokes. However, these materials only control adult whiteflies. If many nymphs are present, complete control is difficult. Use aerosols, fogs, and smokes late in the day when adults are flying for better control. Refer to the New England Greenhouse Pest Control and Growth Regulator Recommendations for more chemical control information. Be sure to follow label directions.

## BIOLOGICAL CONTROL

The use of *Encarsia formosa*, a parasitic wasp, in commercial production is rare in New Hampshire. There are several problems. Large numbers of wasps must be released weekly for 4-5 weeks or more before it becomes established. *Encarsia* is effective only against the greenhouse whitefly and not the sweet potato whitefly. Chemicals harmful to the parasites can't be used. The grower must spend significant energy monitoring the *Encarsia*/Whitefly interaction to keep the whitefly population under control. However, the proper use of *Encarsia* can reduce pesticide applications. Few growers are willing to spend the time, money, and make the personal commitment it takes to make biological control work. This is understandable, as the risks of failure are great, and the consequences disastrous. For this reason, the UNH Cooperative Extension IPM program hopes to provide practical demonstrations of biological control and use of biorational pesticides in greenhouses. More will be reported on this effort in future articles.

## SUMMARY

With proper knowledge of biology, chemical and cultural control, whiteflies can be managed. Forget about 100% control. Complete control will require the overuse of pesticides. Choose a low level that you can live with, for example 5 adults per week, per trap, and try to maintain that level. There is no magic to whitefly management, just hard work. For further information contact me or your County Extension Educator. Good luck.

Dr. Stanley Swier is an Extension Specialist in Entomology. For further information, you can write Dr. Swier at Nesmith Hall, UNH, Durham, NH 03824, or call him at (603) 862-1159. 



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# KATHAN GARDENS

## Old-fashioned Quality

One of the themes to which Dennis Kathan, owner of Kathan Gardens in Newport, kept returning was whether or not he was “old-fashioned.” He hand-waters. Yes, this is old-fashioned, but it’s done because, when plants are sold, the remainder is consolidated and new plants—maybe completely different types—fill the emptied space. (“It’s important that your bench generates all the revenue it can.”) So it may be old-fashioned to water by hand, but if your goal’s a good crop, it’s an intelligent thing to do.

You could call Kathan Gardens an “old-fashioned” family-owned business. The business was started by Dennis’s father, Oliver (Ollie), who graduated from UNH Thompson School in 1950. He first began a small greenhouse in Wendell and did landscaping in the Lake Sunapee area. In 1955, Ollie and Anne, his wife, moved to the house on the hill overlooking the town of Newport; the first crop—in a 12x48 converted chicken coop—was in the spring of 1956. The chicken coop has been replaced with a 22x72 Lord & Burnham glass house (and the glass has been replaced with poly), but the pattern of its roof line is still kept visible on a wall of the work area.

How else is Kathan Gardens old-fashioned? Well, they use loam. Each August, Dennis is out searching for the best screened loam in the area. It’s steamed and sterilized (180 degrees for thirty minutes), then mixed with peat moss and sand with a tractor in the yard. About a hundred cubic yards of this mix is stored each fall.

Then, using a blender that mixes a cubic yard at a time, this mix is combined with blonde Canadian peat (“a more fibrous type that doesn’t break

down as easily”), vermiculite, perlite, and composted bark. It’s amended with 14-14-14 osmocote; the Ph (the mix has been tested) is adjusted with lime; superphosphate is added if needed. It’s now ready to be used and is carted a half-yard at a time to a potting room beside the storage area.

“Sometimes I feel we’re still in the dark ages,” Dennis said, “but I detest the trend toward soilless mixes.” He feels soilless mixes dry out more easily and have nothing in them that will support the plant once it’s off constant feed. The plants he sells his customers last longer—and customers notice it—because the soil has more nutrients and can hold moisture while still draining well (the sand and bark help). “Sure, it’s easier to buy a trailer-load of mix, but I’m not sure it’s less expensive. All the materials I use cost far less than the equivalent amount of pre-packaged mix; you do, however, have to factor in the labor.”



Today there are eleven houses (25,000 square feet of growing area) at Kathan Gardens and—besides the family—two full-time employees, plus fifteen part-timers in the busy season. (Employees tend to stay awhile. Ken Smith, their grower—and another graduate of UNH Thompson School—has been with the business since 1961. Is this “old-fashioned” too?)

The newest house is a 4000 square-foot polycarbonate-covered Nexus house that is used as their retail plant-sales area. This was put up five years ago and is connected to a smaller wooden building that serves as a garden

center. The benches were not as full—a few annuals, geraniums, begonias—in August as they are in June, when customers fill little red wagons with plants and come back to fill up some more.

Outside are metal benches on which perennials are grown. Some are bought bare root; most are grown from seed. They are outside from early spring and can be protected from heavy frosts by electric heaters that can be put under each bench and plastic coverings that go to the ground.

All the production houses (a variety of types—Criterion, Ohlmsen...) are double-poly. In August most were empty, but there were two houses of poinsettia stock. These were covered with shade cloth—a large blanket of it over the roof and tied down at the corners.

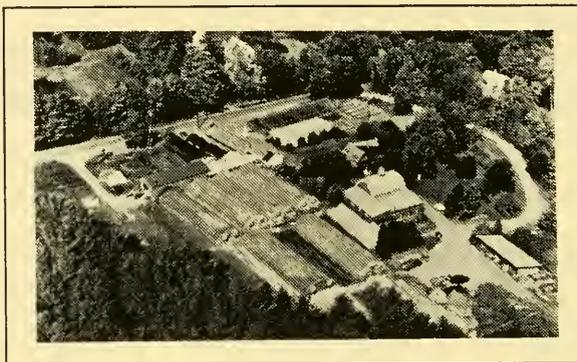


Poinsettias are a major crop. Kathan grows 20,000 cuttings for 8500 finished pots—some pots are singles, but some use four plants, some use ten...five types are grown—Top White, Hot Pink, Marble, Lilo, and Annette Hague from Ecke. Lilo is a favorite: customers like the dark green foliage and the darker red bracts. But “Lilo has a problem—it doesn’t always break where pinched, so it just doesn’t end up having the number of breaks of another plant.” So Dennis uses Annette Hague for his pinched plants and Lilo for his straight-ups.

He specializes—“We do what we do best.” They do poinsettias best. They grow a few Christmas cactus, buy in a

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few cyclamen, and sell crafts, Christmas trees, and decorated wreaths, but the one crop is basically what they sell at Christmas.

He also specializes in Fisher geraniums, a type that was developed in the Canary Islands. He likes the colors and the compact habit. The growth pattern is useful from a production standpoint as well—they grow slowly for a long time, then put on a sudden flush of heavy growth, so he can keep them pot-to-pot longer than other geraniums, making better use of his production space. He grows 15,000 4 1/2" pots.

And New Guinea impatiens is a specialty—he buys in over 6000 for 4 1/2" and 6 1/2" pots and 10" hanging baskets.

The year is orderly—well-defined. In winter, a core of three houses is kept running. On Valentines Day, some potted tulips—from the bulb cellar—are offered. And primroses and cineraria—both cool temperature crops.

On Easter, the bulk of the bulbs—daffodils, hyacinths, tulips, crocus, miniature iris—are sold. Crops of hydrangeas, miniature roses, and Martha Washingtons are for sale then too.

Mothers Day sees geranium sales and the start of the summer business in annuals. (A spectacular garden of annuals just behind the garden center should insure strong sales.) There are hanging baskets of lantana, verbena, fuchsia, heliotrope—all "old-fashioned." And there is vinca and German ivy. Kathan Gardens does a lot of business with the summer people at Lake Sunapee and in the Woodstock/Norwich area and their tastes tend toward material that is traditional, but very well-grown.

Annuals sales last until the end of July. August is quiet. Then there are 3,000 mums in September.



If there is an "old-fashioned" aspect to the overall tone, it may be somewhat calculated. Kathan Gardens is also a business with a very pragmatic, unsentimental side.

To help dry out the houses, horizontal airflow fans help circulate the air. (These are also useful when fumigating.) Equally important, Dennis has connected the air exchange system to a time clock in order to have the end vent louvers open for twenty seconds every ten minutes around the clock.

It took him a long time to decide to let in twenty seconds of cold air every ten minutes all winter, but Dennis makes two points: (1) he saves money on chemicals that would be used to combat various moisture-caused diseases and (2) dryer air is more easily heated—so he may not be increasing his oil costs.

Each of the eleven houses has its own alarm. An electrical panel with switches for all alarms is in the work area. If the heat goes off somewhere, the alarm sounds at Dennis's home and a light on the panel indicates which house is in trouble. The alarm system also dials a local security service that will phone either Dennis or his father, whoever is at home. And if Dennis is going to be away, he lets the security service know—"we like to be thoroughly covered."

Choices have been made. From 1978 until 1988, Kathan Gardens was a year-round business. Dennis was buying in foliage from Florida after the spring crop, finishing it off and re-wholesaling to flower shops and grocery stores from the Upper Valley to as far south as Milford. But he gave it up: he threw away \$50,000 in business. But he feels it was worth it. He was able to let one full-time person go; he saved on gas

and vehicle wear, time and oil. So there are lulls between crops. It's quiet for a long stretch from mid-September until Thanksgiving. And from Christmas until Valentine day. But there's plenty to do—just maintaining quality may be enough.

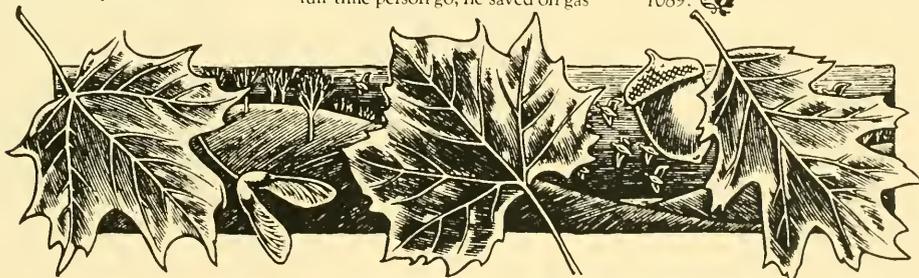


In marketing, Dennis—who majored in business at UNH—has also made choices. With the help of a small advertising firm in Newport, he's created Kathan Gardens' own newsletter. It's a two-color four-page quarterly full of information about new crops and tips for caring for them at home. (How much light do primroses need? What can you do to get rid of mites?) There are pictures of Ollie and Anne and of Dennis and his family. We see children Kristie and Andrew planting their vegetable garden and wife Jill decorating wreaths. Relentlessly cheerful, the newsletter seldom asks you to buy—it merely makes Kathan Gardens appear to be the only place you'd ever want to go. And of course there are coupons—usually a back page full of them.

Outside of word-of-mouth and "a good sign on the road," this is Kathan's only advertising. Dennis feels it's best to aim toward a known market. It seems to work—he has a mailing list of over 2000 and gets lots of coupons back.

So underneath it all is old-fashioned business sense. Again, another choice has been made—to grow slowly and to develop a large and loyal local market. But "old-fashioned quality"—what customer—anywhere—doesn't want that? Kathan Gardens should continue to do well. (B.P.)

For more information, write: Kathan Gardens, RFD#3, Box 214, Newport, NH 03773, or call Dennis at 603-863-1089.



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# A VIEW FROM THE ROAD

Nancy E. Adams

The chance to travel and visit greenhouse and nursery businesses always points out new and different growing and management techniques. Recently, eight UNH Cooperative Extension Agricultural Educators and Specialists took a driving tour down the northeast corridor visiting ornamental and fruit operations. Stops in Connecticut, New York, New Jersey, Maryland and Washington D.C. were designed to include both large and small size wholesale and retail businesses. Here are some ideas that you may want to adapt to your particular situation. I hope you enjoy the tour!

**THE GARDEN BARN** in Connecticut utilized old tires as the support structures for a retaining wall. Filled with soil, the tires were stacked at a slight angle and have remained firmly in place for a number of years.

**THE GARDEN BARN** also places container grown chrysanthemums in an unused portion of their parking lot. During the busy spring months, the entire parking lot is full of happy customers. As the season pro-



gresses, the overflow lot is converted in useful growing space and it provides a colorful outdoor display area for late summer mum sales.

**MATTERHORN NURSERY** in Spring Valley, New York, offered number of interesting business ideas. Growing and selling primarily water and landscape plants, their customer base is upscale New Yorkers seeking unique and unusual plant materials.

Designed for longevity and beauty, these propagation beds are made from pressure treated lumber. Raised beds filled with an "artificial" mix can be used in many situations where native soil and terrain are unsuitable for inground propagation.

Display gardens are an integral part of Matterhorn Nursery. Not only do they showcase the plant material on sale at the nursery, they also are used as a teaching and demonstration tool. Their plans call for expanding the display gardens to include an arboretum where customers can stroll and relax. The beauty of display gardens can greatly enhance any sales yard!

An eight-cell decorative plastic basket filled with a mixture of herbs (photo left) is being sold as a ready-made indoor windowbox garden. No transplanting is required by the customer and the deep cells provide ample space for root growth. Matterhorn also fills similar baskets with annuals such as impatiens.

Cooling of greenhouse environments can be a challenge during warm summer months. This is a "Humidifan" (photo left) manufactured by Jaybird Manufacturing Inc. of Centre Hall, Pennsylvania. A thermostat regulated the operation of the oscillating fan which disperses a fine mist of water averaging below 25 microns in size. Matt Horn has been very pleased with this cooling system.

**BEHNKE NURSERIES INC.**, of Beltsville, Maryland produces a large number of annual and perennial plants as well as nursery stock. To increase point of purchase sales in their outdoor areas, they have built moveable sheds which contain seasonal dry goods such as fertilizers and pesticides. For example, when roses are in bloom, the shed would

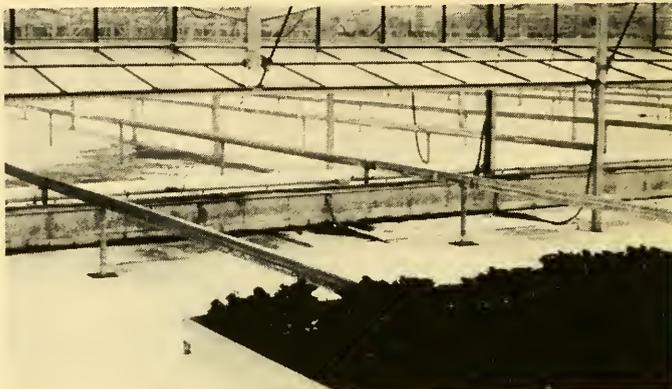


be relocated to that sales yard to encourage customer purchases of related dry goods.

Perennial plant sales in the spring can be particularly difficult when the plant is not yet in bloom. Beyond color-photograph sales tags, Behnke Nurseries displays large specimen perennials which are forced into bloom early in spring. A stencil on the pot indicates that it is for display only. Because of their size, these plants can then be used for propagation purposes.

As customers become more discerning and look for specific plants, a "plant locator" or location listing of the plants in your nursery can help self-service customers. Of course, this requires some clear aisle marking to direct customers in the right direction.

To encourage multiple perennial plant purchases, MCNAUGHTENS NURSERY, New Jersey, groups together different perennials with similar color schemes. Arranged at the end of sales benches, the colorful flowering

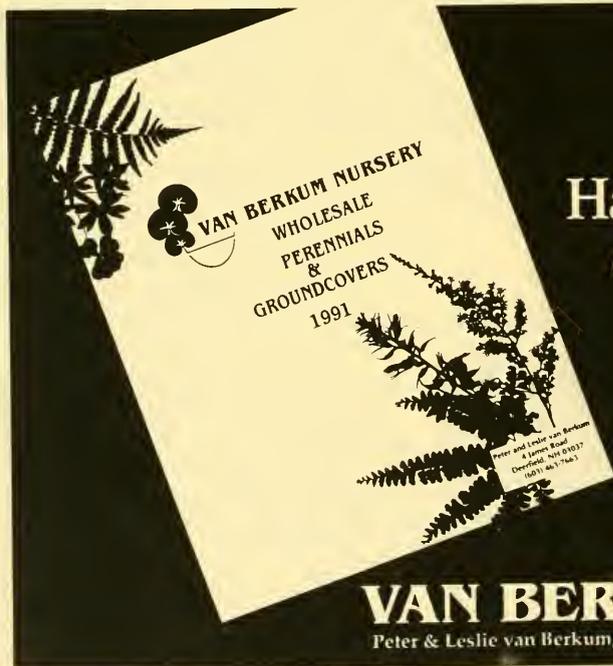


perennials provide useful gardening ideas.

Double cropping in a greenhouse takes on a new meaning when Orie Van Wingerden, VAN WINGERDEN GREENHOUSES, New Jersey, speaks. A motorized assemble (photo above) moves bedding plant trays from the greenhouses to the outdoors. This allows an additional crop to remain on the greenhouse heated floor thereby maximizing

the growing space. Minimal labor is required due to the automatic outdoor watering system. A similar set up is now in place in New Hampshire at D.C. Cole's business.

Nancy E. Adams is Extension Educator, Agricultural Resources, UNH Cooperative Extension, Rockingham County. For information write Nancy at Rockingham County Extension, PO Box 200, Epping, NH 03042. Or call (603) 679-5616. 🌿



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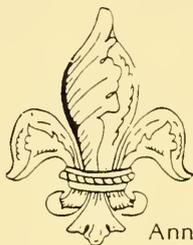
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# PROMOTING YOUR BUSINESS WITH A SPECIAL EVENT

Tina Sawtelle

**H**ave you considered having a special event to promote your business, gain media coverage, increase sales to current customers, and gain new customers? A special event can range from an open house where you offer specials and some refreshments to such elaborate events such as a mini-fair, a Christmas Festival of Trees, a Poinsettia Festival, a Hardy Mum Fall Festival, a Daffodil Festival, or a Spring Garden Party, depending on the season.

Following is a potpourri of hints to make your special event a great marketing tool:

- ☞ Have one unique attraction that you can call your own, that sets you apart from the rest. This proves to attract people as well as the media. "Come see our 14' snowman made of poinsettias."
- ☞ Develop a press release about your event and send with a picture to your local newspapers. Invite the media to attend your event for coverage. Develop follow-

up press releases with pictures for post-event coverage

- ☞ Have food! Its amazing how food draws people to events. Refreshments seem to have a dramatic impact on sales.
- ☞ Design buttons, T-shirts, balloons, or stickers as a promotional tool. The best promotional items are those that have a use to the customer and those that "hang around"—like a magnetic refrigerator note clip.
- ☞ Have a contest and award a trophy or prize. This makes great local news for a press release!
- ☞ Demonstrations and workshops are great at a special event. Give a workshop on designing a perennial bed, decorating a wreath, or pruning a tree. And of course all the items needed you have for sale.
- ☞ Have entertainment. Anyone can be a clown. Develop a business mascot that is always at your business's special events and

busy weekends. Music is always a nice addition.

- ☞ Put forethought into your event. Be sure your insurance covers anything you are doing. Check with your insurance about outside vendors and how to treat them. If parking could become a problem, be sure you have an alternate plan.

The ideas and possibilities for a special event are endless! Make yours unique! If planned well and promoted properly, it is sure to be a big success!

Remember—marketing is one of your business tools to success!

*Tina Sawtelle, principal of Sawtelle Marketing Associates, consults with agricultural direct retail businesses on marketing and merchandising. In addition, she teaches agricultural business management techniques at the Thompson School at UNH. For more information, call (603) 659-8106 in Lee, NH.*



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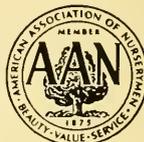
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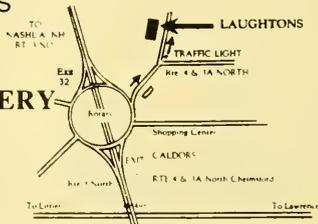
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# DWARF ALSTROEMERIA

## A Primer

( from an article by Phil Gardenier in *GrowerTalks*, August, 1991)

**D**warf Alstroemerias are liked for their vibrant colors and long-lasting blooms. They are excellent garden and patio plants. Alstroemeria is an excellent cutflower because the flowers have a long vase life; they are also long-lived in the garden. The plants are sold to customers in 6- or 7-inch pots. They can be used as houseplants, then planted outside.

### PROPAGATION

Alstroemerias are currently propagated by two methods: by seed or asexually, by runners or tissue culture. Plants perform differently depending upon how they're propagated. In general, alstroemerias produced from seed don't achieve consistent height or color and command a lower price on the market.

### GROWING ON

**Soil:** Use a light well-drained (1/3 peat, 1/3 perlite, 1/3 bark is one possibility) mixture. This mixture is recommended for a slower development of the root system. If the roots develop rapidly and fill the pot completely, the plant may go dormant and stop producing stems. Alstroemeria likes lots of water, but it is susceptible to soil diseases, so don't saturate the soil.

**Transplanting:** Transplant into 6- or 7-inch pots, placing one rhizome per pot just below the surface of the soil.

**Temperature:** Temperature and light intensity are important in keeping the plants flowering. The temperature should be below 65 F ( 50-60 F is best), and the light intensity should be high. In a warm room, the plant will survive only a few weeks.

**Light:** Additional lighting of 13-16 hours may help the plants to flower earlier, although lighting shouldn't be supplemented earlier than 1 1/2-2 months after planting. Plants need the opportunity to develop plenty of foliage before flowering shoots are initiated.

Outside, choose a location with

morning sun and afternoon shade.

**Fertilization:** Before planting, amend the potting soil to make it slightly acidic (pH 6.0 to 6.5). Alstroemerias are heavy feeders, so a constant feed with 20-10-20 fertilizer is recommended. Prevent the soil from drying out or accumulating salts (this will cause foliage to yellow). Leaves may also discolor from iron deficiency or, possibly, a high pH. Apply iron chelate and/or magnesium sulfate to alleviate yellowness.

**Pests and Diseases:** Alstroemeria is usually not very susceptible to diseases, but the following precautions are advisable:

Make sure your crop stays dry and leave enough space between plants for adequate ventilation.

Spray regularly for aphids, whitefly, thrips, catpillars, slugs, botrytis, rhizoctonia, and pythium.

Because alstroemeria tissue is sensitive, avoid chemical weed killers.

**Harvesting:** Harvest time is usually in three to four months, depending on the time of year. Plant alstroemerias grown from runners in January to have plants ready for sale in May.

### VARIETIES

Three genetic dwarf types of alstroemeria, propagated by runners, are currently marketed under the name 'Little Princess Lily.' All three grow 8-16" tall: 'Mira' is lilac or purple; 'Silvia' is bright red; 'Marita' is pinkish-red.

This year, Ohio growers reported the first commercial experience with 'Little Princess Lilies.' 'Mira' performed particularly well. Although not always grown in optimal environments, 'Mira' developed into a profusely-flowering plant no more than 12-14" high.

When pure parent lines of alstroemeria have been established, uniform F1-hybrids will be produced by seed. At this time, no pure lines have been established and hybridizing results in a wide variety of colors and heights.

Phil Gardenier is area export manager for Van Staavern/Aalsmeer, in Aalsmeer, Nederland, which does breeding research for developing new potted plant varieties. Little Princess Lilies are available from Van Staavern/Aalsmeer. 

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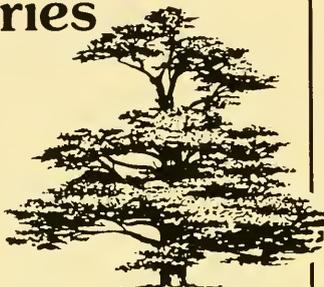
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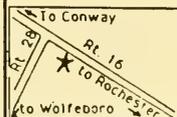
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# EXTRA! EXTRA!

## Hold That Date!

Most greenhouse, nursery, and sod growers haven't thought much about it yet, but those people holding private pesticide applicator permits will need to be recertified in 1993. There are two ways to do this. Retake the exam or accumulate 4 CORE and 8 COMMODITY credits by the end of the recertification year (in this case 1993). That's why recertification credits have been offered recently at meetings (New Hampshire Plant Growers Summer Meeting and Griffin Greenhouse's Open House).

In April of this year, New Hampshire moved to a partial credit system for the recertification of private pesticide applicators. Under this system, permit holders will be able to accumulate credits over the entire 5 year recertification period as they attend educational meetings that offer credits. Unfortunately, for the greenhouse, nursery and sod categories, the next year in the recertification cycle is 1993. This means that there is a little less than 2 1/2 years for you to acquire credits. Keep in mind that since 12 credits are required for recertification and approximately 1 hour of teaching equals one credit, there is no way to recertify by attending just one all-day meeting. With that in mind, it might be wise to start watching NHDA's Weekly Market Bulletin for postings of approved seminars.

There is an all day seminar coming up in November that has been designed to offer 4-6 recertification credits. It will be geared primarily toward greenhouse growers (although some CORE credits will be offered). Sponsored by UNH Cooperative Extension, it will be held on November 14 and will feature Dr. Richard Lindquist of Ohio State. The program will run from 9:30 am to 4:00 pm. Notices will be sent shortly to all New Hampshire private pesticide applicators in the greenhouse category. If you do not receive a notice and registration form by mid-October contact your county UNH Cooperative Extension Agricultural Educator. Keep an eye out for a program this winter that will be designed to provide credits for those in the nursery category.

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