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# The Plantsman

NEW HAMPSHIRE PLANT GROWERS ASSOCIATION  
August & September 1993





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# The Plantsman

NEW HAMPSHIRE PLANT GROWERS ASSOCIATION  
August & September 1993



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**August**

**AUGUST 18** *New Hampshire Plant Growers' Association Summer Meeting*, Elliott & Williams Roses, Dover, NH; for information: Bob Demers, Jr., at (603) 625-8298.

**AUGUST 18-19** *Pennsylvania Landscape and Nursery Trade Show & Conference*, ExpoMart, Monroeville, PA; for information: (717) 238-1673.

**AUGUST 19** *Vermont Plantsmen's Association Summer Meeting*, University of VT Horticulture Research Center, South Burlington, VT; for information: Scott Pfister at (802) 244-7048.

**AUGUST 24** *6th Annual R.D. MacMillan Trade Show*, New England College, Henniker, NH; information: (617) 746-4106.

**AUGUST 25** *UNH Cooperative Extension Cut Flower Twilight Meeting*, Norm Porter's Greenhouse, Lebanon, NH; information: Charles Williams at (603) 862-3207

**AUGUST 26** *8th Biennial Griffin Greenhouse & Nursery Supplies Open House*, Tewksbury, MA; information: (508) 851-4346.

**AUGUST 26-29** *International Orchid Show*, Singapore; information: Sharon Janssen, Expoconsult, phone/fax (619) 741-8075.

**AUGUST 31** *UNH Cooperative Extension Cut Flower Twilight Meeting*, Hillsboro County Extension Office and Butter-nut Farm, Milford, NH; information: Margaret Hagen at (603) 673-2510.

**September**

**SEPTEMBER 8** *Massachusetts Certified Landscape Professional (MCLP) Exam*, Eastern Agricultural Center, Waltham MA; information: (617) 431-1617.

**SEPTEMBER 17** *New Hampshire Composting Conference*, Center of New Hampshire Holiday Inn & Convention Center, Manchester, NH; information: Nancy Adams (603)659-5616.

**SEPTEMBER 22** *NHPGA Twilight Meeting*, 5:30 pm at Carpenter's Olde English Greenhouse & Florist, Newmarket, NH; information: Rob Carpenter at (603) 659-3391.

**SEPTEMBER 28-30** *International Conference on Thysanoptera*, University of Vermont, Burlington, VT; for information: Bruce Parker at (802) 658-4453.

**SEPTEMBER 29-OCTOBER 2** *Society of American Florists' 109th Annual Convention*, The Breakers, Palm Beach, FL; information: SAF at 1-800-336-4743.

**October**

**OCTOBER 1** *International Plant Propagator's Society/Third Annual Northeast Area Meeting*, cosponsored by UMass Cooperative Extension and Smith College, Smith College Campus, Northampton, MA. For information: Kathleen Carroll at (413) 545-0895.

**OCTOBER 2** *Grand Opening, Sugar River Valley Regional Technical Center*, Newport, NH; information: Frank Fahey at (603) 863-3759.

**OCTOBER 2-5** *26th Annual Conference, Professional Plant Growers Association*, Tampa Convention Center, Tampa, FL; 1-800-647-PPGA.

**OCTOBER 20** *NHPGA-sponsored Pesticide Applicator Recertification Program*, Granite Stree Bar & Grill, Manchester, NH; information: Chris Robarge at (603) 862-1074.

**OCTOBER 20-21** *UNH Cooperative Extension Specially Field Cut Flower Workshop*, location TBA; information: Margaret Hagen at (603) 673-2510.

**November**

**NOVEMBER 5-8** *Association of Specialty Cut Flower Growers' 6th National Conference*, Doubletree Hotel, Overland Park, Kansas; information: Alan Stevens at (913) 532-5173.

**NOVEMBER 7** *Joint Meeting, FTD Districts I-C and I-D*, Sheraton North Country Inn, West Lebanon, NH; information: Ray Savage at (603) 352-1155.

**And Looking Ahead...**

**JANUARY 12, 1994** *New Hampshire Plant Growers' Association (NHPGA) and New Hampshire Landscape Association (NHLA) Joint Winter Meeting*, Granite Street Bar & Grill, Manchester, NH; information: Peter van Berkum at (603) 463-7663.

COVER: LINOCUT BY HEATHER MILLER

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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 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*.

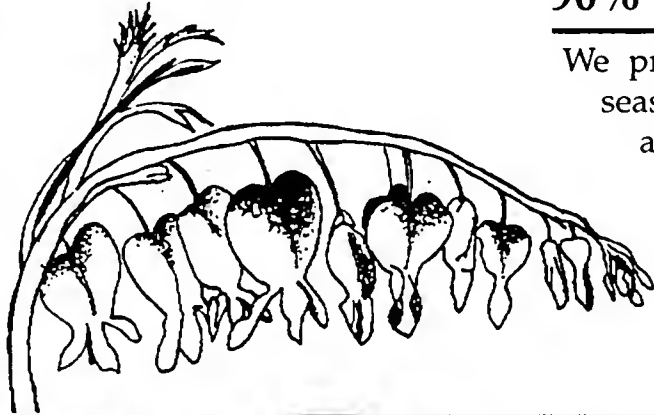
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For further information, please contact the editor: Robert Parker at the UNH Research Greenhouses, Durham, NH 03824, (603)862-2061, or PO Box 5, Newfields, NH 03856, (603)778-8353.

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# Perennial Plant Container or Pot Sizes

Peter van Berkum

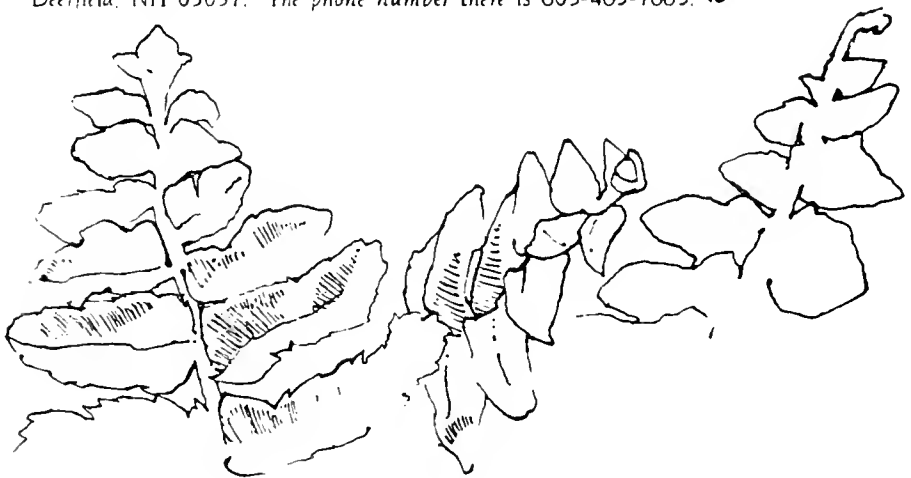
THERE IS GREAT CONFUSION in the perennial industry about the different pot sizes. How big is a one-gallon container? What is the difference between a true gallon and a trade gallon? The Perennial Plantgrowers Association, an international organization of perennial growers and designers appointed a committee that came up with the following guidelines. Perhaps these will help you understand what you are actually receiving or selling.

The following plant container maximum and minimum dimensions are the limits recommended for plant containers classed below. The two dimensions are height and inside top diameter.

CONTAINER CLASS	VERTICAL HEIGHT (Max - Min)	INSIDE TOP DIAMETER (Max - Min)
2 1/4" SQ.	3.50" - 1.75"	2.50" - 1.75"
3" SQ.	4.00" - 2.25"	3.00" - 2.50"
4" SQ.	4.00" - 3.00"	4.00" - 3.50"
4 1/2" SQ.	4.50" - 3.50"	4.50" - 4.00"
1 QUART	5.00" - 4.50"	4.75" - 4.25"
3 PINT	6.00" - 5.00"	5.25" - 4.50"
2 QUART	6.00" - 5.75"	6.00" - 5.25"
TRADE GALLON	7.00" - 6.00"	6.75" - 6.25"
1 GALLON	7.00" - 6.00"	7.50" - 6.00"
2 GALLON	8.75" - 7.50"	8.75" - 7.50"
3 GALLON	10.00" - 8.50"	10.00" - 9.50"

Unclassified: Any container of which any one of the two dimensions does not fall within the above specifications.

Peter and Leslie van Berkum own and operate van Berkum Nursery, 4 James Road, Deerfield, NH 03037. The phone number there is 603-463-7663.



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**Michaud Twilight Meeting**

On the evening of June 16, a perfect spring evening, over 30 NHPGA members and friends visited Michaud's Nurseries & Greenhouses on Route 85 in Exeter.

Kent gave guests a tour of two memorial gardens (to his father and to a cousin), the plastic recycling depot, the new irrigation system (the well—its site decided by a willow dowsing rod—produces 70 gallons a minute), the orderly blocks of potted perennials. Respect for the land emerged as a major theme as Kent discussed his use of the remaining woods as a place to grow shade plants and Michaud's specialization in native and wildlife-sustaining material.

The display garden's pool and waterfall were still under construction, but refreshments were served in the gazebo nearby. Conversation continued until dusk.

Our thanks to Kent and Caroline and the staff at Michaud's for the fine hospitality. 🌸

**Florists Unite!**

*Valerie Dawes*

**THE PROBLEM**

The floral market is becoming saturated and many fine florists are losing their foothold in the industry. Florists are losing business due to:

- 1) Mass-selling at supermarkets, department stores, one-stop home improvement centers, and craft chains
- 2) Smaller out-of-the-home florists, and free-lancers
- 3) Roadside vendors
- 4) Schools, Scouting organizations, and non-profit groups
- 5) Landscapers and plantscapers crossing into the gray area of "floral needs"

The above groups see the opportunity to sell a product and make a profit. Most are able to charge a lower price either because of more buying power, lower profit margin, or low overhead.

Who are we to deny them business and censor the lines of product they sell?

How can the dignity of the floral industry be saved? How can florists stay in business? The line between a florist and a person who sells flowers or floral product is becoming very muddy.

**CATCH-22**

Some wholesalers, growers, and other suppliers are selling to "unconventional" buyers to maintain their volume of business. Some florists are buying direct from "unconventional" sources to get a wider range of product or a better price.

The bottom line is: everyone needs to maintain their volume of business, and to continue to buy quality product at the best price.

Who will benefit if the florist succeeds?

- 1) Wire services and affiliations
- 2) Cut flower suppliers and wholesalers
- 3) Local growers
- 4) Large greenhouses and plant suppliers
- 5) Large cut flower growers and farms

As the florists falter, the above mentioned can—and *are*—finding alternative buyers for their product and services. Should florists convince them of the need to encourage a healthy retail florist industry?

**THE SOLUTIONS**

There is a need for some type of Board of New Hampshire (or Northern New England) Florists to work closely with other florists, show others the need to promote the industry, and give suggestions on how to survive the "New Competition."

What is the successful florist doing right?



*Be competitive*—not with the flower shop across town, but on a larger scale—with supermarkets, card stores selling roses, and Boy Scouts selling Christmas Wreaths.

*Increase your knowledge*—read industry related guides, and publications. Make Friends with other florists, share your knowledge—band together

*Go to meetings*—get involved with anything to promote your business. It's awful easy after a hectic day in the shop to not want to travel to a design show or business meeting, but your livelihood might depend on it!

*Gain buying power* and know how to use it. Investigate co-op buying with the new florist friends you met at that meeting.

*Promote your professionalism.* Your knowledge and skills put you above the new competitors.

**Today's  
floral industry  
is changing,  
and the  
successful florist  
must look at new  
techniques  
and strategies  
in order to keep up!**

*Demand support* from those whose business you support. Show the wire-services they will loose your business if they continue to serve the chainstores and supermarkets. Tell your wholesaler you will not stand line to buy a roll of ribbon next to one of your very own customers.

*Know your market and your competition*—now that the competition is the hardware store selling geraniums, the grocery store selling roses, the lady next door doing silk weddings, what will you promote and capitalize on? What will you avoid?

*Look closely at your pricing system*—do you have one? Should you charge as much for ten stems of loose wrapped cash & carry flowers as ten stems with gyp, greens, boxed, bowed, delivered and charged? How do other florists price?

*Keep records, know your holidays*—Valentine's 1993: How many roses bought, sold, dumped? Is this information at you fingertips? How will you use this information next year? (In January—not February 10th—that's not the time to decide how many to buy!)

*Valerie is at Bay State Florist Supply, 3 Perimeter Road, Manchester, NH. She can be reached at 603-622-6300.*



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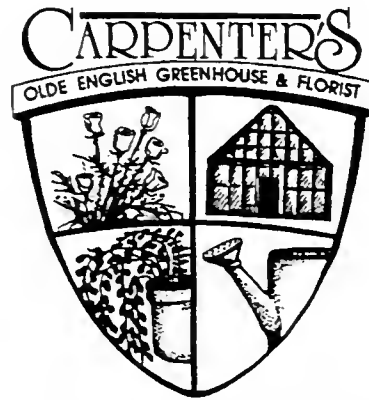
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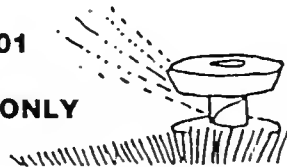
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**A Fall Emphasis on Field Cut Flower Production**

The UNH Cooperative Extension is organizing two late-August Twilight meetings and a two-day October Seminar on field cut flower production. (All are listed in this issue's calendar.)

The August 25th meeting (5-8 pm) at Norm Porter's Greenhouse in Lebanon will let people see a good-sized field cut flower operation.

On August 31 (again from 5-8 pm), the meeting will begin at the Hillsboro County Extension Office, then move to Butternut Farm nearby. Topics discussed will include diseases, post-harvest handling, and the UNH trial gardens. And there will be a grower panel. The meeting should be full of very useful information.

Then, in October, a series of workshops on Specialty Field Cut Flowers in Northern New England is being held in the three northern states. In Maine, the workshop is on October 19-20; in Vermont, October 21-22; and in New Hampshire, October 20-21.

Still in the planning stages in early July, speakers and topics in New Hampshire include Andy Senesac (weeds), Dan Gilrein (insects), Margery Daughtry (diseases), Lois Stack (new varieties), Nancy Adams (woody plants for field cut flowers), Vern Grubinger (soil management), Charles Williams (extending the growing season), Mark Bridgen (post-harvest handling), and Mike Scibarrasi (business management for the beginner).

Information on location and cost will be forthcoming.

**A New Regional Composting Facility**

Effective July 1, 1993, the State of New Hampshire has banned the landfilling and incineration of leaf and yard wastes.

On July 1, 1993, the Rochester,

New Hampshire, Organic Waste Composting Facility will begin accepting leaves, brush, wood chips, and stumps. Other organic wastes such as sludge and wood ash will be accepted when the facility begins operation in late fall.

This new facility is being built by International Process Systems, Inc. (a Wheelabrator Clean Water Company) and Waste Management of New Hampshire to service communities and commercial customers wanting to recycle their sludge and yard waste. It will have the capacity to process approximately 75 wet tons (20% solids) of sludge on a daily basis. A shredder will be available to grind yard waste. Mulch and compost made from mixes of sludge cake (14-35% dry solids) and yard waste will be available for sale.

The facility is large: in fifteen bays inside a 44,000 square foot building, an agitator will mix, agitate and move 22,000 wet tons of sludge and 11,000 tons of yard waste a year. A planned expansion will give 15 additional bays of ca-

capacity.

For information about both dumping and obtaining the finished product, contact Andrew Bosinger, Project Manager, at 1-800-682-0026.

**A New Publication**

A new publication that seems large enough to be called a book will be available from the New Hampshire State Division of Forests & Lands in late fall. *Selecting Trees for Urban Landscape Ecosystems: Hardy Species for Northern New England*, a gathering of information on trees appropriate for New Hampshire's climate, is being written by Mary K. Reynolds, Urban Forester, and Raymond M. Boiven, Regional Forester. 400 pages long, dealing with 150 cold-tolerant species—both native and exotic, the book should be useful to urban planners, landscapers, and nursery operators.

And initially, it will be free. For a copy, contact Forests & Lands at (603) 271-2214.

(Another book brought to the



**TIPS**

*From the Griffin Guru*

THE LAST THING YOU PURCHASE

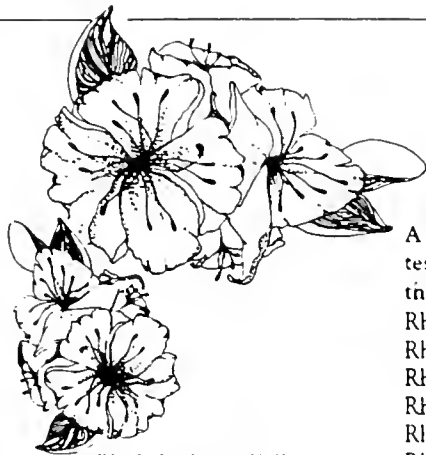
Very early in my career at Griffin's, I arrived at a customer's place to make my delivery on a beautiful crisp New England day. Looking around for someone to sign the delivery slip, I found them all in the NEW greenhouse.

Newly built, it had a full cement floor, new-style heating system with electric valves to control the steam, new 20-inch wide glass to let in more light, and all-metal benching.

On these benches was a crop of geraniums put in just the day before. Those geraniums were the darndest color black and everyone had a water hose, trying to save them.

The one thing the new house still needed was a temperature alarm sensor installed and hooked into the rest of the complex.

Have you tied in yours yet?



Rhododendron PMJ  
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| Rhododendron Aglo (1964)*                  | Azalea Pink and Sweet (1963)*   |
| Rhododendron Olga Mezitt (1964)*           | Azalea Parade (1963)*           |
| Rhododendron Weston's Pink Diamond (1964)* | Azalea Golden Showers (1963)*   |
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FLOWERING HANGING BASKETS

editor's attention is the 1993 edition of *Kerr's Cost Data for Landscape Construction*, published by van Norstrand Reinhold, New York. The book contains the most recent cost data for what seems to be a complete range of services and materials—selective clearing, footbridges, flagpoles.... There's a big section on Trees, Plants, and Ground Covers, and another on Landscape Maintenance. The data includes average costs for crew, installation, and materials.

Obviously, most professional landscapers know of this book (this is the thirteenth edition), but those who do a little landscaping on the side may not. It's a good reference point for your own job estimates and for prices in general.

There's a copy in the UNH Biological Sciences Library in Kendall Hall.)

**Updates:**

**FFA**

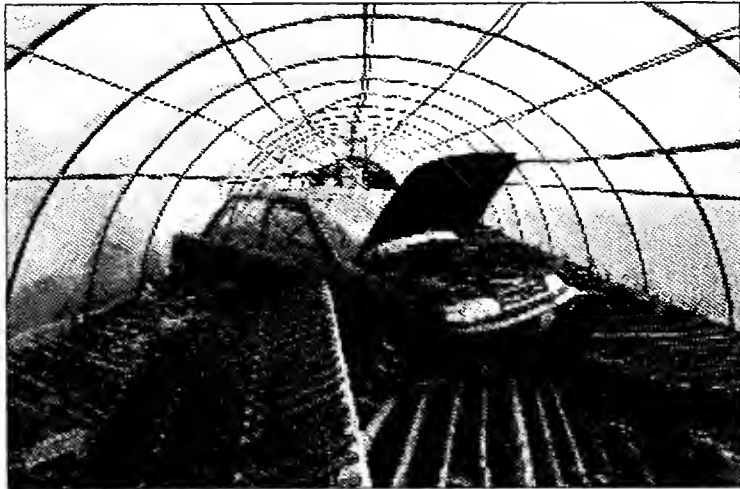
The Granite State FFA held its annual Floriculture and Nursery/ Landscaping competitions at the University of New Hampshire, Durham, on May 7, 1993.

In Floriculture, 35 students representing seven schools competed in such categories as floral arrangement, job interview technique, and plant identification.

The schools competing were Alvirne High School (Hudson), Coe-Brown Academy (Northwood), Conant High School (Jaffrey), Dover High School, Fall Mountain Regional High School (Alstead), Pinkerton Academy (Derry), and Somersworth High School.

Top individuals were Merideth Davis (Fall Mountain), Mary Boucher (Alvirne), and William Berry (Dover). The top three teams (decided by the top three scores from each school) were Fall Mountain, Alvirne, and Dover.

Elliott & Williams Roses of Dover donated much of the plant material used.



PHOTOGRAPHER: DAVID NILES

**Freak Accident**

Reprinted from *Portsmouth Herald*, May 27, 1993

"No one was injured yesterday when a Honda Civic, driven by New-market resident Charles Wajda, age and street address not available, crashed into greenhouses at Car-penter's Olde English Greenhouse and Florist, 220 S. Main Street, Newmarket. Witnesses said the vehicle crashed through one greenhouse and into another about 5 p.m. yesterday. Mechanical problems may have been a factor."

Twenty-nine students from seven schools—Alvirne, Cheshire Vocational Center (Keene), Coe-Brown, Conant, Manchester School of Technology, Pembroke Academy, and Somersworth—entered the Nursery/ Landscaping Competition.

The top individuals were Nick Tordoff (Pembroke), Jonathan Daily (Alvirne), and Mike Bowen (Pembroke). The top three teams were Alvirne, Pembroke, and Coe-Brown.

Congratulations to the winners and many thanks to all the people who coordinated and organized and judged and helped in all sorts of ways to make the day's program a success.

**LEGISLATURE**

House Bill No. 119, giving exclusive authority over the use, regulation, sale, or transportation of pesticides to the Division of Pesticide Control, Department of Agriculture, was signed into law on June 21.

**Changes**


Gail D. McWilliam, Extension Educator, Agricultural Resources, Sullivan County, has been named Director of Agricultural Development, New Hampshire Department of Agriculture, replacing Zib Corell. She began working in Concord on June seventh; her replacement in Sullivan County has yet to be named. Gail can be reached at (603) 271-3551.

Dick Gagne, owner of Gem Evergreen, Hooksett, who ran the company with his daughter Karen for many years, has retired after a long and successful career as one of the major wholesale nurserymen in New Hampshire. Gem Evergreen Company closed its doors on May 31. A strong supporter of the NHPGA, Dick will certainly be missed, but we wish him an active and happy retirement.

# Pre-finished Cyclamen

# Fall Mums

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## The First MCLP Exam

The first Massachusetts Landscape Professional (MCLP) exam will be held Wednesday, September 8, 1993, from 8:30 a.m. to 2:30 p.m. at the Eastern Agricultural Center in Waltham, Massachusetts. Registration for this exam is limited to 50 people. To obtain a training manual or more complete information, contact Jennifer Barth at the Associated Landscape Contractors of Massachusetts (ALCM) office: phone (617) 431-1617 or FAX (617) 431-1598.

## Griffin's 7th Biennial Open House

On Thursday, August 26, Griffin Greenhouse and Nursery Supplies will again be bringing together over 65 exhibitors for this one-day event at their Tewksbury location.

This year there will be no pesticide credits offered. The speaker program features Mr. Charles Dunn of the Dunn Group, whose focus will be on marketing opportunities, and Dr. Peter Konjoian, speaking on technology in the 90s.

Lunch and refreshments are provided by Griffin. Ample parking is available. For more information: (508) 851-4346.

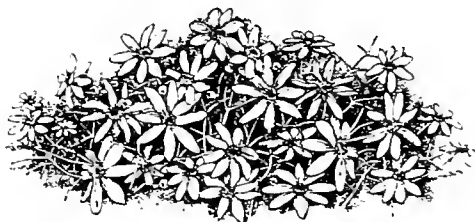
## New Sales Manager

Dana Rudolph was recently appointed sales manager for Rough Brothers, Inc., Cincinnati, Ohio.

His responsibilities will include "management of their sales staff as well as the supervision and implementation of Rough's strategic marketing plans for the commercial growing market."

Dana earned a Bachelor's Degree in Horticultural Landscape Science from Ohio State and a Master's in Finance and Operations Management from the University of Cincinnati.

Before coming to Rough, Dana was General Manager for Midwest



Operations for Imperial Nurseries, Inc. He also held a number of management positions with Chemlawn Services Corporation, Cincinnati.

## New Plant Material

(from *Greenhouse Product News*, May 1993)

### FLEUROSELECT GOLD MEDALISTS...

Fleuroselect, the international organization for flower seed testing, has announced four gold medalists for introduction in 1994.

Two, Florence White and Florence Pink *Centaurea cyanus* (cornflower), were developed by Royal Sluis, Enkhuisen, the Netherlands. These compact plants can produce blossoms one inch in diameter from June through September and reach a mature height of about a foot. Germination is about 80 percent.

Velour Blue Viola, an open-pollinated diploid from Clause Semences, France, is a compact and uniform pansy with a very short germination period. The violet-blue lower petals blend into upper light blue petals; a yellow eye is at the rounded flower's center.

Robella *Bellis perennis*, developed by Rudolph Roggli, Switzerland, is noted to be the first real perennial to be awarded a Fleuroselect Gold Medal.

Sown in the summer and planted in September, this open-pollinated diploid produces salmon pink flowers 1.5 inches in diameter from March until June. Mature height is six inches and spread, nine. Germination is rated at more than 85 per

cent and there about 5,000 seeds per gram.

For more information, contact Fleuroselect, Noordwijk, the Netherlands. Or write *Greenhouse Product News*, 380 Northwest Highway, Des Plaines, Illinois 60016-2282. The reader service number is 1139.

### ...AND A NEW LAVENDER

All-America Selections judges have named Lavender Lady a 1994 AAS Winner.

Three improvements over most other lavenders were noted: Lady will flower in the first year (which means it can be marketed as an annual in colder zones as well as remain included as a perennial), flowers both abundantly and consistently, and has a uniform habit. It grows 8-10 inches tall and about 10 inches wide and will flower in three to six months, depending upon location.

(Culture tips. Sow seed into a sterile, fine germination media. Maintain uniform moisture and a media temperature of 65-75 F. The seeds need light, so do not cover them with media. Germination takes 14-21 days. Transplant into 2 1/4 inch containers when seedlings are large enough to handle. Feed with diluted, water-soluble fertilizer. Allow soil to dry out, but don't let the plants wilt. Transplant outdoors in a full sun location. Best performance occurs in well-drained soil conditions.)

Lady was bred by W. Atlee Burpee Company and is available from PanAmerican Seed Company, West Chicago, Illinois.

(Reader service number is 1130.)

## And an Anniversary

Congratulations! The Rhode Island Nurserymen's Association celebrates its 75th anniversary next year. Ken Lagerquist says lots of events are planned. Watch our calendar for specifics and maybe even go down to help RINA celebrate.



# Spray Oils

Dr. Stanley R. Swier

**T**here is probably no other pest control product on the market that is so underutilized and has so much misinformation printed about it. Oils have been around a long time, but they have changed tremendously over the years.

The first oils were very heavy and could only be used during plant dormancy, hence the term "dormant oils". If used during the growing season, they often caused phytotoxicity, hence, many horror stories developed about using oils. Today there are lighter oils on the market that can be used throughout the growing season. These oils have been termed "summer oils", "horticultural oils," or "superior oils." The best oil to use for spraying ornamental crops is Safer's "Sunspray Ultra Fine Spray Oil." This oil is 92% unsulfonated and has a 414° distillation (boiling) temperature. The lower the sulfur content and distillation temperature, the less phytotoxic an oil is. Some horticultural spray oils boil at higher temperatures, as much as 470° F. So not all horticultural spray oils are created equal. The Sunspray oil is the best of the currently available horticultural oils.

Oils kill insects, mites, and eggs by contact only. The pest will only die if it is thoroughly covered by the oil mixtures. Pests migrating to a treated plant are not affected. The oil kills by primarily suffocating the insect. However, there is some evidence that oil also acts as a repellent and the oil film may prevent scale crawlers from attaching to the plant. Due to its mode of action, oil is most effective against scales, mites, mealybugs, aphids, and white flies. Oils are generally not effective against mobile insects such as caterpillars and beetles. However, oils are generally safe to

beneficial insects. Thus, oils are a very important tool in IPM programs that will use biological control.

Oils damage plants by blocking the air openings, preventing gas exchange. They also penetrate plant membranes, and kill cells, leading to the yellowing of the leaf. Phytotoxicity is less common with the lighter, more refined oils but it still occurs. To minimize damage obey the guidelines of this page.

Oils are relatively non-toxic compared to synthetic pesticides. Horticultural oils are similar to the mineral oils used in skin lotions and baby oils. However, certain safety precautions should be observed. Petroleum-based products are corrosive to membranes lining the mouth, throat and lungs, and vomiting should not be induced if oil is swallowed. Skin exposure to large amounts of oil can cause irritation and dermatitis. Therefore protective clothing such as long sleeved shirts and pants should be worn. If oil enters the eyes, flush with water until the irritation stops.

Horticultural spray oils, when used properly, are an effective alternative to traditional synthetic pesticides. They are safe to use, environmentally friendly, inexpensive, and kind to beneficial insects. More use of horticultural oils will occur as growers learn to apply oils and integrate them into their management program. No insect has ever become resistant to oils. Therefore, oils are becoming increasingly important in resistance management. However, much more research needs to be done to use oils more effectively while minimizing plant damage.

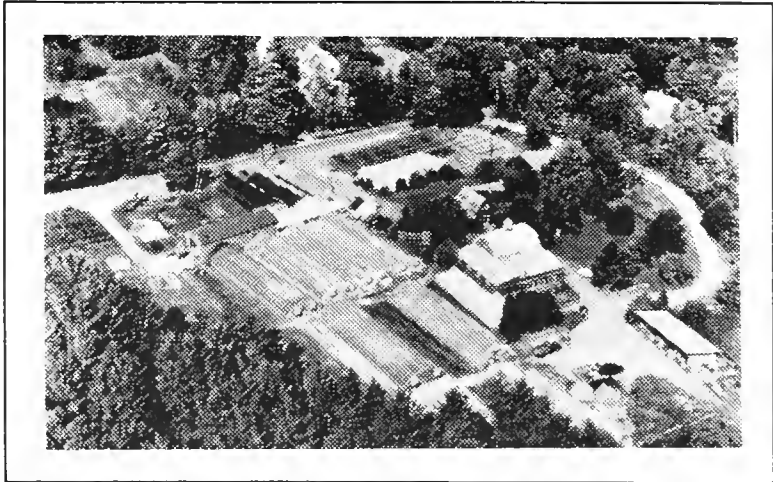
Dr. Swier is UNH Cooperative Extension Entomology Specialist. His address is Nesmith Hall, UNH, Durham, NH 03824; His phone: 603-862-1159. ♣

## GUIDELINES for SPRAY OILS

1. Plants should not be stressed in any way. Do not apply oils when the temperature is too hot or too cold. A good guideline is not to spray above 90°F or below 45°F. At high temperatures the oil reduces the plants respiration. At low temperatures, excessive deposition occurs.
2. Do not apply oil on plants suffering from moisture stress. Oils increase moisture stress.
3. Do not mix oil with fungicides such as Captan, Folpet Dyrene, Karathane, Morestan, or any product containing sulfur. Do not use any of these products any sooner than 3 weeks before or after the application of oil.
4. In general, oils will increase the likelihood of phytotoxicity with most pesticides. Keep good records and soon you'll notice certain combinations which may lead to plant injury.
5. Weekly applications of oil are more likely to cause injury than if used every 2 weeks or more.
6. Avoid using oils during poor drying conditions such as high humidity and long periods of cloudiness. The longer the oil remains wet on the foliage, the more likelihood of damage.
7. Use a separate sprayer for oil applications, or thoroughly clean out the sprayer between applications.
8. Calibrate your sprayer using water to insure proper dosage and thorough coverage. Thorough coverage of the upper and lower leaf surfaces is necessary for good control.
9. On oil-sensitive plants use wettable powder formulations.
10. Test old oil for emulsifying before using. Horticultural oils are formulated with an emulsifying agent so that the oil can be diluted with water. Use a jar test to make sure that the oil will emulsify and oil globules are not floating in the water.
11. Continued agitation of the spray mix is very important. Otherwise, oil will quickly separate from the water and pure globules of oil may be sprayed on the plant, increasing the likelihood of phytotoxicity. In hot weather, the spray left in hose lines separates quickly if left idle. If you haven't sprayed for 15 minutes, run the spray mix from the hose back into the tank to be agitated.
12. Various plant varieties respond differently to oils. Test new varieties. No label can list all the sensitive varieties under all possible environmental conditions. It is up to you, the grower, to do small scale trials and keep accurate records of varietal responses.

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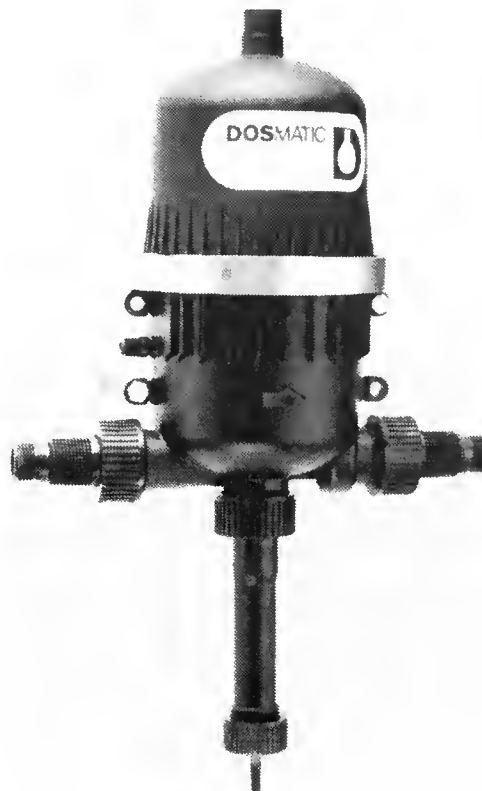
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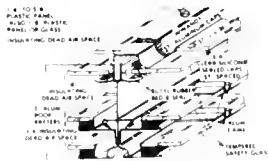
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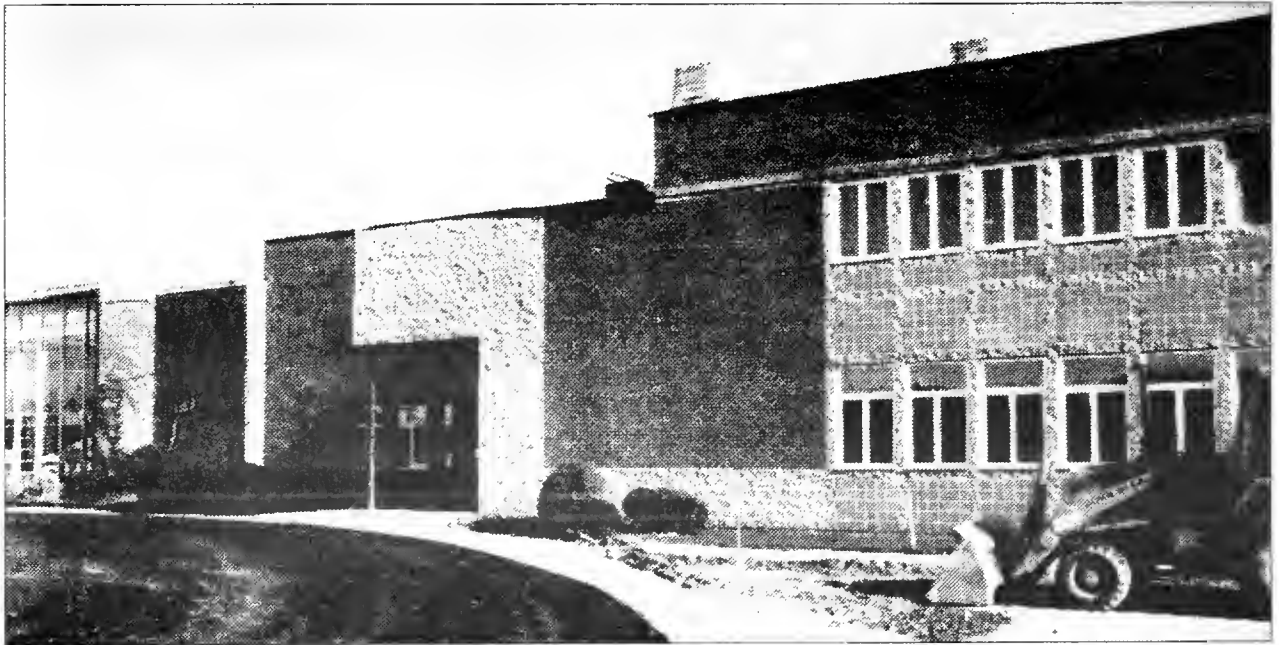
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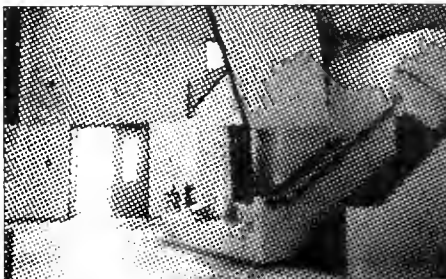
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# Sugar River Valley

Brand New and State-of-the-Art



By Frank Fahey



**T**he Sugar River Valley Regional Technical Center, Newport Campus, will open this fall with five new programs for secondary students in Region 10, which encompasses schools in Newport, Claremont and Sunapee. The five programs in this new 42,000 square foot, two-floor Technical Center are Agricultural Technology, Automotive Technology, Cosmetology, Business Systems/Automated Accounting and Health Occupations. The Technical Center was designed by the architectural firm of LaVallee-Bressinger from Manchester, NH. The State of New Hampshire funded this project for \$3.4 million to construct and \$1 million to fully equip. It becomes part of the comprehensive high school in the town of Newport. The project was directed by Dr. G. William Porter, State Director of Vocational-Technical Education, and Frank Fahey, Director of Vocational Education for the town of Newport.

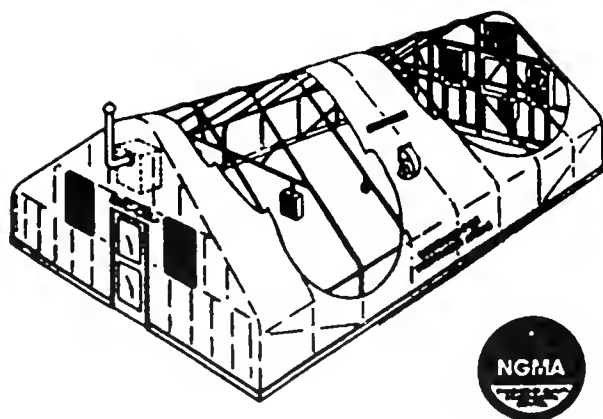
The Agriculture Technology Program has six major components: Ornamental Floriculture, Horticultural/Landscaping, Animal Science, Forestry/Natural Resources and Agricultural Mechanics. This illustrates the breadth and depth of this new exciting program in the west central part of our state. The 7,000 square feet fa-

cility and program were designed and planned by agriculture and education professionals. The Agricultural Craft Committee, under the leadership of Richard Warner, owner of Warner Garden Shop in Sunapee, and Martin Mitchell and Rick Barker from the NH State Education Department, planned every facet of the program from its inception. Each technical area of training will be taught utilizing a competency profile designed by the Agricultural Craft Committee and approved by the NH State Education Department. The intent is to give students the technical and behavior skills to succeed in their chosen field of agriculture. Examples of competency clusters with dozens of competencies under each cluster would be: retail flower shop operation, merchandising, customer relations, various floral designs, indoor landscaping, propigating plants, seeds and cuttings, applying fertilizers and chemicals, controlling the plant environment, harvesting plants, and personal attributes—plus dozens of other clusters and hundreds of competencies. This will offer agribusiness employers documented trained workers to select for employment.

The new Technical Center facility includes a large headhouse/greenhouse area with a walk-in cooler, an agricultural mechanics lab which includes five fully equipped welding booths, a two-story cold storage barn, a small animal care lab, and other support spaces. The Rough Brothers Groton Control screen houses are the state of the art designs with wall and ridge vents controlling temperature and humidity. The new tractor, sawmill, and sugaring equipment, in addition to nearly \$200,000 of the latest equipment, will allow students to be trained to the highest level of competency.

The facility will be very busy evenings, summers and weekends allowing our adult population to be trained with the best technical competencies within the agriculture industry. The Future Farmers of America will be an integral part of the co-curricular training of our students. The town of Newport has indicated strong support for the Sugar River Valley Regional Technical Center and the agriculture technology program specifically. In April of 1991, over two-thirds of the votes passed a bond to purchase the land the new facility sits upon and complete the site work. It is viewed as a gem in the Sullivan County Regions and will allow our residents to be trained and retrained with the latest skills needed in those technical areas. It is a bridge in our school to work transition for our students and an opportunity for training for our current work force.

There is a grand opening planned for Saturday, October 2, 1993 at the Technical Center in Newport. As the Vocational Director for this new center, I invite you to call me at 603/863-3759 and I will personally take you on a tour of this new Technical Training Center. Please come and see what is planned to train your future employees.



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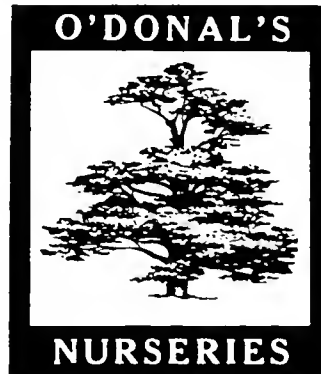
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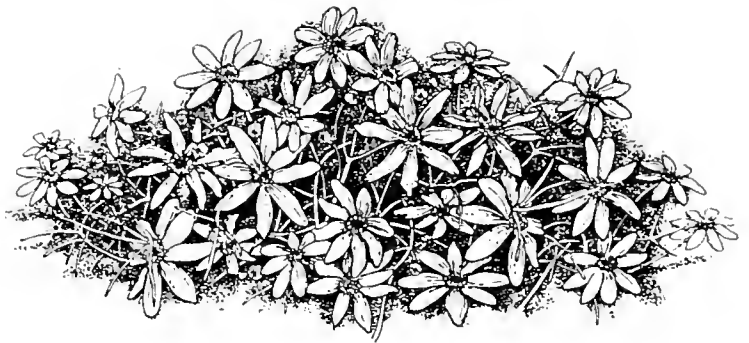
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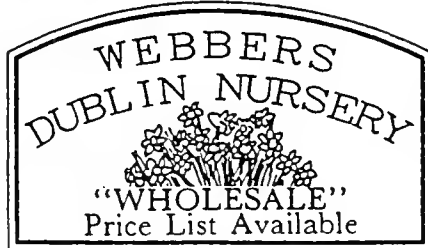
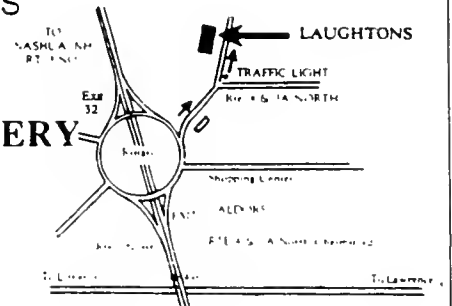
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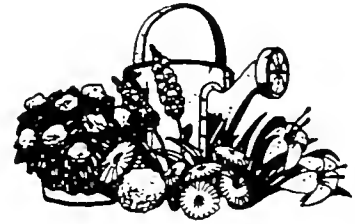
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# THE PLACE WHERE PLANTS AND PEOPLE MEET

**A**t the top of Clough Hill, you take a left on Bumfagon Road. At Cindy and Ron Debuc's Ledgeview Greenhouses, the land rises again—the lawn slopes to a house and above the house are three smaller greenhouses, and above that, the newest and largest greenhouse, set like a fortress near the crest of the hill. And the land still continues to rise—to a newly cleared half-acre at the very top.

From there you can look out toward the Loudon Hills and the grandstand of the New Hampshire International Raceway. Sometimes in summer you have to raise your voice to be heard, but in winter, when the leaves are gone, there's a quiet 360-degree vista.

"Junk land," Ron Debuc calls it. "When I was 20 and didn't know any better, I wanted a piece of land where I could build me a house—I don't believe in paying rent—so my sister and I bought this piece of land—it is all I could afford. Now I have to find a way to work it."

Ron built houses for 15 years, specializing in colonial reproductions—the house where he and Cindy live now was his first—but the work dried up and in 1989, he looked at his 13 acres of junk land—and decided to grow plants.

In October, 1990, he put up a 30x36 New Englander he'd bought at auction. This is used for retail sales. Two production houses were put up soon after—two 21x96 New Englanders from Ed Person. All are 6-mil double poly with polygal ends. All three are clustered in a level area above the house.

The business is a family operation. Ron's mother works there; his sister Debbie, who lives with her husband on her half of the land, said she could work for twenty hours a week, never suspecting those 20 would end up being 60 or so. She does all the transplanting—"she's like a machine," Ron says. And Cindy does much of the watering.

In the spring of 1991, Ron had a crop (geraniums, bedding plants) and no outlet, so he filled his van and sold from the parking lot across from the Ramada Inn in Concord. (The location's a good spot—he's still there for four days a week during the month of May.)

The women run the greenhouses while Ron's out selling. In April that first year, Ron and Cindy typed up and xeroxed a flier and dropped off copies in local mail boxes. They advertised in *The Concord Monitor*. People were curious and started coming by.

1991 was the year of the organic tomatoes. Five raised beds—18 inches high—going the length of one of the production houses—were built. Trenches 18 inches deep were dug, lined with plastic, and partly filled with gravel. Ron created a mix, filled up the beds, and planted 600 plants.

They grew well—"they filled the whole house with their vines" and produced "thousands of pounds. Customers used to look in, amazed at the size of the plants." But for people starting out, the whole process was too much. The picking was labor intensive and dirty. They sold everything they produced—to restaurants, to the flower and lobster stand at the Epsom traffic circle, to other growers ("It was a bad year for outside tomatoes"), from the van—but by September, they'd had enough: they let the plants dry up and went on to other things.

Might he grow them again? Ron shakes his head—"too much labor involved." Finding labor-efficient crops and then producing them as efficiently as possible is one way he hopes to expand the business and keep it family-operated.

**T**he new 30x148 double-poly house higher on the hill was built in time for the 1993 season—just in time. As soon as one bench was finished—they're wood frame and wire—they had to be quick—the crop was brought in. "I could barely keep ahead."

The wind up here could be a problem, but Ron has kept the house flexible by setting the ribs two and a half feet into the ground and not into a concrete foundation. Galvanized struts in the end walls are bolted to pressure-treated skirt boards buried two feet deep. "Yes, the greenhouse definitely moves, but it's solidly in place and no damage has been done."

It's wired for a computer and will eventually be fully automated, Ron says.

To efficiently use space, Ron made his own rolling benches for the two production houses. (Eventually, he'll add ebb-and-flo: he sees more stringent regulations coming and wants to be ready.)

Right now, perennials is the area of expansion, but the highest house is "our geranium house"—Ron grows Goldsmith and Fischer: "Geraniums is our specialty—we grow the best." He pots up the rooting cuttings in Metromix 360 or 510 the second week of February. "7500 four and a half inch—we were sold out by May 20."

Ron also grew 1600 eight- and ten-inch hangers this year. Along with the ivies and rosebud impatiens, were some that were more unusual—bracycome and helichrysum; a mix of zonal and ivy geraniums—and Ron hopes to add more of these unusual types.

And the 1500 eight-inch phlox pans he grew sold out. There'll be more of those next year as well.

**IPM** He uses Integrated Pest Management for his annuals. Precise monitoring using sticky cards (Ron spends a couple hours a week checking his cards), a strict quarantine for new material (once again, a lot of checking is involved), and high standards of cleanliness seem to be the major elements of the program.

Cleanliness is particularly important: matting covers the floors to prevent weed buildup. Dirt from under the benches is swept into the center aisle, the aisle is swept, then the house is vacuumed with Cindy's Electrolux.

Ron says he has insect problems down to a minimum. Last year he spent thirty dollars on pesticides. "Cleanliness in the most important aspect in pest control."

But other factors contribute as well. Ron likes to grow cool—60 F—and he feels air circulation is important. It's a good thing, because on the crest of the hill there's plenty of it. But inside the greenhouses he runs fan jets and horizontal fans and uses blown hot air for heat. In spring, he shuts off the fan jets and the heat and lets the furnace's circulating fan move cooler air up and into the plants.

Ron's a history buff—the houses he built were basically colonial reproductions and he and Cindy collect antiques. Near the retail house sets a nineteenth century "Democratic wagon," in good shape, but missing the rear seat. The area behind the front seat is filled with potted perennials in bloom—lupines, lilies... And just outside the greenhouse, an old wooden wheelbarrow is filled with the best of the hanging baskets. These antique vehicles are potent marketing tools—customers seem to buy whatever's on display.

People often have an image of how they want their lives to appear, of what values their homes should project. And right now in New Hampshire, a sanitized version of pre-industrial farm life—weathered wood and lots of something already in blossom—seems to be the ideal.

(Ledgeview uses conventional methods as well. They advertise on the radio and two or three times in the *Monitor* in May. Ron and Cindy also mail out an eight-page catalog to area residents. It lists the material available and has *clear usable* maps to both the Concord and Loudon locations. (If you sell plants in the woods, give people directions—not everyone's into orienteering.) "A lot of people bring the catalog with items already circled—it's definitely worth the effort."

Above the new greenhouse, a half-acre field has been built (27 loads of fill) on the top of the hill. A well has been put in (20 gallons per minute—not bad for ledge on a hilltop) and a drip irrigation system will be installed. Matting will be laid down and the 4000 mums will go there. Deer will be a problem—there were already fresh hoofprints in the fill—anticipating all those healthy new shoots. ("Last year, they came right down and ate all the hostas by the retail house") This year, he'll sprinkle dried blood around the mums—next year, maybe an electric fence....

**PERENNIALS** The very first year, they grew a few perennials and potted them up. The second year, they "began in a big way." This year was even bigger. "People like perennials—they feel they're getting something permanent for their money." Next year he hopes to add 30 new varieties.

Behind the newest house is a 16x96 inflation buster filled with perennials. Ledgeview grows them from plugs, seeds, bare root, and cuttings. Once space is needed in the production houses for bedding plants, the perennials are outdoors until they're sold. Most survive the winter under microfoam, but last year rodents killed nearly ten percent.

At the top of the hill, the land levels out and beyond the mums are three flat acres of woods waiting to be cut and filled with potted perennials. If automatic watering is installed, Ron feels the business can grow without a corresponding increase in labor. Again, he hopes to grow the unusual. ("We need August-blooming stuff"...and "shade plants that flower...")

He realizes he'll have to increase the amount of wholesale material sold (right now 20 per cent of Ledgeview's business is wholesale) and has begun to build a network of nurseries and garden centers interested in buying his product.

Over and over Ron reiterates that he wants to keep it a family business, but this year he wants to create show gardens...

and build another cold frame...

and maybe grow 500 poinsettias ("just to experiment")...

and someday build a windmill....

The impulse to grow and the desire to stay simple are two seemingly contradictory traits. It'll be interesting to see where Ron and Cindy find a balance. (BP)

*Ledgeview Greenhouses is at 180A Bumfagon Road, Loudon, New Hampshire 03301. The phone there is (603) 783-4669. ♣*

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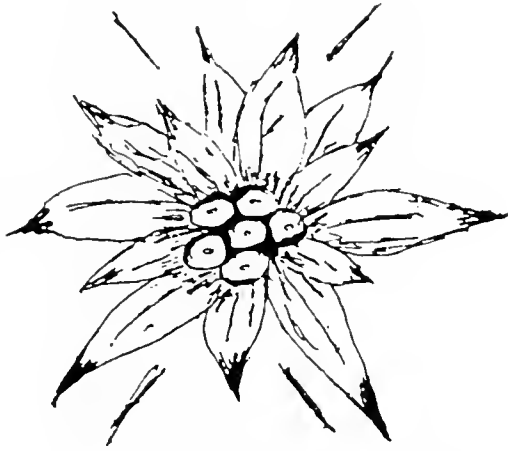
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# Roadside Stands

IN NEW HAMPSHIRE

by *Nada Haddad*

ROADSIDE STANDS are becoming more and more popular. Direct outlets for local produce, they've become an important addition to New Hampshire's farm industry.

These stands save the grower travel time and provide both residents and tourists with freshly picked produce attractively displayed in a rural setting. Most stands are seasonal, specializing in fruits, vegetables, herbs, bedding plants, and related products. They are often supplemented with produce grown locally or in other parts of the state.

Roadside stands are regulated by either state, county, or local authorities—sometimes by all three. For example, for a roadside stand to be recognized officially as such, the Department of Agriculture requires that at least half of the money taken in during the marketing season come from products grown on site.

The size of the stand varies according to the size of the farm. Many have started with humble selling from a table in the front yard. As their businesses have grown, many operators find it desirable to have a market building with a sales area, a preparation and storage space, a place for shipping and receiving, an office, a break area, rest rooms, and plenty of parking nearby.

Growers are always looking for new ways to reach customers. One is having a portable stand that can be moved on a daily basis to busier, more urban areas. Some owners attract trade by combining entertainment with sales. Some have placed a petting zoo on the premises. These zoos include goats, sheep, chickens, etc. Children (and adults) love to meet these little furry animals which help the farmers sell more of their produce.

The products can be innovative as well: not only apples and sweet corn, but melons, garlic, home-made pies, and cut flowers can be found. The quality's usually high and the prices competitive.

Two farms in the seacoast area selling through their stands have developed a new style of Community Supported Agriculture (CSA) by developing a 'Farm Family/Club Membership.' Memberships range from \$20-30 per season. The revenue from memberships allows the farm to get a cash flow in winter that enables it to get an early start in spring. Members are given discounts on harvested produce. They're also invited to attend farm events such as picnics and receive a farm newsletter.

Some small roadside stands, wanting to cut on the cost of manning the stand, have gone to the honor system. The customer, after choosing the produce, will weigh it on the provided scale. The prices per pound are listed nearby and the customer will make his or her own calculations and leave the money in a box anchored to the wall or table. Although some growers have reported that when some customers didn't have the right change, they sent the amount due by mail, it isn't clear yet how successful this system really is.

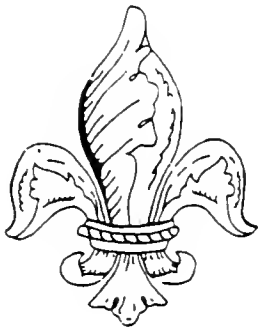
And in the last two years, many stands have been authorized to accept food stamps. Operators don't miss many opportunities to increase their sales.

Don't miss the season. Roadside stands offer a friendly, courteous, and family orientated environment, and plenty of personalized attention. There's a lot here to see, experience, taste, and enjoy.

*Nada A. Haddad is an Extension Educator, Agricultural Resources, for Rockingham County. She's at North Road in Brentwood and can be reached at 603/679-5626. The mailing address is P.O. Box 200, Epping NH 03042*

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## BOARD HIGHLIGHTS

JUNE 7

Andrea, Ben, Bob, Chris, Henry, Peter, and Roger met at Pleasant View at seven.

Chris said that 30 members did not renew by the April first deadline and did not respond to phone calls made by board members and were not mailed the most recent issue of *The Plantsman*. Some of these will renew once the busy season is over and two new people have joined. Thirty extra copies of Aug/Sept. *Plantsman* will be printed to give to prospective members at the Summer Meeting.

Bob contacted Paul Parent and Paul will speak at the Summer Meeting; Peter Callioras from The Auction Professionals will again be the auctioneer; Chris will send out fliers in ten days; the Huntingtons will look into finding an appropriate door prize.

The Pesticide Recertification Meeting will be held at The Granite Street Bar & Grill on October 20. Two speakers have been found; three more are needed.

It was decided to look into holding a joint Winter Meeting with the New Hampshire Landscape Association. Chuck Simpson, NHLA president, will attend the next NHPGA board meeting.

It was decided to renew membership in the PPGA.

JULY 5

Andrea, Bob, Chris, Henry, and Peter attended.

Chuck Simpson, President of the New Hampshire Landscape Association, attended and the first order of business was the discussion of a joint NHLA/NHPGA winter

meeting. Problems that caused the cancellation of last year's attempt seem to have been ironed out and a date was set for January 12. It will be held at the Granite Street Bar & Grill in Manchester. There will be space for separate business meetings, time for both organizations to get to know each other, a series of talks of mutual interest throughout the day, and a jointly-sponsored keynote speaker. Chuck Simpson (NHLA) and Peter van Berkum (NHPGA) will coordinate the event.

Henry reported on plans if the 1994 NE Greenhouse Conference. One of the difficulties has been the need for more space. Solutions to this one problem seemed to be a major topic of the June 10 committee meeting. A tent, an offer by one of the greenhouse companies to set up a greenhouse to house vendors, the possibility of moving to a larger site in the future—all were discussed. New ideas and themes for the three-day program were discussed as well. The next meeting is September 24.

Plans for the NHPGA Summer Meeting seem to be in place.

There will be no pesticide credits offered at the Olde English Greenhouse Twilight Meeting on September 22.

There will be five credits offered at the all-day pesticide recertification meeting on October 20. This will be free to members; non-members will pay \$10.00. An August Board Meeting will be needed to make final plans.

The NHPGA has become a sponsor of 1994 New England Grows.

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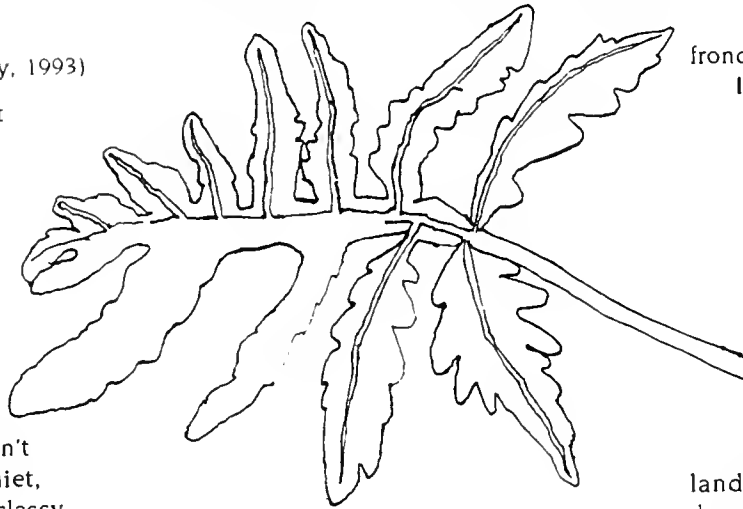
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## Culture Notes: Hardy Ferns by Ellen Talmage

From *GrowerTalks*, July, 1993)

Oftentimes the quiet ones get the job done. This is certainly true in the case of ferns. Growers are always in search of that hot new introduction that blooms constantly in a wide range of colors. But ferns aren't like that. They're quiet, reserved, and very classy.



### PROPAGATION

Biology 101 taught us that ferns are not your typical plant with sexual and asexual reproductive cycles. Many propagators found them too challenging and time-consuming. For years spore production was left to the hard-core fern enthusiast. Dividing ferns had its limits since many types are slow to spread.

One apparent solution was to dig out ferns from the wild. Difficulties can arise when dealing with native and naturalized plants such as ferns. Gardeners clamor for more—yet little thought is given to the source of the material. There are reputable collectors who harvest from their own managed lots, knowing how many plants can be taken without depleting the natural population. But there are others who collect plants on land that doesn't belong to them and potentially wipe out whole habitats.

Luckily, help has arrived. Thanks to great strides made in tissue culture, ferns are now being propagated quickly and economically in Holland and the United States.

### GROWING

Ferns require little of a commercial grower's attention.

**Transplanting:** Bareroot ferns are safely transplanted in late fall (No-

vember) or early spring (February to May). It's important when receiving bareroot material to inspect it for the right end up. This can be tricky, so take your time! Plant roots deep enough in pots to cover crowns with one-half inch of soil.

The real beauty of tissue-cultured ferns is the flexibility the grower has in planting time. You can grow tissue-cultured ferns successfully at any time of the year. They grow quickly from 72 cell size to one quart or gallon pots.

**Light:** Ferns in general require a shaded location. By growing them under shade cloth, you can maintain attractive foliage throughout the growing season.

**Temperature:** Overwinter hardy ferns in cold frames with minimum heat, provided that the varieties selected are within appropriate hardiness zones.

**Fertilization:** A slow-release, nine 4-month fertilizer at planting time is sufficient for ferns until planted into the landscape. Avoid over-fertilization: fronds become weak and will break.

Post harvest handling and marketing: When shipping deciduous ferns, try to pick the plants before they have left fiddlehead stage. Many of the deciduous ferns will produce only three or four fragile

fronds in a proper growing season. If the fronds are already extended, sleeve the pots to minimize breakage. Evergreen ferns look good throughout the year and can be shipped with no special attention.

Display ferns in a shaded protected location away from high winds. Install a fern garden to show customers mature landscape specimens. Many ferns do not reach full height in containers: for example, ostrich ferns can become six feet tall.

**Varieties:** Start out with ferns native to your region. Gather information—from the fern society, from catalogs. Caution: many fern books are written for the avid botanist, while commercial growers need quick reference for height, hardiness, etc. Some of the many good ferns are:

- Athyrium filix-femina*  
(Lady Fern)
- Athyrium nipponicum*  
(Japanese painted Fern)
- Dennstaedtia punctilobula*  
(Hay-scented Fern)
- Dryopteris erythrosora*  
(Autumn Fern)
- Dryopteris marginalis*  
(Marginal Shield Fern)
- Malleuccia struthiopteris*  
(Ostrich Fern)
- Osmunda cinnamomea*  
(Cinnamon Fern)
- Osmunda regalis*  
(Royal Fern)
- Polystichum acrostichoides*  
(Christmas fern)

Ellen Talmage is perennial manager at J.R. Talmage & Son in Riverhead, NY, and owner of Horticultural Goddess Inc., a horticultural consulting firm.

For more information on hardy ferns, contact American Fern Society treasurer James D. Caponetti, Department of Botany, The University of Tennessee, Knoxville, Tennessee 379-996-1100.)

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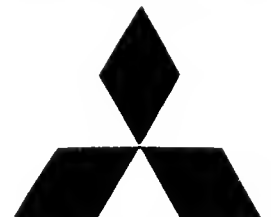
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**CARPENTER'S  
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**5:30 p.m., Wednesday, September 22  
220 South Main Street  
Newmarket, New Hampshire**

With all houses repaired from the accident (see New Hampshire News) and with another good story to tell, Rob Carpenter will host a twilight meeting for NHPGA members and friends at Olde English Greenhouses, 220 South Main Street, Newmarket, on September 22.

Rob describes Carpenter's as "non-high tech," a traditional family-owned operation started by John and Rose in 1950. The crops in September are traditional as well—poinsettias, mums, geranium stock plants.

But Carpenter's is very up-to-date in that it's also a successful balance—of florist shop and wholesale and retail sales. The layout (recently redesigned) reflects these aspects and is instructive to anyone setting up their own successful operation.

After the tour, there will be refreshments and a chance to socialize.

Olde English is on Route 152, across from the Newmarket High School. For more information, contact Rob at 603/659-3391.

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