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The Plantsman

SPRING 2004




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The Plantsman

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Visit www.nhplantgrowers.org for additional calendar items.



June

23 NHPGA Spring Twilight Meeting; Rolling Green Landscape & Nursery, Greenland, NH; Featured speaker Wayne Mezitt, of Weston Nurseries in Hopkinton, MA. His topic: new rhododendrons and azaleas, commercial vendors on-site to showcase new products, contact 292-5238

26 Garden Expo; Rockingham County Botanical Garden, Brentwood County Complex; exhibitors are local horticultural and craft businesses that cater to the gardening public including plants material, hardscapes, garden statuary, and supplies; contact Nancy Adams, 679-5616

July

5-10 Perennial Plant Association Symposium & Trade Show; Grand Hyatt, New York City, New York; contact 614-771-8431 or www.perennialplant.org, email ppa@perennialplant.org

10-14 OFA Short Course; Columbus Convention Center, Columbus, Ohio; contact ph. 614-487-1117 or fax 614-487-1216 or ofa@ofa.org or www.ofa.org

28 NHPGA Summer Meeting, 2004; Host: Gold Star Nursery & Sod Farm, Canterbury, NH (along the banks of the scenic Merrimack River); Registration material arriving this spring; contact 292-5238

August

4 UNH Twilight Meeting; UNH Horticultural Research Farm, Durham; New research with fruits, vegetables, and ornamentals will be showcased; contact 603-862-3200

September

8-9 NENA Green Summit; an educational opportunity for industry professionals, contact 508-653-3112 or NEasyAssn@aol.com

29-Oct. 2 Society of American Florists Annual Convention; Ritz-Carlton, Kapalua, Maui, Hawaii; contact ph. 703-836-8700 or www.saf-now.org

October

18-20 New England Greenhouse Conference; Centrum, Worcester, MA; 802-655-7769 or www.uvm.edu/pass/greenhouse.necg.html

November

2-5 Association of Specialty Cut Flower Growers National Conference and Trade Show; Radisson Hotel, Orlando, FL, ph. 440-774-2887 or ascfg@oberlin.net

January 2005

20 Joint Winter Meeting of NHPGA and NHLA; contact NHPGA@comcast.net

February

1-3 New England Grows; Boston Convention and Expo Center, Boston, MA www.negrows.org

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On the cover: Dahlia 'Everswinkel' in full bloom. Credit Netherlands Flower Bulb Information Center, New York, N.Y.

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

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1/2	7 3/8	x	4 3/4	300.	75.
FULL	7 3/8	x	9 13/16	500.	100.

For further information, please contact the editor: Melissa Moore, 845 Loudon Ridge Road, Loudon, N.H. 03307; phone 603-267-8492; e-mail, Moore@worldpath.net

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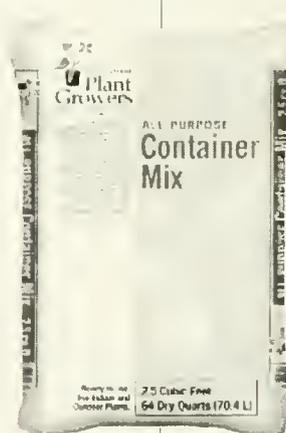
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NHPGA and the Farm and Forest Expo

ROBERT DEMERS

After 7 years of setting up and taking down the Farm and Forest booth with Chris Robarge, I decided to take a couple of years off from participating in this winter event. Over the years, there have been a lot of great booths and volunteers to man it. However the Farm and Forest booth always seems to be a burden for our members. I tried to think of a way to improve this situation so that it could be a win-win situation for all.

I concluded that the Farm and Forest is basically a retail show. The people drawn to the show are potential retail customers, not wholesale customers. So it made sense to have a retailer run the booth. NHPGA will now pay the exhibitor fees, and arrange with a NH retail grower to stock and run the booth. The retailer will be allowed to advertise their place, sell their stock, and work the booth as long as the NHPGA is properly represented.

At the 2004 event, Demers Garden Center staffed the booth. During the trade show, I gave out flyers advertising the garden center, sold plants and talked to potential customers. On behalf of the NHPGA, I sold Plant Grower's Potting Soil, the book titled *The Best Plants for NH Gardens and Landscapes* and fielded questions for the NHPGA. Most importantly we handed out over 400 NHPGA Retail Guides. These retail guides will encourage potential customers to visit your garden center. Every retail member of NHPGA should have a copy by now. If you haven't received your copy, please contact the Executive Director's office or one of our directors. Overall attendance at the show was strong. The snow and ice that fell during Day 2 of

the show kept attendance low, but on the final day the turnout was excellent.

If you are a retailer and want to take advantage of a great opportunity to advertise your business let the NHPGA know. I toured the floor with my wife and kids and there are a lot of things to do for people of all ages. The vendors and people that run the show are very nice to work with. They make the whole experience enjoyable. The show organizers sponsor a special exhibitor's breakfast where outstanding displays are recognized and presented with an award. Often there is a financial incentive to return to next year's show. NH Ag Commissioner, Steve Taylor in the Feb. 18 issue of the Weekly Market Bulletin announced that "outstanding booths at future editions of the NH Farms and Forest Exposi-

tion will be honored with an award named for Joe Battles of Bradford, NH. Battles died last year. The award honors his enthusiastic support for the NH Farm Show."

I encourage our retail members to start thinking and accept our invitation to staff the Farm and Forest booth. Maybe this exhibitors award could be yours in 2005! Photos of your operation are always attention grabbing, and they help you have something to make conversation about with visitors. Oh and just in case you are wondering...yes I did display a few of my giant pumpkin pictures, especially my 1133.4 pound pumpkin from the 2003 growing season.

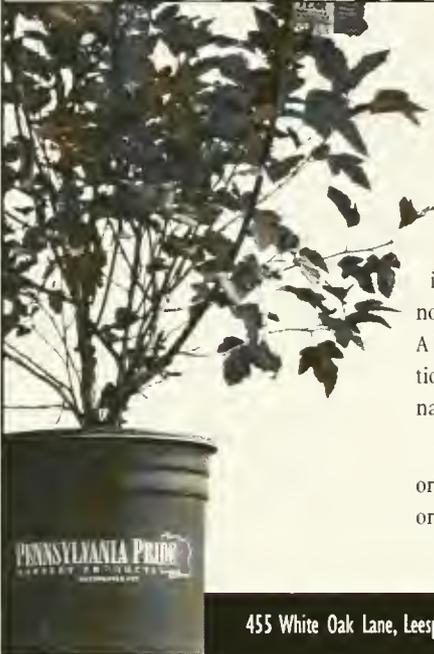
Robert Demers, along with his family members, owns and operates Demers Garden Center in Manchester. He can be contacted at 625-8298.



Staff associated with Demers Garden Center in Manchester ran the booth at the 2004 NH Farm and Forest Expo. Robert Demers reports that many contacts were made with potential retail customers. On behalf of NHPGA, Robert distributed the new retail guide and membership information.

Birds or Brands?

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Some growers will foist anything on the marketplace — even misinformation. For example, they'll try to convince you that "programs" to attract birds, butterflies or the entire cast of *Grease* is the same as "branding." Let's set the record straight. A program is not the same as a brand; never was, never will be. A brand represents a point of product differentiation, consistency, a deliverable promise, a unique name and look.

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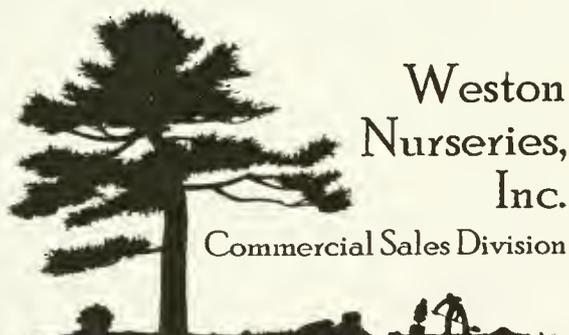
by the same-old, same-old? Programs are fine — but a strong brand is what sells. Consumers prefer branded products, and our industry is no different.

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The NHPGA accountant suggested a conflict of interest statement be added to the by-laws. These particular paragraphs were chosen by the NHPGA Board of Directors from the samples provided by the accountant.

Conflict of Interest

(A) Each Director, prior to taking his position on the Board, and all present Directors shall submit in writing to the Chairman of the Board a list of all businesses or other organizations of which he is an office, director, trustee, member, owner (either as a sole proprietor or partner), shareholder, employee, or agent with which the Association has, or might reasonably in the future

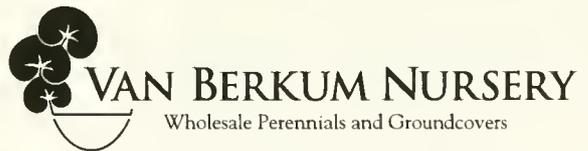
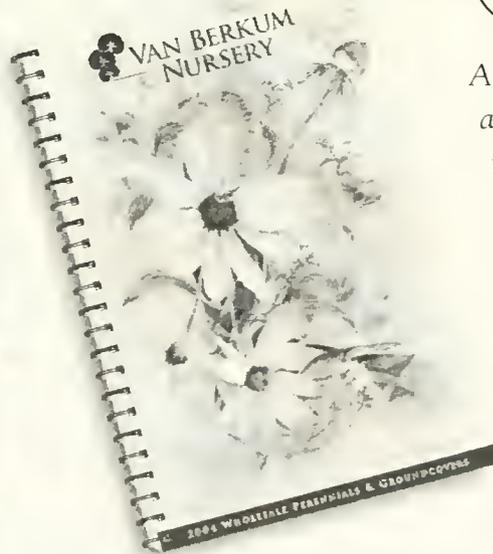
enter into, a relationship or a transaction in which the Director would have conflicting interests. The President of the Board shall become familiar with the statements of all Directors in order to guide his conduct should a conflict arise.

(B) At such time as any matter comes before the Board in such a way as to give rise to a conflict of interest, the affected Director shall make known the potential conflict, whether disclosed by his written statement or not, and after answering any questions that might be asked him, shall withdraw from the meeting for so long as the matter shall continue under discussion. Should the matter be brought to a vote,

neither the affected Director nor any other Director with a pecuniary benefit transaction with the Corporation shall vote on it.

(C) The Board will comply with all the requirements of New Hampshire law where conflicts of interest are involved, including but not limited to the requirements of a two-thirds vote where the financial benefit to the director or trustee is between \$500 and \$5,000 in a fiscal year, and to the requirement of a two-thirds vote and publication in the required newspaper where the financial benefit exceeds \$5,000 in a fiscal year. The New Hampshire statutory requirements are incorporated into and made a part of this conflict policy.

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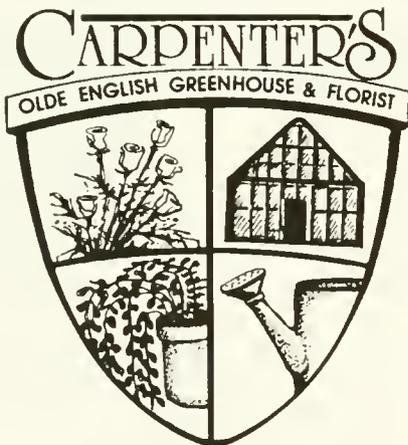
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The New Hampshire Plant Growers' Association Board of Directors' Meeting

March 8, 2004

The meeting came to order at 6:20 p.m. The meeting minutes were approved by John, seconded by Brett with one amendment. (Number of directories distributed at Farm & Forest was 400⁺, not 200⁺). The financial report was approved by John, seconded by Robert.

Welcomes!

The Board welcomed new Executive Director, Nancy Adams and new Board member, Glenn Caron.

Executive Director's Report

Ginny reported findings on cost of LCD projector for grant proposal. Robert updated figures on p.a. system. All agreed that the grant should be for these two pieces of equipment. Although this leaves no grant money for future speakers, events have been covering those costs anyway.

Ginny shared samples of soil flyer for bulk mailing. Ginny also shared idea from one of Paul Fisher's students to put the scholarship applications on the website. All agreed. A letter from the NH Master Gardener Association was shared. They are looking for discounts at NHPGA members. Ginny will respond and let them know about coupon page in new retail directory.

Ginny reported on two new members: Dijitized Communications and B&B Carriers. She sent media kits to all interested potential members from NE Grows and sent bulk quantities of each directory to the UNHCE offices.

President's Report

Rick reported that he and Cathy will be meeting with nine industry groups on 3/12/04. (HIC). Also, he read an e-mail request from Paul

Fisher for a young plant center. He is looking for a letter of support, and Rick will provide that letter.

Plantsman

Melissa unable to attend but sent a comprehensive report which included deadlines for the *Plantsman*. (Editor's note: Melissa wrote a news release announcing the availability of the *NHHE Potting Soil*. This was published in the *Weekly Market Bulletin and Country Folks Grower*.)

Ginny shared that the graphic designer's rates will be going up by \$10 per hour. Some discussion followed about the magazine losing money. The idea was raised again of making it a quarterly publication, to go with the growing season and save some money. All felt that we should remain with six issues even if we lose money since revenues are strong in other areas.

Programs

The date for the 2005 Joint Winter Meeting is 1/20/05 at the Wayfarer Inn. Brett has reviewed and signed the contract and Ginny will send the room deposit check.

Spring Twilight meeting on June 23rd at Rolling Green. Wayne Mezitt is confirmed to speak. Rick shared ideas including tents for sponsors. Cathy shared that the Extension Agents' Association is available to do barbequed chicken for minimum of 80 people. This might be an idea too for the summer meeting at Gold Star.

Gold Star is committed to the summer meeting. Ginny will send John the host checklist and check with Melissa that sponsorship opportunities are advertised in the *Plantsman*. Brett is going to look into the *Humble Farmer* as a potential speaker.

UNHCE

Cathy will be having a planning meeting later in the month for the November garden center seminar educational sessions. The Board agreed that NHPGA should continue in its role as co-sponsor. Glenn Caron agreed to attend the planning meeting.

Cathy distributed UNH Greenhouse Open House flyers, and she will put up our booth with retail directories and signs for the Endowment soil. She also passed out a handout on alternative plants which contained text for proposed posters. (Photos will be added). All agreed that a 12" x 18" size would work. It was noted that some retailers may not want the pictures as plants are tagged.

Marketing

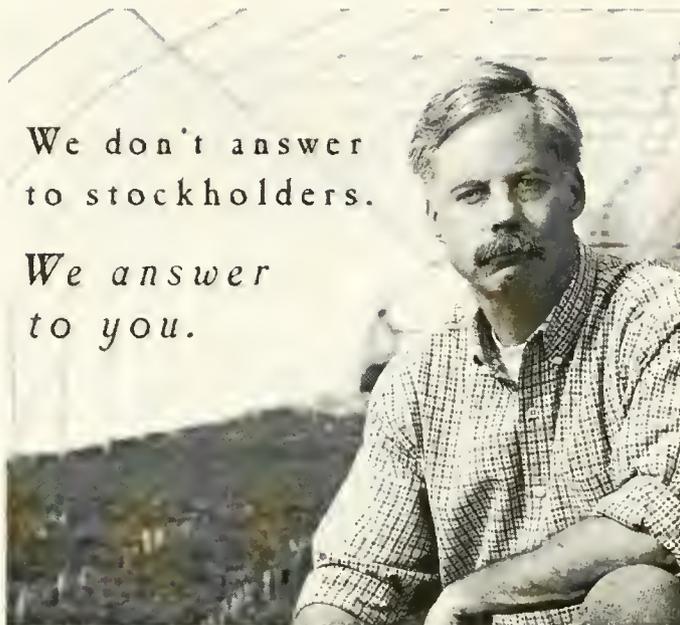
The public project idea was brought up again. Rick thought the expansion at Odiorne State Park might be an opportunity, and he will check into it.

NHHE

Robert had soil pallets and these are available for pick-up for those who didn't add the Endowment soil to their early ship orders. He will connect with John & Peter for updates.

Legislative

John reported that the invasive rules are still moving through the official channels so not much to report. Some discussion followed regarding the Integrated Planting Practices Group. Glenn had attended the meeting and did not feel that invasives was the group's focus, rather just a starting point. He felt the group was more interested in teaching design using natives and specifically selected exotics.



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NHPGA 2003 Financial Report

10/1/03 Through 12/31/03

John also wanted to make note that watershed rules were on the horizon. The information regarding this matter from Farm Bureau's Friday Review was shared. It was suggested that this information be sent to our members. John suggested we keep our eye on this, as it might eventually impact members with operations near watershed areas.

Open Items

A motion was made for NHPGA to vote in \$100 towards a prize for the NH Pumpkin Growing Association. John approved, Brett seconded, unanimous vote followed. It was seen as a good opportunity to get the NHPGA name in front of growers and the general public.

Cathy asked about marketing plans for the Best Plants book. Ginny will follow up with Holly.

Adjournment

The meeting adjourned at 8:36 p.m. The next meeting will be 4/13/04 at 6 p.m. at Scenic Nursery. Present at this meeting were John, Robert, Rick, Cathy, Brett, Glenn, Nancy & Ginny

2004 Summer Sponsors

The NHPGA Summer Meeting is set for July 28 at Gold Star Nursery & Sod Farm in Canterbury, NH. Opportunities exist for business sponsors to assist with the event. A Summer Meeting business sponsor will be featured in the event publicity, on the day's program, and in follow-up news releases. Businesses interested in being a sponsor for this upcoming event should contact the NHPGA Executive Director at 292-5238, fax and phone.

Balance checking account: 10/1/03:..... \$21,591.80

INFLOWS

Book Order	150.70
Directory ads.....	1,050.00
Dues.....	550.00
Interest Inc.....	8.31
Meeting Sponsors	2,200.00
<i>Plantsman</i> ads.....	1,600.00
Retail Directory.....	100.00
TOTAL INCOME	5,659.01

OUTFLOWS

Bank Charge.....	7.00
Legislative.....	240.00
Marketing garden book	103.29
Marketing-booth.....	51.19
Membership.....	1,328.25
Office Postage.....	58.06
Office printing.....	50.00
Office supplies.....	252.09
Office-phone.....	207.19
<i>Plantsman</i> ad commission	1,177.50
<i>Plantsman</i> Editor	800.00
<i>Plantsman</i> Mailing.....	182.41
<i>Plantsman</i> —Design	412.50
Retail Directory Production.....	1,917.50
Website.....	26.25
Winter Meeting 04.....	630.46
TOTAL EXPENSE	(7,443.69)

OVERALL TOTAL.....(1,784.68)

Balance checking account: 12/31/03:..... \$19,807.12

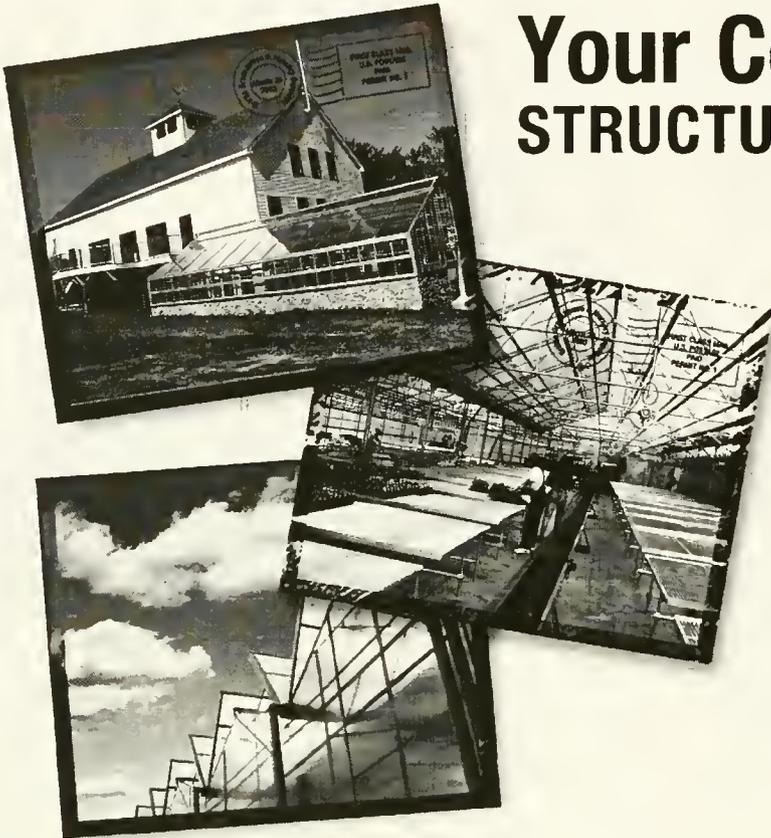
Balance savings account: 10/1/03: \$8,817.65

Interest income:..... \$15.40

Balance savings account: 12/31/03: \$8,833.05

Operating Balance as of 12/31/03:..... \$28,640.17

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Associations Come Together to Form Horticultural Industry Council

Representatives from several horticultural trade associations came together on March 10 at the Univ. of New Hampshire to explore the formation of a Horticultural Industries Council. Cathy Neal, an Extension specialist who facilitated the meeting along with Rick Simpson, President of the New Hampshire Plant Growers Association, sees the council as a vehicle for promoting communication and facilitating action on issues of common concern. The discussion touched upon many common challenges and opportunities such as legislative and regulatory action, membership recruitment and member benefits, support for education and extension, and visibility and promotion of the horticultural industry. "Every trade group contacted was very excited about the opportunities such a council presents, to share resources, to enhance and promote the industry, and to respond with one voice when legislative or other issues surface that affect the industry," said

Neal. The council will meet again in November.

Environmental horticulture is the largest and fastest-growing sector of agriculture in New Hampshire, with over 900 firms in the industry and an estimated gross value of \$438 million annually. This figure includes production firms such as nurseries and greenhouses, retail operations such as garden centers and florists, and landscape and tree services. Vegetable and fruit production adds another \$26 million to the horticultural industry's value.

New Dean Appointed At UNH COLSA

Effective April 1, 2004, William "Bill" Trumble was named Dean of UNH College of Life Sciences and Agriculture. Bill's strong leadership skills and innovative ideas will be tapped to spearhead a comprehensive review of COLSA and chart a course for the future. Trumble's charge is to formulate a plan that maintains academic excellence within the current budget restraints. The input of the UNH COLSA faculty, depart-

ment chairs, and staff will be sought in future planning efforts.

UNH Extension Positions

Cathy Neal reported recently to the NHPGA Board of Directors that a candidate has been appointed to the position of AG Program Leader for UNH Extension. This position became vacant April 16, 2004 when Bruce Clement left the post. Neal said, "It's a very positive step to see this position filled."

According to Neal, The Merrimack County Extension Advisory Council has been proactive and secured funding to hire an Extension Educator to fill the position vacated by David Seavey.

New Rules for Directional Signs

The NH Department of Transportation announced new rules governing tourist directional signs. According to this new policy, seasonal businesses are now required to cover the directional signs with a blank cover panel that is manufactured in accordance with this policy. Business owners will be given a year to come into compliance with this new law effective September 2003. According to NHDOT, a business is considered seasonal if it is closed for a period of more than 15 consecutive days per year. It is the responsibility of the business owner to inform NHDOT at least 14 days in advance of the dates upon which the sign panel is to be covered or uncovered.

According to NHDOT policy, "Closed Cover panels are to be fabricated from aluminum base material with a minimum of 0/08 inches (2.0mm) in thickness and free of burrs. The panel shall have a "blue" reflective sheeting over the entire panel face and flush to the edges." Questions regarding this issue should be directed to Walter J. Keuenhoff, Jr. 271-8124, Bureau of Traffic, 220 Sheep Davis Rd. P.O. Box 483 Concord, NH 03302-0483



The initial meeting of the Horticultural Industries Council was attended by (top row, left to right): Karen Johnson and Mick Sheffield, NH Landscape Association; George Pellettieri, Granite State Landscape Architects; Rick Simpson, NH Plant Growers Association; Stan Swier, Paul Fisher, Geoffrey Njue and Cathy Neal, UNH Cooperative Extension; (bottom row, left to right): Larry Fay, NH Arborists Association; Erick Leadbeater, NH Fruit Growers Association and NH Horticultural Society; Valerie Dawes, NH State Florists Association; John Roberts, UNH Cooperative Extension. Not present: Rob Johnson, NH Farm Bureau Federation; Phil Ferdinando, NH Vegetable and Berry Growers Association; Alan Hineman, NH Golf Course Superintendents Association; Bruce Clement, UNH Cooperative Extension. (photo: George Hamilton)

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New England Nursery Association Elects Officers

At the annual meeting of the New England Nursery Association (NENA) held on February 6, 2004 in Boston, Massachusetts, the following members were elected to serve as officers & directors of the association for 2004:

President

Bruce Vanicek
The Rhode Island Nurseries
Middletown, Rhode Island

Vice President

John Bardzik
Tarnow Nursery
Chicopee, Massachusetts

Secretary/Treasurer

Greg Schaan
Imperial Nurseries
Granby, Connecticut

Past President

Jeff Huntington
Pleasant View Gardens
Loudon, New Hampshire

Directors

Tom Strangfeld
Massachusetts Horticultural Society
Wellesley, Massachusetts

Hammon Buck

Plants Unlimited
Rockport, Maine

Leslie van Berkum

Van Berkum Nursery
Deerfield, New Hampshire

The mission of the New England Nursery Association is to enhance the nursery industry network through education, support of state and national activities, and increased awareness of the value of nursery products and services.

For more information call (508) 653-3112 or e-mail NEnsyAssn@aol.com.

Credit: NENA 2/11/04 News Release

New England Nursery Association Announces Breakthrough Learning Opportunity

At this winter's New England Grows conference, the New England Nursery Association (NENA) announced a new management seminar—The Green Summit. This new learning opportunity will be held September 8 & 9, 2005 and will offer advanced programming for the “best and brightest” of New England’s green industry.

“The inception of The Green Summit is in direct response to the educational needs of our constituents,” said NENA president Bruce Vanicek. “Current and next-generation leaders are crying out for high quality programming and that’s what NENA will deliver in September 2005.”

The mission of the New England Nursery Association is to enhance the nursery industry network through education, support of state and national activities, and increased awareness of the value of nursery products and services.

For more information on The Green Summit or NENA call (508) 653-3112 or e-mail NEnsyAssn@aol.com.

News on exciting work with school gardens

The VIVA! Garden for Schools program was born from the strong belief that education and exposure to plants can create excitement and comfort in the world of gardening for people and children. Hobbies and lifelong pursuits are often stimulated by great childhood experiences.

So VIVA!, a line of herb and vegetables available exclusively at The Home Depot, has introduced a new program to help school gardens. In this program, herb and vegetable plants are donated to school classrooms with the intent to excite

children about gardening; to expose children, their families and teachers to horticulture; for better nutrition and exercise; and for all of the great experiences that happen when children interact with nature.

Growers from across the country who grow the VIVA! line for The Home Depot are participating with donations. In 2003, the program’s first year, 2,276 classrooms participated in VIVA! Garden for Schools receiving donations of 72,832 VIVA! Herb and VIVA! Veggie plants. One teacher in the program told us that over the summer the children returned to their gardens to continue caring and picking the harvest. Another found her children preferring picked tomatoes to snack foods—we who have had vegetable gardens know the sweetness of vine ripe tomatoes.

New for 2004 are two additional sponsors for the program: VIGORO and Supersoil. VIGORO is participating in the nationwide VIVA! Garden for Schools contest which provides grants to 6 winners. Also new for this year, many classrooms will receive, along with the plants, donations of VIGORO fertilizer and Supersoil Premium Potting Soil to get their gardens started.

It is a huge difference for the children to be gardening with vigorous plants already of size rather than planting seeds. With started plants children can see fast results for their efforts. For photos, 2003 contest results, and information about the program visit www.vivagarden.com.

from News Release

ANLA Partners with Ian Baldwin to lead Group Buying Trip to GLEE

Garden industry veteran Ian Baldwin will lead North American retailers on a short, focused group



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buying trip to Glee, the premier show on the international garden trade exhibition circuit, held September 19–21, 2004 at the National Exhibition Centre (NEC) in Birmingham, England. Officially endorsed by the American Nursery & Landscape Association (ANLA), and supported by The Scotts Company, the trip is scheduled for September 18–22, 2004.

Baldwin, organizer and leader of the popular England Garden Center Tours for the past 10 years, has put together a program that will give retailers the unique chance to enjoy an expert guided tour of the exhibition, meet with vendors, learn how to shop and ship, attend networking events and much more.

Retailers participating in the five-day package will be able to take advantage of convenient, easy travel—

flying directly from the USA to Birmingham and staying near the NEC. Each day, Baldwin will host orientation sessions, outlining key buying tips and strategies. He will lead guided tours through the exhibition's nine show sectors. Prices for the tour are expected to start at under \$1600 including airfare, hotel and dinners. As an added feature, Baldwin is also offering an optional 2-day Post Glee Tour (Sept. 21–22) of Top Class Garden Centers that have not been seen on any of his previous tours.

For more information on the retail tour, interested retailers should contact Ian Baldwin at 916-682-1069 or email him at ianbaldwin@comcast.net. For general information on Glee, visit the website at www.bleebirmingham.com or call 609-921-0222.

America in Bloom

This year marks the third year of the America in Bloom program. Registration for the upcoming year wrapped up in March. Details about the program are found at the organization's website: www.americainbloom.org

The program encourages civic pride and stimulates volunteer energy. Participating municipalities register for the America in Bloom program in one of ten population categories to assure that they compete against similar-sized communities. Each community is evaluated in eight different areas. In 2004 the winners will be announced in October. This program spurs interest in gardening and using flowers all across the nation.



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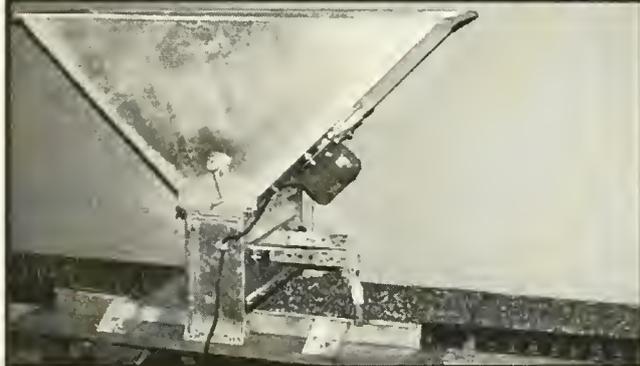
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NHPGA member Jackie Nooney will participate in the sixteenth annual Pocket Gardens of Portsmouth tour. The event is set for Friday June 25, from 5–8 PM and on Saturday, June 26 from 9 AM to 3 PM. Nooney, who is the owner of The Flower Company in Kittery, Maine, will sell a variety of exotic potted plants throughout the program.

Heather Parker, publicist, said, "Individuals who are interested in gardening, travel, history or architecture, will enjoy this much-anticipated community event that captures the spirit of picturesque, historic Portsmouth, NH."

The approximate 3-mile walking or biking tour benefits South Church and includes 10 or more private gardens and one museum garden. Held rain or shine, the tour also features graphics artists, musicians and refreshments in selected gardens on both days of the tour.

This year gardens in and around the Middle Street area will be featured, beginning with the large expanse of lawn and garden at the John Paul Jones House. In addition to the refreshments and musicians at the John Paul Jones House, Pocket Garden ticket holders will be able to tour the artifact and antique-filled John Paul Jones House for half price.

Pocket Garden tickets may be purchased for \$15 on the days of the tour at South Church, 292 State Street, Portsmouth, NH, or for \$12 in advance by calling South Church at 603-436-4762 (or appear in person at the office on M–Th 10–4 and Sunday 9:30–11:30). The ticket for the self-guided tour contains a map that includes suggested parking areas and detailed descriptions of the gardens. If you purchase tickets in advance, South Church will mail the tickets, which will allow you to park closer to the gardens when you begin the tour. For more information, go

to the link at or call Heather Parker at 433-2785.

Credit: Heather Parker



In a recent issue of the Weekly Market Bulletin, NH Ag Commissioner Steve Taylor reported that commercial banks in the northeast were discontinuing their participation in the area of ag lending. Gary Matteson, owner of New England Anemones in Epsom, NH has served as a Farm Credit Board of Director for 12 years. Matteson reports, "This change in lending institutions will be most noticeable in New York. Here in New England, commercial banks have been retreating from writing ag loans for many years."

As commercial banks exit this business sector, Farm Credit is poised to expand its financial services to Northeast natural resource professionals. Growers, farmers, and fisherman will find the financial expertise required to negotiate agricultural loans at their area Farm Credit offices.

Matteson reports that the Board of Directors is keenly aware of how important it is to look ahead and anticipate the lending needs of the region's ag borrowers. "Our track record in this area is excellent," Matteson said. He mentioned Farm Credit's involvement in the area of funding the purchase of land development rights. Ten years ago, this business practice was just getting off the ground. Now it's a proven method to keep land open and protect it from development and Farm Credit has worked with many borrowers with these unique needs."

In the next decade, the ag economy will include new practices, new business organizations, and new products. The Directors will work to ensure that Farm Credit can respond to these credit worthy needs as they have done since the nationwide institution was first organized."

Credit: Melissa Moore

D.S. COLE HOSTS TOUR

At the end of March a Farm Tour was conducted to showcase the working partnership between New Hampshire's ag producers and UNH Extension. Three agricultural operations in Merrimack County were featured. The Yeaton Farm in Epsom is a modern dairy operation. At this location, participants saw a state of the art dairy barn and milking facility. John Porter, area UNH Extension Dairy Specialist discussed the number of ways he has worked with the Yeaton Family to help their operation benefit from new research in the area of energy use, animal feeding, and animal housing.

At D.S. Cole Growers Inc. in Loudon, the group's attention was focused on greenhouse management. Paul Fisher, UNH associate professor in the Dept. of Plant Biology and extension specialist in greenhouse management reported on the recent collaborative efforts he has been involved with at Doug Cole's operation. These projects range from employee training programs to artificial lighting research.

The last tour stop was Sunnyside Maples on Rt. 106 in Loudon. Richard and Elaine Moore manage a busy retail/wholesale operation at this site. At the Rt. 106 location, their sugarbush is located just behind their retail facility. The accessibility of this operation enabled the group to see research at work in the sugarbush. Sumner Dole, UNH Extension Educator in Forest Resources, discussed new tubing layout designs, the effect of smaller spouts, and vaccum installations, and more. UNH President Ann Weaver Hart took part in the Farm Tour. The tour highlighted the many ways UNH Extension Educators impact the agricultural economy in the Granite State.

Credit: Allyson Brehm, Farm Bureau Media Coordinator, contributed the Farm Tour News story.



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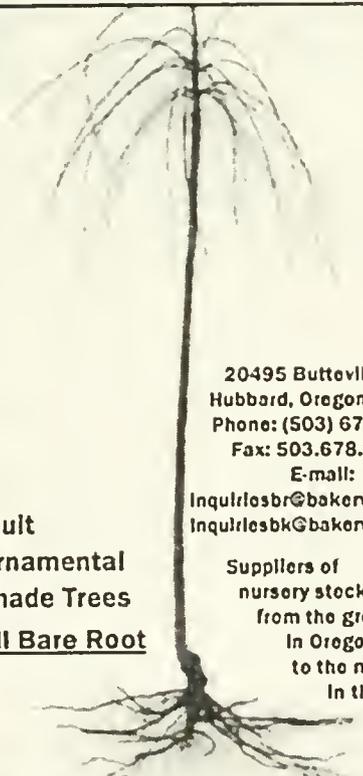
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New Hampshire Compost Association Compost Use Demonstration

BY MIKE RAINEY

Introduction

In February of 2003, the New Hampshire Compost Association (NHCA) requested permission from N.H. Department of Administrative Services, General Services Bureau to conduct a compost use demonstration on state grounds outside the Health & Human Services Building at 27 Hazen Drive (formerly 6 Hazen Drive) in Concord. The goal of the project was to show that the use of good quality compost would improve turf growth around state buildings when compared to the typical turf management currently employed. Included in the original request was a proposal describing how the demonstration project would be conducted.

Methods and Materials

To demonstrate the value of compost as soil amendment for turf growth, an area in front of the Health & Human Services Building was chosen for the project (*figure 1*). Construction on the demonstration area was started and completed on May 5, 2003. The pilot area in total was about 51 feet long by 14 feet wide. This plot was divided

into four smaller treatment plots, each 12 feet by 14 feet (*figure 2*). Three plots were treated with different soil amendments/fertilizers (biosolids compost, chemical fertilizer, and leaf & yard waste) and then seeded with a perennial rye grass. One plot received no amendment/fertilizer, but was seeded. *Figure 2* shows the relative position of each treatment within the demonstration. Between each of the smaller plots a one-foot buffer of untreated turf was maintained.

In order to determine the appropriate applications rates for compost and fertilizer, a composite sample of the soil in the plot area was collected and sent to UNH Analytical Services in Durham. After completion of the analysis, a lab report was sent with detailed nutrient recommendation for nitrogen, phosphorus, potassium, and lime requirements. Based on the soil test results no lime was recommended. Application rates for the three plots receiving fertilizer or compost were based on nitrogen need. The recommendation from UNH for nitrogen was 1 lb. of nitrogen per 1000 square feet. The area of each treatment plot was

168 square feet. Rounding to an area of 200 square feet, 0.2 lbs of nitrogen would be needed for each treatment plot. For the chemical fertilizer plot, about 1 lb. of a 29-3-4 fertilizer was applied. This resulted in about 0.29 lbs of nitrogen being applied. For ease of application, it is often recommended that 1/4" to 1/2" of compost be applied to lawns. Assuming 0.15% available nitrogen, and using the application guidelines of 1/4" to 1/2", between 0.19 to 0.38 lbs of nitrogen was applied to the leaf & yard waste treatment. Assuming 0.30% available nitrogen, 0.36 lbs. to 0.72 lbs. of nitrogen was applied to biosolids treatment. After the fertilizers and compost were applied, these amendments were incorporated into the soil to a depth of 2-3" eliminating any existing grass. Since no amendment was added to the control no incorporation was necessary and the existing turf was preserved. Perennial rye grass seed was applied to all four treatments according to application recommendations on the label and raked into the surface of the soil.

After amending the soil and seed-

Figure 1.



Figure 2.



ing the area, stakes and string were used to prevent foot traffic while the turf was being reestablished. Posters were also put on display to explain and identify components of the demonstration.

Results

This demonstration did not attempt to quantify the potential differences in growth response between the different treatments. Instead, visual observation was used to assess the relative efficacy of each treatment. Also, the costs for each type of treatment were compared. Finally, an evaluation of the ease of application is offered.

Figures 3–7 below show the amount of grass growth on each treatment from May 5, 2003 to June 17, 2003. Between May 5th and June 17th, there was no mowing or foot traffic across the plot. During this six week period, all four treatments were managed in an identical manner, affording each the same potential for grass germination and grow. The control plot had a slight advantage in that some grass was already established at the start of the demonstration as opposed to the other three treatments in which all turf was destroyed during the incorporation process when these plot were initially established. In comparing figure 1 and figure 7, it is obvious that all plots benefited

Table 1. Comparison of Material Costs per 1000 sq. ft. for Each Treatment

PLOT	SEED COST PER 1000 SQ. FT.	AMENOMENT COST PER 1000 SQ. FT.	TOTAL COST PER 1000 SQ. FT.
Control	\$2.50	\$0.00	\$2.50
Chemical Fertilizer	\$2.50	\$1.90	\$4.40
Biosolids Compost	\$2.50	\$9.60 ^a	\$12.10
Leaf & Yard Waste Compost	\$2.50	\$12.80 ^b	\$15.30

a—based on retail price quote from New England Organics

b—based on retail price quote from Earthtenders

from being reseeded. It also seems that both composts were superior to chemical fertilizer for establishing turf. The composts plots have both denser and higher growth. Using grass height as an indication of grass production, figures 3–6 seems to show that the control produced the most grass. However, careful observation would suggest denser growth in the compost treatments, particularly for biosolids. While not discernible from the figures, the amount of newly germinated grass was clearly greater in the compost plots than in the control. The appearance of greater production in the control can mostly be attributed to previously established turf.

Table 1 shows the material costs for managing turf using the four treatments discussed above. Costs have been equalized to show the cost per 1000 square feet for each man-

agement regimen. These costs do not reflect labor costs necessary to have a professional landscaper, turf professional, or groundskeeper perform the work. As would be expected, the cost of reseeding is less than the cost of reseeding combined with the addition of a soil amendment. Among the amendments, chemical fertilizers were the least costly. Although the leaf & yard waste compost, seems to be the most expensive option, the actual cost of using various composts may vary depending on the quality, quantity, and trucking distance.

Regarding the issue of ease application, clearly, simple reseeding or reseeding coupled with chemical fertilization were the easiest options. Because composts are far more bulky than seed or chemical fertilizer, transporting and handling compost requires far more time and effort. In addition, home lawn spreaders are adapted to spreading commercial seed and fertilizer and may not be able to handle many types of compost.

Conclusions

Although cost and ease of application favor reseeding or reseeding with chemical fertilization, compost use seems to enhance germination and grass production. Compost use has other advantages not readily apparent from such a short demonstration. Table 2, opposite, compares the relative benefits of the organic amendments such as compost to chemical fertilizers.



Figure 3.

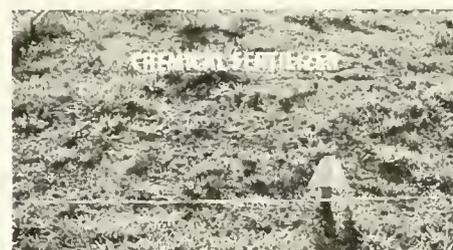


Figure 4.

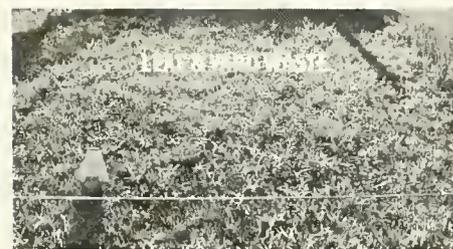


Figure 5.



Figure 6.



Figure 7.

Compost is a slow release nutrient source. Unlike chemical fertilizers which provide readily available nutrients in the year of application, composts will continue to release nutrients over several growing seasons. Composts also supply a wider array of macro and micronutrients compared to most lawn fertilizers which predominately supply nitrogen, phosphorus, and potassium. Most importantly, compost adds organic matter to the soil that favorably affects many soil properties. Addition of compost, can improve soil structure, soil aeration, water holding capacity,

nutrient retention, and compaction resistance. Reseeding and chemical fertilizers will not improve these soil properties. Also, there is significant evidence that compost provides resistance to turf diseases. If turf health and production are the primary goal, compost is a superior soil amendment for overall soil health and enhancement of plant growth. When all the benefits of compost use are considered, the cost and handling advantages of other turf management options may not be as attractive. The benefits to soil properties and plant growth from compost use

are difficult quantified. Consequently, Table 1 may not accurately reflect the value of amending the soil with compost.

For more information contact the New Hampshire Compost Association, <http://www.nhcompost.com/>

Acknowledgements

Thanks to following individuals/ organizations that provided compost for the demonstration:

Dick Flanders, Commissioner,
Plymouth Water & Sewer District

Eva Christensen, President,
Earthtenders

John Kelley, New England
Organics

Thanks to the following individuals for getting their hands dirty:

Dick Flanders

John Kelly

Ned Beecher (*also, thanks for the pictures*)

Marc Morgan

Melanie Wheeler

Kendall Perkins

Table 2. Comparison of the Relative Benefits of Compost Versus Chemical Fertilizer

ATTRIBUTE	COMPOST	CHEMICAL FERTILIZER
Slow nutrient release	Yes , release better timed to plant uptake	No , nutrients available but many migrate out of root zone before uptake
Improve soil structure	Yes , based on organic matter content	No , generally do not have appreciable organic matter
Improve water holding capacity	Yes , organic matter adds water holding capacity	No , generally do not have appreciable organic matter
Increases rainfall infiltration and decreases surface run-off	Yes , improved structure increases rainfall infiltration	No , doesn't affect soil structure significantly
Improve soil aeration	Yes , improved structure increases aeration	No , doesn't affect soil structure significantly
Nutrient retention	Yes , nutrients and minerals are slowly mineralized, increases cation exchange capacity	No , nutrients available but many migrate out of root zone before uptake
Soil Micronutrients	Yes , adds trace metals such as copper and zinc, which are needed for planted	Yes , depending on the source of the fertilizer
Resistance to compaction	Yes , organic matter reduces soil bulk density	No , generally do not have appreciable organic matter
Disease resistance	Yes , imparts systemic disease resistance to plants grown on compost amended soil	No , any disease resistance due to nutrients which keep plants healthy

Landscapers Kick Off Season with UNH Cooperative Extension

BY ALLYSON BREHM

Over 40 landscapers participated in two day-long events in early March designed to inspire and get them ready for the upcoming season.

The program for the Spring Kick-off for Landscapers offered a variety of workshops on water gardening, weeds in turf, plant disease, perennials and dwarf conifers. Coordinating the event were UNH Cooperative Extension Specialist for Ornamental Horticulture Cathy Neal, Merrimack County Extension Educator David Seavey (who retired April 1) and Strafford County Extension Educator Geoffrey Njue.

The kick off is part of a larger effort to reach landscapers on a

regional level, said Neal. The planning committee will be looking into the possibility of adding an additional location up north next year, she added.

Seavey said he likes to offer hands on activities so that the landscapers can participate. Similar kick-off events have been offered for the past three years in Merrimack County.

One of the workshops only offered in Merrimack County was taught by John Lyons, owner of Lyons's Family Nursery and focused on Dwarf Conifers.

Lyons does not consider himself an expert on dwarf conifers. A college professor by profession, Lyons has made a hobby and business of

dwarf conifers. Many in the Merrimack County conference room would have disagreed.

Doug Thompson, owner of Thompson's Lawn Care in Concord was one. "John was extremely informative," he said. "Next time I do a project that require conifers I will remember his nursery for materials."

Twenty-five years ago, Lyons was walking in the woods on his property in Newbury when one of his New England College students, whose family owned a landscaping business in New York, noticed a perfect conifer specimen growing naturally. "I would pay \$75 for a bush like that in New York," the student said.

John Lyon's Favorite Dwarf Conifers

Picea abies 'PENDULA' The Weeping Norway Spruce. This one has a nice character, branches and branchlets are gracefully pendulous. It has a rougher texture and is very natural looking. Good for larger area. Prefers full sun. H:/w: depends on training.

Picea pungens—Colorado Spruce 'MONTGOMERY' This miniature, very compact form is slow growing and will grow slightly taller than wide with a broad pyramidal habit. The color is a nice bright greyish-blue. It originated as a seedling and was developed by Eastern Nursery before 1934 under the name *Picea pungens* 'Glaucia Compacta Globosa,' Boy what a mouthful! This plant was obtained by Col. R. H. Montgomery who donated it to the New York Botanic Garden where it still grows today. Great selection for the small garden! The difference between this and *P. pungens* 'Globosa' is this one will eventually develop



TSUGA—HEMLOCK 'GENTCH WHITE'

a central leader and grow somewhat upright. This will take many many years. Full sun. H:2' W 2'

Pinus Mugo 'HORSFORD' This nice bun-shaped miniature plant with light green needles was a selection made by Greg Williams of Kate Brook Nursery of Vermont. It is one of the best of the dwarf, tight, globose types and makes a great selection for the small garden area. Full sun is best. H:2' W:2'

Tsuga—Hemlock 'GENTCH WHITE' (white tip group) This one forms a nicely shaped globose to mounding bush with silver-white tips. Some annual shearing is advised for compactness and a more intense color but the color is brightest in the fall. Does best in partial shade. Discovered by Otto Gentsch of West Merrick, L. I., NY. H:2' W:2'



And thus the Lyons Family Nursery was born.

The family began by using a quarter acre of land, out of their 20 acres, to begin propagation.

"We took hemlock out of the woods and planted them in the field," said Lyons. "I learned quickly that if you take it out of the woods and put it in the sun, it will get sunburn."

Undiscouraged, the Lyons family kept planting more and more.

When his three children entered their early teens, Lyons could see college bills in the future and decided that the nursery would be a perfect venture to cover college expenses. The nursery was expanded and two acres were planted with a mixture of things, a majority being dwarf evergreens.

"He has created a nice niche market," said Neal.

Lyons considers the nursery half-way between zones four and five. "It is tempting to try zone five plants to see if I can find a micro-climate where they will live," he said. For his perfect growing mixture, Lyons prefers mixing cow manure into "pure New Hampshire dirt."

Some of his favorite varieties are the Weeping Norway Spruce (*Picea abies pendulia*); Montgonery Spruce (*Picea pungens Montgomery*); Horsford (*Pinus mugo horsford*); and

finally the Gentch White (*tusunga Canadensis gentch white*).

As the years have gone on, many of the varieties Lyons has started growing are at customers suggestions, in fact most of the flowering shrubs they grow at the nursery have come about that way. All the plants are grown in raised beds and are moved around the nursery every other year to allow for root pruning and maintenance of a tight root structure. Most plants are field grown and dug by hand. Lyons does keep a small amount of plants in containers, but tries to sell them before winter so they do not have to be wintered over.

Lyons has purposely kept his nursery small. He has the luxury of hiring college students to help him dig, but employs no one other than his family. "The nursery is for the homeowner who wants to do his/her own planting," Lyons said. Other gardens on the property allow Lyons' customers to see examples of mature plants and get ideas. The dwarf evergreen demonstration garden is often a source for many a customer's inspiration for their own project.

As for dwarf evergreens, Lyons has found that what he reads in the catalog is not always true, they are not a cookie cutter plant and have definite personality. He has found his customers like plants with character. "The weirder it is, the more

likely they are to like it and buy it," he said. "Customers are open and receptive to the idea of dwarf conifers because they like the idea of replacing perennials with something that does not have to be weeded."

Among the advantages of dwarf conifers are their ability to make a garden look full quickly. Their use in landscaping is limited only by the imagination.

The nursery has met the Lyons' family expectations, all three of the Lyons' children's (and one horse) college tuition bills were covered by the nursery. All three children have since graduated college, but still participate on weekends. And now a third generation of the Lyons family is being introduced to the green industry.

Lyons Family Nursery is located on Morse Hill Road in Newbury, New Hampshire. It is open to the public two months a year and other times by appointment. Hours: May, Wednesday through Sunday, 8:30 A.M.—5 P.M. and June, Wednesday through Saturday, 8:30 A.M.—5 P.M. For information call 603-938-5398.

Dwarf Conifers

Conifer: The name conifer comes from Latin and means "to bear cones". Conifers are usually evergreen trees or shrubs with linear, needle-like or scale like leaves. **Dwarf:** According to the American Conifer Society, dwarf grows one to six inches per year and its approximate size in 10 years would be one to six feet.



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Love that Lovage (*levisticum officinale umbelliferae*)

BY MADDY PERRON

An herb garden isn't complete without at least one lovage plant. A perennial, hardy to zone 3, lovage will thrive here in the Northeast with very little effort on the gardener's part. It grows well in full sun or part shade. Lovage prefers moist, fertile, and well-drained soil.

Native to the Mediterranean region, lovage grows in Greece, the Balkans and the South of France. This stately plant can grow up to 7 feet if well cared for, but usually grows 3 to 5 feet. Having green, celery-like leaves, hollow stems, and sulfur yellow flowers, it makes a beautiful specimen garden plant.

For culinary use, lovage is used in place of celery. Its flavor is similar to celery but much more intense. A little goes a long way. In years past, the dried root and seed was used as a substitute for pepper to season meats and broths. The young leaves are chopped up fine and added to salads. This herb is great in potato salad. Lovage is a good substitute for celery in soups and stews. A fresh brewed pot of lovage tea left uncovered will freshen up a home. A just picked bouquet of lovage stems yields the same result. After chopping onions, the strong odor can be removed by rubbing lovage leaves in your hands.

The root is the part of the plant most used for medicines. It has been used for rheumatism, jaundice, malaria, sore throat, kidney stones, and as an antiseptic on wounds. Some Europeans still use it for minor stomachaches, kidney problems, and headaches. Scientists in this day and age state that lovage is in fact a diuretic, particularly the root. It can also be affective against flatulence. A medicinal tea can be made with one teaspoon of dried lovage root to a cup of boiling water. Lovage should only be used in small amounts though, as a large dose can cause kidney damage.

Storing lovage for winter can be as simple as freezing the leaves in baggies, but the flavor is better if you blanch them first. Most herbalists prefer to dry it though by snipping off small branches and hanging them upside down in an airy location, away from

direct sunlight. This year I used my dehydrator, and it only took a day or two, leaving the house smelling great. The root can be dried by slicing into 1/2" pieces and drying them on a screen in a warm shady place.

Most gardeners find that one or two plants are sufficient to supply a family with plenty of lovage. Given its size, it makes an impressive background plant, even if you don't plan to harvest it.

In folklore, it's reported that lovage seeds were used to make love potions giving the plant its name of lovage or "love parsley".

Maddy Perron is a Master Gardener from New Boston with a special interest in herbs.



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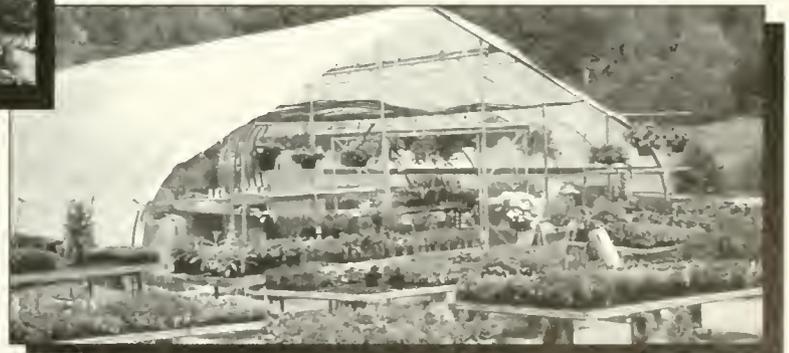


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TWILIGHT MEETING 2004

ROLLING GREEN LANDSCAPE AND NURSERY IN GREENLAND is the site of the June 23 Twilight Meeting. Rick and Beth Simpson are hosting the event to provide NHPGA members with an opportunity to get together to share ideas. Guests from the horticultural industry have been invited to participate in the program. Wayne Mezzitt of Weston Nurseries in Hopkinton, MA will present information on new azaleas and early rhododendrons. Stan Swier, UNH Extension Educator, will describe the IPM practices in place at Rolling Green for woody plants, perennials, and other plant material. This will be a great opportunity to ask questions about how to track "growing degree days" and IPM strategies.

In addition to these planned presentations, a stroll through the grounds at Rolling Green will give participants many good ideas on signage and plant displays. A June Twilight Meeting is an excellent opportunity to talk plants and see some beautiful material on display.

This is the time of year growers and plant enthusiasts wait for with great anticipation. The great variety of plant material available now enables growers to provide homeowners and commercial customers with garden ideas that are sure to please. Now is the time to get together with your colleagues and swap ideas about what's new, your favorite plant to grow, and the varieties that thrive year after year.

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