

NEWS on the GROW

compiled by Catherine Evans

ANLA Retreat

The American Nursery & Landscape Association (ANLA) Convention & Executive Learning Retreat in Boston was home to many special events: the retreat; a number of tours; a clambake; an announcement of the new and continuing Board members; an announcement of a marketing partnership and more.

The retreat opened up with a "New England" clambake the evening of July 17th. But, before the clambake, attendees were able to tour a few industry-related locations. I joined the group on the West tour. We started at the Mt. Auburn cemetery in Cambridge, Mass., which is a world-renowned horticultural site with more than 5,500 trees. Next, the tour took us to Gold Star Wholesale Nursery and Seasons Four Garden Center, Yarmouth Port, Mass. Then we were off to Cavicchio Greenhouses, Sudbury, Mass., and finished up at Weston Nurseries, Hopkinton, Mass., who then held the clambake for all of the Convention attendees.

RESPONSIBILITY CHANGES

Dale Bachman, president of Bachman's, Inc., Minneapolis, Minn., was elected as ANLA 2003-2004 president, replacing Wayne Mezitt of Weston Nurseries.

Other 2003-2004 elections included Stan Brown Jr., Alameda Wholesale Nursery, Englewood, Colo., as president of the Landscape Distribution Group; Josh Bracken, Nicholson-Hardie, Dallas, Texas, as president of the National Garden Center Organization division; and Cornelius Millane, III, Neal A. Millane &



Wayne Mezitt of Weston Nurseries.

Associates, Madison, Conn., as president of the Wholesale Nursery Growers of America division.

PARTNERSHIP

ANLA developed a new affiliation with the Japan Nurserymen's Association (JNA). The ANLA Board of Directors voted to establish a relationship with the JNA to initiate visits among U.S. green industry businesses and Japanese firms, improve trading among the two countries and begin a student exchange program. You can read more about the partnership in the August issue of *GPN*.

HISTORY IN THE MAKING

Those at the clambake were able to see Gordon Bailey, Jr., chairman of the board of Bailey Nurseries, Inc., St. Paul, Minn., finish the final leg of the Tour de Hort III, a program to raise money for industry research. Bailey

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2003 Poinsettia Trials

It's time again for The National Poinsettia Trials, sponsored by the poinsettia breeders (Ecke Ranch, Oglevee Ltd., Fischer USA, Selecta First Class and Dummen USA). The trial dates are December 2, 2003 at Purdue University; December 4, 2003 at North Carolina State University; and December 9, 2003 at the University of Florida-Gainesville. Along with the university sites, trials are also conducted by Joe Stoffregen at Homewood Nursery in Raleigh, N.C.

The trials were established to provide an independent evaluation of the newest poinsettia cultivars being introduced. This makes it easier for growers because there are too many new cultivars out there for growers to adequately evaluate all of them. Individual poinsettia varieties require different production procedures, so these trials are able to accommodate those differences instead of having the growers work around all of their different crops to identify the ones that work best for them. Additionally, adequately judging a cultivar takes up to 2-3 years, taking up a lot of bench space that could be used for crops. That is where the poinsettia trials come in. The trial sites can have the cultivars on the bench and ready

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Sakata Acquisitions Dæhnfeldt

Sakata Seed Corporation, Japan, and Emergent Genetics Inc. have finalized an agreement for Sakata's acquisition of the flower division of L. Dæhnfeldt A/S, which includes operations in the United States and Chile.

This transaction is subject to the final approval of Danish governmental authorities and was completed through the Danish company Sakata Ornamentals Europe A/S, with a transfer date at the end of August.

The Dæhnfeldt (USA) operation will continue with business as usual during the approval process. Once approved, both parties will work towards a smooth transition and integration of operations, with minimal disruptions to customers.

Both parties believe that with this acquisition there will be a synergy with the integration of their product portfolios that will strengthen and secure their joint position in the flower world market.



'Calandiva Pink'



'Gem Suncatcher Salmon'

FloraStar's New Trial Winners

FloraStar has three new winners from their spring 2003 new varieties trials. The three Winners include *Kalanchoe blossfeldiana* 'Calandiva Pink' by Fides Holland BV; New Guinea impatiens 'Gem Suncatcher Salmon' by Oglevee, Ltd.; and Bacopa 'Abunda Giant White' by Ball FloraPlant.

Fides Holland BV's *Kalanchoe blossfeldiana* Calandiva Pink has all the normal characteristics of blossfeldiana type varieties, other than the fact that no other variety is known to have decorative flowers in kalanchoe. Instead of four flower petals, this type is reaching at least 26.

Oglevee's New Guinea impatiens Gem Suncatcher Salmon consistently produces at least 10 petals per flower, and the variegation makes it really stand out in combination containers.

Ball FloraPlant's Bacopa Abunda Giant White is a much fuller plant with flowers almost twice the size of others on the market. Due to the larger flower size, this variety offers much more color and flowers for a longer period of time.



'Abunda Giant White'

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rode 1,200 miles from Cleveland, Ohio, to complete the trek in Boston, cycling into the tent to claps and "Gordie" chants from the crowd, who raised their drinks in appreciation of the ongoing industry support.

MORE TOURS

During the last day of the retreat, the attendees split up again for one final tour.

I joined the retail tour, and we ventured over to Marché, a favorite Boston restaurant with a

different idea of serving customers. Marché's idea was a "farmers market" approach to dining. Customers had many stations to choose from, from seafood to pasta to salads, all fresh and made upon request. We



Attendees listened to a number of speakers.

had the opportunity to talk with the manager about a variety of topics from employee retention to loss prevention.

After the visit, we were able to sit with each other and discuss what garden center retailers could take away — good and bad — from the visit, such as more help for the customers, better aisle space, bright colors and smiling employees.

—Carrie Burns

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GPN Updates Web site

In case you haven't noticed, the GPN Web site has a very new and different look. The former Web site, www.onhort.com, now takes you to the new GPN site, www.gpnmag.com. The new site will still feature articles, calendar events, the Poinsettia Zone, online buyers guide, PGR data and much more; but it has a new look and adds a news feature that will keep you updated on the latest happenings in the industry.

The site was launched in early August and has already received many hits daily. It helps people in the industry access features in the magazine, as well as information on PGR's and how to contact all of the companies in our annual buyers guide. More new Web site features will be added in the future to better service the reader. But for now, enjoy the new site.



Write in 790

OFA Short Course Shows Strength in Numbers

The numbers from the OFA Short Course are in, and the association is smiling. The attendance for the 2003 event was approximately 9,600, making the number slightly less than the past few years but still generating positive comments from attendees and exhibitors. "We have received extremely positive comments from exhibitors about the amount of business conducted and leads generated from the trade show," said Wendy McAtee, OFA director - expositions.

There were more than 500 exhibitors that showcased a number of new products, plant material and equipment from 1,300-plus booths. Also featured were the new additions of the Cyber Café for easy Internet access; the OFA bookstore; the relocation of the new varieties and product displays to the north end of the convention center for a decrease in traffic jams in the main concourse; and the number of educational programs for all segments of the industry. According to John R. Holmes, CAE, OFA executive director. "Our success in 2003 was the result of a strategic decision and concerted effort to focus on providing qualified buyers for the trade show floor and a continued emphasis on our strong educational program."

EuroAmerican Open House

"Autumn in Bloom" is the theme of the second annual EuroAmerican Propagators' open house September 26 and 27 at the EuroAmerican facility in Bonsall, Calif. The event will provide growers and grower-retailers with an in-depth look at EuroAmerican's new plant varieties, as well as facility tours and a series of presentations such as how to price products to ensure profitability and merchandising. Merchandising expert Judy Sharpton is among the scheduled speakers,

and she is best known for her Mannequin Technique, a method of merchandising placement and display that increases customer and merchandise contact. For more information, contact EuroAmerican at (888) 323-0730.

AIB Comes to Chicago

The city of Chicago and the Chicago Park District will host this year's America In Bloom (AIB) Symposium and Awards Program September 18-20 at the

Hyatt Regency Chicago on the Riverwalk. Known internationally for its greening and beautification efforts, Chicago was the grand winner of AIB's largest population category in 2002.

AIB is a national campaign ▶

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and contest that promotes enhancing communities through beautification. In the competition, communities are matched by population and evaluated on their efforts related to floral displays, urban forestry, land-

scaped areas, turf and ground-cover, tidiness, environmental awareness, heritage conservation and community involvement. Judges visited the communities during the summer, and the winners will be announced

at the awards banquet, the grand finale for the year, in Chicago.

Approximately 40 communities are participating in the second year of AIB. The 2003 AIB contestants by population are:

- 5,000 or less — Allegan, Mich.;

Amelia, Ohio; Elfin Forest, Calif.; Flemington, N.J.; Lavonia, Ga.; Lewes, Del.; and Sequim, Wash.

- 5,001-10,000 — Milledgeville, Ga.; Montgomery, Ill.; Oberlin, Ohio; Silverton, Ohio; Warwick, N.Y.; Waterloo, N.Y.; and Williston, Vt.

- 10,001-15,000 — Brecksville, Ohio; Cadillac, Mich.; and Washington Courthouse, Ohio.

- 15,001-20,000 — Berea, Ohio and Sylvania, Ohio.

- 20,001-25,000 — Batavia, Ill.; Derry Township-Hershey, Pa.; Rocky River, Ohio; and Willoughby, Ohio.

- 25,001-50,000 — Bartlett, Tenn.; Glen Ellyn, Ill.; Lake Oswego, Ore; Sandusky, Ohio; and Tupelo, Miss.

- 50,001-100,000 — Encinitas, Calif.; New Bedford, Mass; and Reston, Va.

- 100,001-300,000 — Akron, Ohio and Des Moines, Iowa.

- 500,001-1,000,000 — Boston, Mass.; Indianapolis, Ind.; and Monroe County, N.Y.

- 1,000,001 or greater — Columbus, Ohio.

Festivities in Chicago will kick off with an opening reception Thursday, September 18. The next day is an educational symposium with a lineup of workshops on topics such as streetscapes, urban forestry, container gardening, nature areas and other greening initiatives presented by Chicago in-house experts. Other symposium highlights include a scheduled keynote speech by Chicago Mayor Richard Daley and remarks by television celebrity Bill Kurtis.

The last day begins with a choice of tours to community gardens, a downtown greening walking tour, Lincoln Park and the Chicago Botanic Garden, nature areas, annual floral gardens and historic parks. AIB's festivities conclude with the evening gala awards dinner. For more information about the event, please go to www.americainbloom.org.



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Al Gerace Receives AAS Medallion of Honor

Al Gerace, CEO of Welby Gardens, Denver, Colo., was presented the Medallion of Honor from All-American Selections (AAS) during the AAS Summer Meeting. According to AAS, the Medallion is the highest honor given to an individual who has contributed to the advancement of horticulture or the garden seed industry in an exceptional manner and is bestowed on a person for his or her lifetime achievements. This is the first time AAS presented the award to a professional grower who uses seed as a major component of their product line. All-America Selections is a non-profit organization that tests and introduces superior new flowers and vegetables from seed.

July Wholesale Prices Up

Wholesale prices seem to be going up according to the U.S. Department of Labor. In July, there was a slight 0.1 percent increase in the Producer Price Index, which measures prices before they reach store shelves, making it good news for people selling wholesale.

In June, wholesale prices rose to 0.5 percent reflecting the higher costs for energy products due to the possible energy crisis the United States may see this winter (see "Energy Crisis 2003", page 14). Because of this increase, which was expected by economists, the Federal Reserve is a little less worried about the possible threat of deflation.

Despite the increase in wholesale prices, unemployment claims are still higher than average. As each week goes by, the unemployment claims keep edging up slightly. By the end of the week of August 9, claims had risen from 2,000 to 398,000, according to the Associated Press. However, with the claims staying under 400,000 — an amount associated with a weak

labor market — for the past four weeks, comes a possible sign that the number of job layoffs may be leveling off for the time being. The highest number of claims came in April, at 459,000.

However, even though there is

a bright future on the way for the U.S. economy, the Associated Press reported that Alan Greenspan, Federal Reserve Chairman, and his colleagues have decided to leave the current short-term interest rate at 1 per-

cent, a 45-year low. Predictions from economists say the economy is expected to build up in the second half of the year, possibly allowing for some economic growth with an annual rate of 3.5 or 4 percent or higher. ▶

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for the growers to judge. It is a great way to pick what will work best in the greenhouse for outstanding sales during the Christmas season.

According to the trial coordinators (Jim Barrett, University of Florida-Gainesville; Allen Hammer, Purdue University; and John Dole, North Carolina State University) "We hope these trials help growers focus on which cultivars might have the best fit in their operation based on their markets and production styles."

Look for the trial findings on the Poinsettia Zone on the *GPN* Web site, www.gpnmag.com, in January 2004, as well as complete trial coverage in the February 2004 issue of *GPN*. For more information on the trials, go to www.poinsettia-trial.org, where you can find locations, past trial databases and much more.

FCC Delays Junk Fax Rules

The Federal Communications Commission (FCC) made a recent ruling delaying the Junk Fax ban until 2005. The rule states that companies must obtain written permission before sending unsolicited faxes.

The rule was first announced in July, the same time as the do not call rule, and was originally supposed to take effect in late August; however, with the new ruling, the FCC has agreed to delay the effective date 16 months to January 1, 2005. According to the Associated Press, the FCC made this decision because it will give businesses more time to get the approval they need from the people they want to fax. Another reason is that the delay will provide extra time for the FCC to respond to requests for reconsideration of the new rule.

Currently, people do not have to have written permission to fax unsolicited mail to people they already do business with. However, they are not allowed to fax unsolicited items to people they do not have a business relationship with.

ENERGY CRISIS 2003




With the problems of the recent blackout in the Northeastern United States and Canada, energy has been a hot topic in the past several weeks. The Department of Energy is racing to solve problems of future blackouts while trying to prevent the large price hikes for gas coming in the near future. That future has come a little earlier than expected. In the few weeks after the blackout crisis, the gasoline crisis is now coming into play.

At the end of August retail gasoline prices rose more than \$0.15, making it the largest jump on record since the Lundberg Survey began keeping records on the prices more than 50 years ago, according to the Associated Press. The survey showed that more than 8,000 service stations reached an average \$1.7484 a gallon which is just below the all-time high average of \$1.71608 held last March 21.

An article written in the *Daily Herald*, a suburban Chicago newspaper, states "Natural gas prices are expected to jump at least 12 percent this winter and could even go higher, boosting heating costs in the process." That information came from an official at Nicor, Inc. So what is this going to do to the costs of greenhouse heating? Currently, there are storage precautions being made in case of a shortage, which will indefinitely raise the prices even more.

Vicky Bailey, assistant secretary of Energy for Policy and International Affairs, has been traveling around the country, telling people that elderly people, small business owners and Northeast residents will be facing the most significant shortages in the United States. In the mean time the government is trying to increase production and storage capacity.

Until more energy methods are perfected, people can go to www.energysavers.gov to learn about ways to conserve their energy without killing their plants. Also the government is currently working on a more efficient way to bring energy into places that need it using coal or even nuclear power. In the mean time, keep reading "Energy Crisis 2003" in *GPN* for the latest updates on to help keep your greenhouses warm. 

September**18-19: Southwest Horticultural Trade Show and Conference**

Phoenix, Ariz.

Contact: (480) 966-1610

18-21: ANLA Grower Tour

Virginia

Contact: (202) 789-2900

www.anla.org

21-23: GLEE International Garden and Leisure Exhibition

Birmingham, England

www.gleebirmingham.com

24: Yoder Brothers, Inc. Fall Field Days

Leamington, ON, Canada

Contact: (800) 321-9573

www.yoder.com

24-27: SAF Annual Convention

Boca Raton, Fla.

Contact: (703) 836-8700

www.safnow.org

October**1: Yoder Brothers, Inc.****Fall Field Days**

Pendleton, S.C.

Contact: (800) 321-9573

www.yoder.com

8-11: International Plant Propagators' Society Western Region Meeting

Portland, Ore.

Contact: (503) 662-3244

jim.mcconnell@baileynursery.com

16: Mid-Atlantic Conference for Growers

Malvern, Pa.

Contact: (610) 690-7676

wqg1@psu.edu

16-17: NGMA Fall Meeting

Tampa, Fla.

Contact: (800) 792-6462

www.ngma.com

17-18: Xeriscape Conference 2003

Albuquerque, N.M.

Contact: (505) 468-1021

www.xeriscapem.com

November**5-6: Michigan Greenhouse Growers Expo**

Lansing, Mich.

Contact: (800) 878-5131

5-8: Horti Fair

Amsterdam, The Netherlands

www.rai.nl

6: 2003 Southeast Pennsylvania Poinsettia & Pansy Trials with Seminars

Doylestown, Pa.

Contact: (610) 690-7676

wqg1@psu.edu

12-15: ASCFG's National Convention and Trade Show

Vancouver, BC, Canada

Contact: (440) 774-2887

www.ascfg.org

13-15: Hydroponic Organic Grower's Conference

Tucson, Ariz.

Contact: (330) 769-2002

www.cropking.com

January 2004**14-16: Mid-America Horticultural Trade Show**

Chicago, Ill.

Contact: (847) 526-2010

www.midam.org

15-17: Tropical Plant Industry Exhibition (TPIE)

Fort Lauderdale, Fla.

Contact: (800) 375-3642

www.fnga.org

22-25: ANLA Management Clinic

Louisville, Ky.

Contact: (202) 789-2900

www.anla.org

Save the Date:**April 18-20, 2004**

AHMA Hardware Show

Chicago, Ill.

Contact: (800) 723-9895

www.ahmaharwareshow.com