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THE PLANTSMAN

A NEWSLETTER OF THE NEW HAMPSHIRE PLANT GROWERS ASSOCIATION



WINTER MEETING

THURSDAY, JANUARY 17, 1991 THE MARGATE AT WINNIPESAUKEE

Details Inside Front Cover

DECEMBER/JANUARY



The annual Winter meeting of the New Hampshire Plant Growers' Association will be held on January 17, 1991, at the Margate in Laconia. Registration begins at 8:00.

A brief, but important, business meeting begins at 8:15. Reports on finances, the NE Greenhouse Conference, the Manchester Flower Show, and *The Plantsman* will be given. New officers will be elected and plans for next year's summer meeting will be announced. Members' ideas and comments are appreciated.

At 8:45: "What's New for '91."

Richard Zoerb, the representative from Gloekner's, discusses new plant products and market trends.

At 9:30: "Prolonging the Life of your Small Engine." Tom March, UNH Thompson School, gives the do's and don'ts of preventive maintenance. This illustrated presentation includes tips on lubrication, valve adjustments, air filters, winter storage, and a lot more.

And at 10:30, "What's Bugging You?" Tom Durkis, State Entomologist, will give a review of the latest insert problems facing the New Hampshire horticulturist.

The featured speaker is Donna Singer. Her topic will be "Understanding Differences: Making a Better Workplace."

Workers in the 1990s want to be respected. They want their ideas heard they want to be part of the organization. Greenhouses and florist shops and nurseries can rarely pay the highest salaries, and a good worker is a valuable asset. It's important that he/she wants to stay with your company.

One reason that a worker wants to stay is that he/she has a valued and appropriate place in your business. But everyone is different. Where would he/she fit best?

In this workshop, you will examine different styles of doing things and how these styles affect others. And this includes your own style as well.

Understanding these differences—and utilizing them—can enhance the workplace situation. It can be a calmer, friendlier, and more productive place. Workers will stay; customers return; the business will grow.

Donna Singer is an organizational consultant who has been working with adult learners for more than twenty years. Recent clients include businesses, schools, hospitals, and the State of New Hampshire. Her style is dynamic, knowledgeable,

and entertaining; she has a sense of humor.

The information she offers is genuinely useful and will affect your relationships with fellow workers, employees, and customers.

Her presentation—a workshop combining both lecture and highly interactive discussions (you won't be sitting in your chair)—will begin around 11, break for lunch (a buffet; filet of sole, baked ham, etc.), then continue for the remainder of the afternoon. It's a warm and useful way to spend a cold day in January.

Cost per person for the complete program is \$30.00 for members and \$35.00 for non-members. Only those registering in advance will be eligible for meal reservations. Walk-in registrations the day of the meeting are \$15.00 for members and \$20.00 for non-members. See you there.

WINTER MEETING

DECEMBER/JANUARY 31

CALENDAR

DECEMBER 1990

13-14 New England Arborists' Exposition. The Sheraton, Boxboro, MA. For information: (617) 332-8683

27 Connecticut Nurserymen's Association Annual Meeting. Southington, CN. For information: (203) 872-2095.

JANUARY 1991

8-11 Eastern Regional Nurseryman's Association Annual Meeting, Concord Resort Hotel, Lake Kiamesha, NY

10-11 New Hampshire Turf Conference, Manchester, NH

14-15 Connecticut Nurserymen's Short Course. For information: (203) 872-2095.

17 The New Hampshire Plant Growers' Association Winter Meeting. The Margate, Laconia, NH. For information: Chris Robarge at (603) 862-1074.

22-24 Massachusetts Horticultural Conference. Best Western Royal Plaza, Marlborough, MA. For information: (617) 266-6800.

22-24 Maine Agricultural Trade Show, Augusta, ME (on January 23: Maine State Florists' Convention).

27 FTD America's Cup Design Competition. Portsmouth, NH. For information: Peter Collins, Collins Flower Shop, Nashua, (603) 882-2723; or Debrah Defreze, Jasmine's Flower Shop, Seabrook, (603) 474-3020.

28-30 New England Nurserymen's Association. Copley Plaza, Boston, MA. For information: (617) 964-8209.

FEBRUARY 1991

1-3 The Wholesale Nursery Growers of America 1991 Management Clinic. The Galt House East, Louisville, KY. For information: (202) 789-2900.

6-7 Massachusetts Landscape Conference. The Sheraton, Boxboro, MA. For information: (617) 964-0452.

7-9 NH Farm & Forest Exposition, The Center of New Hampshire Holiday Inn and Convention Center. For information: call Donna or Zib at (603) 271-3552.

11-14 The 46th Annual Pennsylvania Nurserymen and Allied Industries Conference. Hershey Lodge and Convention Center, Hershey, PA. For information: Denise R. Calabrese at (717) 238-1673.

15-16 The 5th Annual National Landscape Architecture and Design Symposium on the Environment. Holiday Inn, Bethesda, MD; 8:30 a.m. to 5 p.m. both days. For information on exhibitor booths and registration: Sandra Lerner at (301) 652-1212.

MARCH 1991

6-10 Granite State Garden and Flower Show, National Guard Armory, Canal Street, Manchester, NH. For information: Ginny Grand Pre' at (603) 446-7866.

14-15 New England Landscape Exposition, The Center of New Hampshire Holiday Inn and Convention Center, Manchester, NH. For further information call Guy Hodgdon at (207) 439-5189.

15-17 Fifth Annual Seacoast Area Flower and Landscape Show, National Guard Armory, Portsmouth, NH. For information: Brenda Schure at (603) 436-0815.

AUGUST 1991

22-23 The first Landscape and Nursery Trade Show and Conference, sponsored by the Pennsylvania Nurserymen's Association. At the ExpoMart, Monroeville, PA. For information: Denise R. Calabrese at (717) 238-1673.

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The Plantsman is published in early February, April, June, September, October, and December with copy deadlines being the 5th of each prior month. While camera-ready is preferred, as 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, UNH Research Greenhouses, Durham, NH 03824, 862-2061, PO Box 5, Newfields, NH 03856, 778-8353

Gardening at an Institution

Jennifer Gould

For the past ten years I have been employed by Phillips Exeter Academy which is a private school for students in grades 9 through 12. My job has been to design flower gardens, and to plant and maintain sixteen major garden areas on campus. Through these experiences I have learned that while all gardening is challenging, gardening at an academic institution has its own advantages and disadvantages.

While the general landscaping on campus must have a continuity of plant material, fences, signs, and walkways, flower gardens are not restricted by the same guidelines. Academic, administrative and residential buildings divide the campus into several sections. The partitioning permits diversity of garden themes and color schemes. Each garden has a purpose and a reason for being located where it is.


**Inevitably
 an errant ball or frisbee
 lands in a garden
 with a student running
 behind it**


Many garden locations were selected because of their high visibility. For example, the Admissions Office, the Alumni/ae Office, dining halls, and the main administration building are among the busiest buildings on campus and all are adorned with flower gardens. Outside the Principal's Office there is a large garden which supplies cut flowers for the offices all summer as well as provides a colorful place for visitors who have a few extra minutes to stroll.

Some gardens exist because of special events on campus. At Exeter, graduation exercises are held in early June in front of the main academic building. The gardens there contain more flowering shrubs and perennials intended to bloom in late spring and early summer. Annuals fill in the color for the rest of the summer.



The problems with gardening at an institution occur with the increased numbers of people, animals and vehicles on campus. Activity is constant and, unfortunately, not all people are sensitive to their environment.

The first challenge was the "spontaneous picker". This person appreciates flowers and picks a few to give to a friend or to keep. Too many "spontaneous pickers" can strip a garden of its color, not to mention the possible damage to other plants that can occur in the process. This problem is impossible to eliminate but has been controlled by sending memos each spring to all faculty, staff and students asking for their cooperation with the gardens by not picking the flowers. They do have areas on campus where they can maintain their own gardens. If someone needs cut flowers for a special occasion, I do the cutting. This way I can cut from the gardens that have the heaviest bloom and reduce the numbers of trampled plants.

Another problem occurs when students relax from academic schedules by playing casual games of lacrosse, touch-football or frisbee. Inevitably an errant ball or frisbee lands in a garden with a student running behind it. Though there is no way to avoid this situation, by watching where the students play before selecting a garden site, one can locate a garden far enough away

from the activity to minimize the damage.

The last problem I will mention is the damage to lawns and gardens by maintenance and delivery vehicles driving on narrow roads. The roads were meant for walkers, and vehicles have difficulty making the sharp turns. Too often they leave tire tracks in the gardens. I have solved this problem by "planting" granite posts and rocks in strategic locations in the gardens. They add interest to the gardens and are very effective in eliminating tire tracks!


**By careful observation
 before selecting
 gardening sites on a
 campus, by providing a
 source for replacement
 plants, and by providing
 as much natural
 protection for the garden
 as one can, it is possible
 to maintain attractive
 gardens in a public area.**


By careful observation before selecting garden sites on a campus, by providing a source for replacement plants, and by providing as much natural protection for the garden as one can, it is possible to maintain attractive gardens in a public area. Working with "Mother Nature" always has been unpredictable. Dealing with the human being has been the ultimate challenge. ♣

Jennifer is the greenhouse manager and campus gardener at Phillips Exeter Academy.

FORUM

Special Thanks to Members Representing the Plant Growers' Association

Tom Price (Meredith Gardens, Center Harbor) will serve as the NHPGA's representative on the New Hampshire "Farm and Forest Council." This newly-formed group will work to increase the visibility of New Hampshire farm and forest products. It will also "advise decision-makers of the needs of the farm and forest community".

Kirk Wyant (Gold Star Sod Farm & Wholesale Nursery, Canterbury), will represent the NHPGA on the state's "America the Beautiful Council." This council will direct New Hampshire's part in a national promotion backed by President Bush that will plant millions of trees across America in the next decade. Hopefully, a few of them will come from Gold Star.

And Alan Eves (Garden of Eves Greenhouse, Greenland), will serve as an NHPGA representative on the Granite State Garden & Flower Show Board of Directors.

A Query from the AAN Update (October 22)

Disposal of greenhouse poly film and plastic containers is a growing issue. To explore solutions, AAN is communicating with plastics industry groups. They are asking for information. Has your firm found solutions to plastics disposal problems? Have you found sources for recycling used plastic? Do you have any innovative ideas? Please FAX your ideas and solutions: (202) 789-1893. Or call Clint Albin or Craig Regelbrugge at (202) 789-2900. Any information would be appreciated.

Locally, Yuda Daskal, owner of Blue Bell Greenhouses in Lee (where he grows cut flowers—snaps, freesia, and godetia—year-round and bedding plants in season), looked into recycling possibilities in this area. The only company he found was Plastics Recovery Corporation in New Haven, Connecticut. They would come for a truckload of used plastic—which is 22,000 lbs. They pay one-and-one-half cents a pound or \$30.00 a ton. They want the plastic clean and baled. They recycle it, making redemption bags.

As Daskal points out, the plastic on an average 27x100 greenhouse weighs around 250 pounds, so there aren't too many growers in the state who would be having 20,000 pounds of used plastic to get rid of. He wonders if there would

be any interest in a cooperative scheme with one or two central collection points. Or if there are companies closer than New Haven.

Most small greenhouse operators are still able to dispose of their used plastic legally. A lot of people are glad to use it for mulch and insulation. Apparently some people even use it to make skating rinks for their little children. (They staple a floor of used plastic onto a wooden frame, then pour water on the plastic and let the water freeze.) But for people who don't skate, as it becomes more difficult to dispose of plastic at the local dump, a cooperative collection system might be an answer. Those interested in pursuing the idea further can contact Daskal at (603) 659-2997. Or call Tom Gurty at Plastic Recovery Corporation at (203) 785-0458. ♣

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Regionalized Extension Approach Examined

Reprinted from the Weekly Market Bulletin, September 12, 1990.

Leaders of New England's six land grant universities have often talked about ways to better serve the research and educational needs of agriculture and forestry of this region through cooperative programs organized across state lines.

A number of agreements concerning teaching programs have been worked out and there have been joint efforts in such areas as informational publications.

Now the Council of Presidents of the six institutions is beginning to design a model for a region-wide Cooperative Extension Consortium to make possible the formal sharing of extension resources

throughout New England. According to the Chronicle of Higher Education, the effort could result in the merger of the entire cooperative extension program in the six states.

"We're not quite sure yet how it's going to work," says Bill Lord, UNH Extension Fruit Specialist and New Hampshire's member of the project team, "but there's already a tremendous amount of New England-wide cooperation." Bill gave the area in which he works as an example: educational meetings, research, and agent training are already being planned and developed by the New England fruit specialists as a team. So whatever develops may not be an actual merger, but a "continued development and refinement" of processes already in motion.

Lord is very positive. He says that the Director of New Hampshire Cooperative Extension, Peter Horne, is looking at this as a way "to enhance—not replace—programs." There has been a serious erosion of staff members because of cuts in government funding, so this growing cooperation between the specialists in each state should benefit the entire region.

Foundation grant funds are underwriting the project, which should take about a year to complete. If it works in New England, the whole effort could become a model for strengthening Extension's role across the nation, its sponsors say.

New Compost Facility

On October 8, Waste Management of New Hampshire, Inc., opened a state-of-the-art lined compost facility adjacent to the Turnkey Landfill in Rochester. This facility will initially handle unbagged leaves. The tipping fee for utilizing the facility will be \$15.00 for standard one-ton pickups. Hours are 7 a.m. to 4 p.m.

Monday through Friday and 7 until noon on Saturday. Customers bringing bagged leaves to the facility will be surcharged \$1.00 per bag.

For further information, call Scott Keil, Marketing Manager, at 1-800-847-5303.

Show Time in New Hampshire

From mid-winter through early spring, a wide range of horticultural shows take place in New Hampshire. At first glance, one seems only to repeat another, but each has its own special emphasis and each is worth attending.

First on the calendar is the New Hampshire Farm & Forest Exposition on February 7-9 at the Center of New Hampshire Holiday Inn and Convention Center in Manchester. Donna and Zib (603) 271-3552) have some new ideas and say everything's moving along just fine.

Less than a month later (March 6-10), the Granite State Garden and Flower Show is held at the National Guard Armory on Canal Street in Manchester.

This year the theme is "Through the Garden Gate" and the committee plans to erect a large garden gate just inside the armory doors through which visitors will pass into "the gardens." Garden categories this year are "Urban," "Naturalistic," "Traditional," "Tropical," and "Functional."

Twelve exhibitors (filling approximately 6,200 sq.) have signed up so far. Other people interested in doing so should contact Booth Hemingway; (207) 439-2241.

The displays will be judged, competing for seventeen awards and a cup. There will be a flower auction, floral arrangements, commercial

Curt Givan, New Chairperson of Plant Biology at UNH, writes:

"I am very pleased to have joined the Plant Biology Department at UNH for what I hope will be a long and fruitful association. The Department derives its strength from its diversity and its multi-pronged mission in teaching, research, and agricultural extension work.

"It is my hope and intention that the Department will, as one of its principle activities, promote scientific advances that will benefit plant growers in New Hampshire and elsewhere. This will involve continuing interactions between the Plant Biology Department at UNH and the growers to the benefit of both parties."

booths, talks. Ticket are \$5.00.

Paul Godbout, one of NHPGA's representatives on the show's board, urges all members "to participate and attend this all-New Hampshire show." He especially urges florists to submit designs and then "to come and enjoy the beauty of the flowers."

For further information, call Paul at Jacques' Flower Shop in Manchester; (603) 625-5155.

Then on March 14-15, the First Annual New England Landscape Exposition, sponsored by the NH Landscape Association, will be held at the Convention Center in Manchester.

It is open to the public; registration for both days is \$35; recertification credits valid in four states—ME, NH, VT, MA—can be earned.

The keynote speaker will be Michael Lawn, Superintendent of the White House grounds. Other speakers include John Roberts, UNH Extension, and Dr. Alex Shigo, "the tree wizard." Other topics include design, perennials, wetlands, and irrigation.

A trade show ("we're looking at fifty booths or better") is also being planned.

For information, contact Guy Hodgdon; (207) 439-5189.

Overlapping slightly (March 15-17) is the Fifth Annual Seacoast Area Flower and Landscape Show in Portsmouth.

Brenda Schure writes: "Plans for the 1991 Seacoast Area Flower and Landscape Show sponsored by the Portsmouth Regional Visiting Nurses Association are coming together nicely. In addition to adding a day, hours will also be extended. So, mark your calendars now for March 15, 16, and 17, 1991, at the National Guard Armory, McGee Drive, Portsmouth, New Hampshire. We'll update you later concerning hours, demonstrations/lectures, etc."

For more information, call Brenda at (603) 436-0815.



Michaud's: the first greenhouse, Winter 1960

Robert J. Michaud

1924-1990

With sadness, we report the death on September 27 of Robert J. Michaud, 65, of 79 Newfields Road in Exeter. He was a lifelong resident of Exeter who spent fifty years in the nursery business.

He was always a landscaper. He also started out working for Charles Williams' Wildflowers "just around the corner" from where Michaud's Nurseries and Greenhouses are now, then for Charlie's brother Ike at Exeter Wildflower "down by the underpass" after Charlie retired.

In 1954, he and his wife built their house on Newfields Road; in 1959, they added a small greenhouse. Their first crop was bedding plants and geraniums.

A small shop was built in 1966; in 1972, the house and the shop were connected; in 1979, they grew their first perennials; in 1982, a larger shop was built.

Today, besides a large shop area, there are three heated greenhouses and three hoop houses used mostly for perennials.

Bob was a US army veteran, a member of the Kensington American Legion, the Exeter Congregational Church, and several bowling leagues. He was a founding member of the New Hampshire Plant Grower's Association.

He is survived by his wife of 41 years, Caroline; his son, Kent; his daughter, Beth Carter of Exeter; and four grandchildren.

And the UNH Plant Biology Department, in cooperation with the UNH Thompson School, will hold its annual open house again this year at the greenhouse facilities on

Mast Road in Durham. No date has been set (it's usually the weekend before Easter), but a planning committee has been formed. Dr. George Estes is chairman.

With all this, who need spring? 🌱

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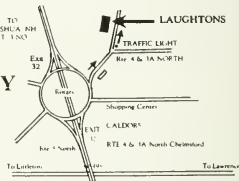
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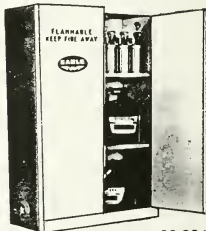
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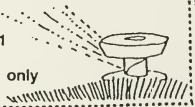
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RICHARD C. ZOERB

New Hybrids Coming

Reprinted from Nursery Business Grower, October 1990.

Two of the world's leading greenhouse manufacturers, Rough Brothers of Cincinnati, Ohio, and J.M. van de Hoeven b.v. of Gravenzande, the Netherlands, have signed an agreement whereby Rough Brothers will become the exclusive distributors for van de Hoeven greenhouses. The precedent setting agreement covers the entire continental United States, except for California and Nevada, which are not served by Rough Brothers.

For several years, Rough Brothers has offered its own highly successful International Series of Venlo-style greenhouses and Rough's expanded Venlo product line will continue to be marketed under the International brand name. However, it is anticipated that future products will be hybrids of van de Hoeven and Rough Brothers materials. "We'll source materials that will provide the customer with the most desirable and economical product," said Bruce Rowe, Rough's Treasurer and Co-owner.

Mike Foley, Regional Sales Manager for Rough Brothers, feels this merger "will give us capabilities to add onto existing Dutch structures which we did not have before." For further information, call Mike at (617)942-1246.

The Nicest Greeting of All

Reprinted from Greenhouse Manager, October 1990.

In a move to boost sales beyond its core greeting cards, Hallmark Cards Inc. has begun test-marketing fresh flowers in some of its stores.

The test of packaged floral arrangements marks the first time

of the nation's largest card marketer has tapped into the retail floral business.

The 80-year-old company is testing flower sales in about 100 Hallmark shops in the Baltimore, MD, and Indianapolis, IN, areas. An ad campaign including 30-second television spots began in those markets in September.

At each shop, a collection of floral gifts, including cut arrangements, bouquets, and potted flowering plants is displayed. Each arrangement includes a combination of flowers, specially designed container, and coordinated gift card.

Hallmark plans to test the fresh flower concept for about a year.

For further information, contact Hallmark Cards Inc., 2501 McGee Street, Kansas City, MO 64108.

"Fertilizer Sensor" Developed at Ohio State

Reprinted from Grower Talks, October 1990.

A "fertilizer sensor" designed at Ohio State University could help growers reduce water contamination from greenhouses. The electronic device monitors fertilizer levels at the root level. A meter tells the rates the plants take up fertilizer, and gives immediate updates on fertilizer levels. With the sensor, growers can avoid applying too much fertilizer while feeding plants for maximum yield and quality. Growers can increase or decrease fertilizer based on the analytical readings.

The sensor was developed as part of the OSU's Controlled Environment Research Program. Bill Bauerle, associate professor of horticulture at Ohio State University Research Development Center, says scientists there are studying "stable, efficient" ways to grow crops without pollution.

Three Blue Ribbons...

Reprinted from Grower Talks, October 1990.

Eighty-six new varieties of fresh flowers and flowering plants were awarded ribbons at the Society of American Florists' Annual New Varieties Competition during SAF's 106th Annual Convention in Washington, D.C.

Blue ribbons were awarded to Acapulco Oriental lily, exhibited by Sunburst Farms, Miami, Florida, and developed by Vletter & Denhaan, the Netherlands; Premier hybrid tea rose, displayed by Parjaro Valley Greenhouses, Watsonville, California, and developed by W. Kordes-Sohne, the Netherlands; and Rex micromini daisy pompon, displayed by Van Zanten, the Netherlands, and developed by CBA, the Netherlands.

...and a FloraStarAward

Reprinted from Grower Talks, October 1990.

Thalia streptocarpus from Mikkelsen's has been named a winner by FloraStar, the all-industry potted plant trialing competition established to promote new varieties and foster industry marketing efforts.

Thalia was bred by Lyndon Drewlow for Mikkelsen's and is being added to the Olympus series and propagated and distributed by the company. *Thalia* is heavy blooming, with many large white ruffled flowers with carmine-streaked throats emerging from a compact rosette of yellow-green foliage.

Thalia will be available January 1, 1991, and distributed through approximately 30 brokers. For further information, call Mikkelsen's at (216) 998-2070.

Washington Effects Beetle Quarantine

Reprinted from AAN Update,
October 1, 1990

A Washington State Japanese beetle quarantine is in effect. Regulated states are Alabama, Connecticut, Delaware, Georgia, Illinois, Indiana, Kentucky, Maine, Maryland, Massachusetts, Michigan, Missouri, Nebraska, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Carolina, Tennessee, Vermont, Virginia, West Virginia, Wisconsin, District of Columbia, and the Provinces of Quebec and Ontario. Individual countries verified to be free of Japanese beetle may be exempted. Regulated articles include all plants with roots (except bare root plants free from soil); soil, humus, compost, and manure (except commercially packaged); grass seed; plant crowns or roots (except free from soil); bulbs, corms, tubers, rhizomes (except free from soil). Arizona, California, Nevada, and Oregon enforce similar quarantines in an effort to prevent establishment of the beetle. For information, contact Washington State Department of Agriculture, Plant Services Division: (206) 586-5306.



FACTS ABOUT THE JAPANESE BEETLE

Excerpted from an article by Miles
McCoy in the August 1990 Digger

The Japanese beetle (*Popillia japonica*) was first introduced into this country in New Jersey in 1916 and has now spread throughout most of the eastern United States. Both the adult and larval forms can cause serious damage to many types of plants—the Oregon Department of Agriculture estimates this pest feeds on more than 300 species of woody and herbaceous plants. The rose family is a favorite. The feeding grubs can damage large areas of turf.

It is easily transported on plant material and can accidentally be carried in planes, autos, and other vehicles. The larvae (grub) are most easily transported in soil surrounding plant roots.

Identification. The bright metallic-green Japanese beetle adults are oval-shaped, measuring 3/8 to 1/2" long. Their wing covers are copper or reddish-bronze. Two small tufts of hair occur just behind the wing covers; five patches of hair are also along each side. The larvae look like many other insect grubs found in the soil. Their bodies are C-shaped and creamy-white with darker rear ends. A full-grown grub is about 1 1/8" long.

Life Cycle. In most regions, the Japanese beetle completes only one life cycle a year. This makes its control a little easier.

Adults start appearing in mid-June with peak emergence in July and August. Following emergence, the adults mate and the females soon start laying eggs in the soil. The eggs hatch in about two weeks and the young grubs begin feeding on roots, similar to root weevils. They continue to feed until fall. The grubs then over winter in the soil within about five inches of the soil surface. The following spring, they resume feeding until fully grown. They then form a 'pupa', or resting stage, from which the adult form emerges. The adult lives for about 30-45 days.

Control. Dr. Stan Swier, Extension Entomologist at UNH, suggests Ofanol, a granular powder that can be broadcast on lawns, for use against Japanese beetles in their grub stage. Seven is effective against adults. Multiple sprayings may be required. Both these materials can be bought over the counter. There are more powerful insecticides available, but these are better for use near homes or on plants that will be handled by customers.

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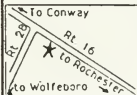
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GREENHOUSE ENERGY

A HOT TOPIC!

Nancy E. Adams

It seems that we are revisiting the early 1980's again with the high cost of fuel and the pressure this exerts on running a profitable greenhouse operation. Oil prices have risen dramatically the past few weeks and electricity rates are expected to continue their upward spiral. How can we better cope with these changes and still manage an efficient operation? Let's review some possibilities.

Glazing Options

Many changes were made by greenhouse operators in the 1980's to improve greenhouse efficiency without adversely affecting plant growth. Old leaky glasshouses were either replaced entirely or reglazed with more improved versions of glass, polycarbonates, acrylics, or fiberglasses. Polyethylene films became available, such as "Cloud Nine", which were long lived and were treated with infrared absorbent materials to reduce energy losses. These surfaces allowed for improved energy efficiency without sacrificing solar radiation.

Now that most of New Hampshire's greenhouses are fairly tight from a glazing standpoint, it's time to step back and reassess other greenhouse components.

Ever wonder where your energy dollar is spent? *Figure 1* illustrates where the typical commercial greenhouse operation spends its energy dollar. Variations can be expected due to the climate, conditions of the structure and the crops grown. Would you agree with these figures? Energy costs alone sometimes exceed 20% of total greenhouse production costs.

Fuel choices and cost comparisons

Many growers have combustion units that can burn more than one

type of fuel. Before switching fuel sources, consider not only the comparative cost of the alternative fuel but also its availability and labor requirements. The accompanying table, *figure 2* provides a fuel cost comparison based on their heating equivalent as expressed in dollars per million Btu's. To use this chart, draw a vertical line through the price of the fuel being considered to the Heating Equivalent Cost line on top and bottom. This line shows the price per MBtu. For example, if fuel oil costs \$1.10 per gallon, the equivalent fuel cost is approximately \$10.80/MBtu. The same heating equivalent for green wood chips would cost \$62/ton and for coal about \$148/ton. Does it make sense for you to switch?

Maintenance Suggestions

1. Oil burner efficiency testing is extremely important. A simple ten minute test will help determine if your unit is operating at optimum efficiency. Adjustment of the burner to obtain 1%-2% greater efficiency can significantly reduce fuel usage over the heating season. For example, a 2% increase in efficiency in a 10 gallon per hour burner that operates 3,300 hours from September to May will save about 650 gallons of fuel.

2. Cleaning fuel oil heaters will involve removing soot from inside the furnace. A 1/8" soot deposit can increase fuel consumption as much as 10%. Wirebrush and vacuum or clean surfaces with special cleaning compounds.

3. Ventilation systems should be checked for worn belts, lubricated bearings, and tight sealing louvers. Good maintenance of the ventilation system can save 10% to 20% of fan energy use.

4. Thermostat calibration can play an important role in energy conser-

vation. An inaccurate reading of only a few degrees can result in lost fuel. For example, when the outside air temperature is 40 degrees F, a greenhouse at 62 degrees F will use 10% more fuel than the same house maintained at 60 degrees F. Simply aspirating thermostats will greatly reduce the temperature fluctuations experienced by exposed, unshielded units.

Additional Modifications

1. Windbreaks constructed of a mixture of deciduous and coniferous trees or fencing can effectively cut heat loss 5% to 10% below that of an greenhouse located in an open area. A well-planned windbreak containing 50% to 60% open space placed upwind of the prevailing winter winds will reduce wind velocities for 10 to 30 tree heights downwind.

2. Insulated 6" concrete foundation walls with one inch of polystyrene ($R = 4.0$) can reduce heat loss through this surface by 75%. Insulation can be installed either inside or outside the greenhouse structure.

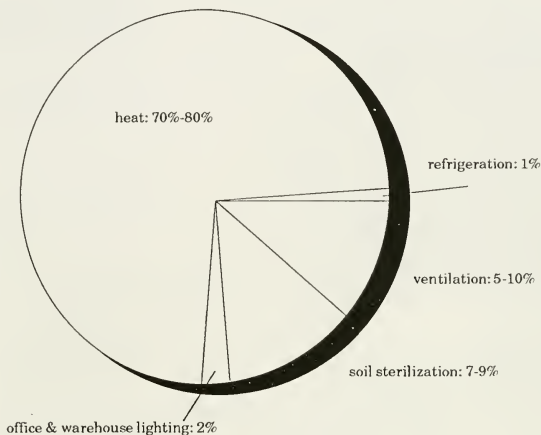
3. Horizontal air circulation created by small fans placed at set intervals throughout the greenhouse can more evenly distribute the warm air and prevent temperature gradients.

These are just a few suggestions to consider as you look at your greenhouse operation. Additional information can be found in a booklet entitled "Energy Conservation for Commercial Greenhouses", published by the Northeast Regional Agricultural Engineering Service and available from UNH Cooperative Extension Publication Office for \$4.25. Call 862-2346 to receive a copy. 🌱

Nancy E. Adams is an Agricultural Extension Agent at the UNH Rockingham County Cooperative Extension.

Figure 1

ENERGY DOLLARS

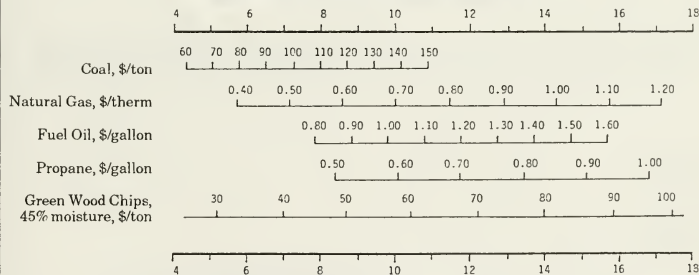


Typical Annual Energy Dollars Spent in a Commercial Greenhouse Operation

* Variations are dependent upon climate, greenhouse design, structural conditions, and crops grown.

Figure 2

FUEL COST COMPARISON



Heating Equivalent Cost, Dollars per Million Btu's (\$/MBtu)

Assumptions

Coal: 13,000 Btu/lb. 60% efficiency. \$/MBtu = \$/ton ÷ 13.8

Natural Gas: Therm = 100,000 Btu. 70% efficiency. \$/MBtu = \$/therm ÷ 14.3

Fuel Oil (Average #2 & #6): 145,000 Btu/gallon. 70% efficiency. \$/MBtu = \$/gallon x 9.8

Propane: 85,000 Btu/gal. 70% efficiency. \$/MBtu = \$/gallon x 16.8

Wood Chips: 45% moisture. 3800 Btu/lb, 75% efficiency. \$/MBtu = \$/ton ÷ 5.7



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MILLICAN NURSERIES

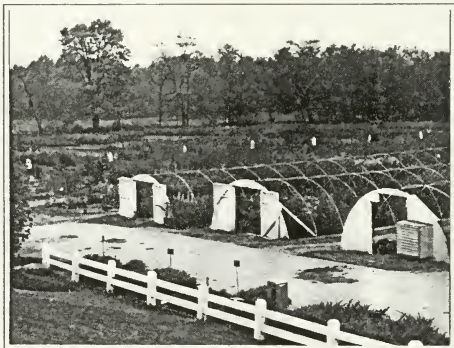
Evolving Toward One-Stop Shopping

About four miles north of the Epsom traffic circle, there's a spot on a quiet county road where a lot seems to be happening. You notice first the small sign under the line of maples, and then, beyond the stone wall, beyond a lawn patterned with beds, a house with three large *Daphne burkwoodii* 'carol mackie' under the flower-filled bow window. Below the lawn is a holding area for balled trees. Containerized shrubs are behind this—rows of them on areas of black plastic—and on the slope above and behind the house are work and storage buildings and greenhouses connected to them.

John Bryant, the owner of Millican Nurseries, showed me around.

The landscape beds are new and are meant to showcase unusual and underutilized plants. The plantings were still incomplete in late-September, but Korean Mountain Ash (*Sorbus atinifolia*)—"a more interesting leaf and bark than the familiar European type," Glossy Abelia (*Abelia grandiflora*)—"a test to see if it's hardy enough for this area," and the Katsura tree (*Cercidiphyllum japonicum*)—its leaves turning apricot—were in place. Several compact (A twenty-year-old plant is 3' high) Yaku

Rhododendrons (*Rhododendron yakusimanum*) are included, and the maroon-red leaves of Dwarf European Cranberry (*Viburnum opulus 'nana'*)—"one of the finest and most under-utilized dwarf shrubs"—stand out. Note everything was exotic—our native Checkerberry (*Gaultheria procumbens*) is being tried as a ground cover. The gardens seemed full of possibilities.



Millican's began as a retirement hobby. John Millican, the founder of Pleasant View Gardens next door (who founded Lexington Gardens in Massachusetts before moving to New Hampshire), started the wholesale nursery in 1981. But by 1986, the business had grown too large and he was looking for a buyer.

Around the same time, John Bryant, then a financial manager

at the Antioch College graduate school in Keene, began to think that maybe he didn't want to spend the rest of his life sitting behind a desk. Always interested in growing things (He'd grown up on a farm in Iowa and, after graduating from college, had worked as an extension agent in the Central African country of Malawi, teaching cotton farmers how to use a backpack sprayer in the fight against boll weevil), John began looking at nursery centers for sale. He looked at 46 of them up and down the east coast. Millican's was the 47th. He saw it in October of '86 and bought it in December.

He had no experience in running a wholesale nursery, but he, his wife Julie ("She works time-and-a-half; I couldn't do it without her.") and young daughter Nicole ("She helps too.") seem to have figured things out. The business has tripled since John bought it. The demographics have changed—today, 30% of his business is with garden centers and 70% with landscape designers; when he started, the reverse was true. Customers are from every New England state but Rhode Island.

He has four year-round employees. From the first of December to



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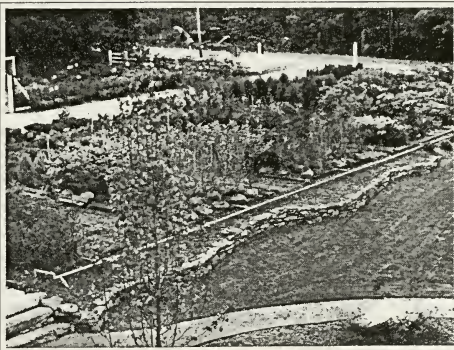


mid-February, they keep busy making rustic bird feeders, arbors, and trellises—three or four thousand of them—that are sold to retail garden centers throughout New England.

But in spring, there are 10-12 people working there (In summer, the number's down again—to 8-10.). Potting begins in mid-February. 80-100,000 bare-root shrubs (John orders from 45 different firms—mostly northern—Iowa, Minnesota; "I just feel that a northern-grown plant will do better in New Hampshire") are potted. There are two shifts—the first begins at 6:30 in the morning; the second ends around 11 at night. Six people work on each shift (a crew of three at each of two potting benches—with the potting mix coming down a central conveyor belt). The potted shrubs are kept in covered hoop houses until mid-April; then they are moved outside.

Mr. Millican used loam scraped from his land. Bryant no longer does. Not wanting to expose his employees to the Vapam (he tries to limit his use of chemicals—he uses no restricted ones) used in sterilization, he's experimenting with soil-less mixes. He's currently using Metro-Mix 5-10. His biggest problem with artificial mixes is that they're too light—the pots blow over. But he uses enough Metro-Mix that the manufacturer was willing to make for him a special blend incorporating additional "washed granite sand." With this addition, the weight of a bale is increased from 45 to 66 pounds and the texture is coarse enough to help with the drainage.

He is also experimenting with Superhumus Soil Mix (basically made up of wastes generated by logging and paper manufacture),

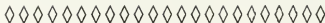


made by Resource Conservation Systems, Inc., in Yarmouth, Maine. Bryant has concerns about the consistency (whether one load will be exactly like another), but he likes the savings and believes in the concept of recycling. Using it straight made too heavy a mix, but O'Donal's, in Gorham, Maine, uses a mix of half Pro-mix and half Superhumus. Apparently everything does fine, so this year Bryant expects to try some sort of combination.

It's a large piece of land—96 acres—but long and narrow—only 600 feet wide, it goes back for a mile. 80% of it is woods, but in the cleared area before the trees begin, rows of young lilacs have been planted. In 1987, fifteen hundred— James McFarlanes, Miss Kims, dwarf Koreans—were planted; today two-thirds are gone. Another 800 were planted in 1989 and another 2200 this year. The field-grown lilacs have sold well.

Syringa is one of the Millican Nurseries specialties. The current catalog lists twenty-seven shrub lilacs and several in tree form. For the first time, they are offering varieties introduced by Fr. John L. Fiala, founding director of the International Lilac Society. John began growing these lilacs in the summer of 1989 from tissue culture liners. They grow fast—some plants grew three feet in one year. They are big-leaved and mildew-free; there's a wide range of height and color: 'Blanche Sweet' is 10' tall with flowers described as "whitish blue tinged pink;" 'George Eastman' is 5' tall and its flower is "deep pinkish-cherry." Limited quantities (five per customer of each of seven cultivars) of Fiala's introductions will be available in the 1991-92 season.

The field-grown stock uses a lot of manual labor—mostly in controlling the weeds. Round-up helps. Bryant uses a "sort of dog house on wheels" invented by Mr. Millican that applies a band of the herbicide safely. He's thinking about other methods of weed control—of buying a weed badger and of applying a pre-emergence herbicide to the pots during potting. (His crew went through the entire inventory twice



this summer and there were plenty of weeds left in September.)

John Millican was known for his deciduous shrubs. John Bryant added to that diversity. Another addition will be of perennials next year. Bryant has decided to make Millican's a one-stop buying center for his customers—"which will save them a lot of time in the busy season." The acorn-roofed greenhouse connected to the main work area will have the plastic removed, be covered with shadecloth and become the selling area. John's not quite sure how things will be set up, but he hopes to have seventy-five varieties—all in two-gallon containers—in there this spring.

And in the future, he'd like to do his own propagation—but that's another year.

Not everything is changing. One of the more remarkable legacies of Mr. Millican's ownership is the winter storage—"the Cadillac of winter storages," Bryant says. Built in 1981 at the cost of \$65,000, the 30x100' peak-roofed structure of one foot-thick concrete is built into a hill. Evenly spaced 4x4 posts with 4x4 crosspieces are designed to hold three tiers of pallets that can accommodate 15,000 two and three-gallon shrubs; the center—one third of the total space—is open and can hold taller material.

Before going in, the plants are stripped of remaining leaves, then sprayed with benlate. High cellar-like windows—four along each side—are opened; the fans are turned on; the lights are turned off; the big door is shut. That's it. "The only mistake was the gravel," John says. Spread on the floor after the structure was complete, it covered the bases of the wooden posts and its moisture has caused some rot. The gravel's been scraped away and new 4x4's have been bolted onto the posts most badly deteriorated.

Why did he make the move from college administrator to nursery operator? "For a better life style," John said.

The idea of broadening the lines of merchandise sold is not new. But perhaps the idea of "life style"—the awareness of its importance and of the importance of one's own actions in keeping its quality high—is. The quiet changes—fewer pesticides, recycled mixes, simple—rather than complicated—machines—may be the real innovations.

Below the house, a small wooden structure—a house for a child—sat between the burlapped trees and the first rows of nursery stock. The window box was empty, but a fine specimen of *Thuja occidentalis* stood at one corner and a robust bed of *Rubus idaeus* ran along the back. A small metal street sign—

"Nicole Drive"—was nailed to the side. His daughter's playhouse, I thought. The land beyond the deer fence was simply a mowed field and beyond the field was woods. There were customers around, and a few cars on the road, but it was genuinely quiet.

I commented on how rural it still was. "It'll change," John said, "I figure I've got fifteen years."

Still...as other people begin to realize the value of the tranquil landscape, maybe that fifteen will stretch into a little longer. (B.P.)

Millican's is located on Pleasant Street in Chichester, New Hampshire. For further information, call 603-435-6660. 🍄



TIPS

From the Griffin Guru

I asked the Griffin Guru how long he had been writing for *The Plantsman*.

Kim Miller (which is the Guru's real name), Vice-President for Marketing at Griffin Greenhouse Supply, said that in 1988, Kathy Gamester (the editor at the time) had asked for new input and that he had phoned in three "tips" she could use. They came out in December of that year. And the guru's been writing ever since....

So congratulations—and thank you—to our longest running columnist. And to start off his third year, the guru has two tips for you:

Do you have a fax machine?

We have been surprised and pleased with the way our fax machine has been working out for us. Much like the copy machine, we didn't want to spend the money on something we were afraid we wouldn't use that much.

As it turns out, in placing orders alone, it has saved us money in phone charges and the person can see what we want rather than just hear the order. Thus we have less mistakes.

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Silence Is Not Golden

Thomas E. Sartini

Slow cash receipts have troubled many experienced customer relationships in the past two seasons. However, your best customers anticipate a call from you when you don't receive payment in a reasonable time. Customers want to assure you that they have no major problem. It is appreciated when an oversight is identified for their attention.

Your silence could be costly to you unnecessarily if:

- ✓ Your customer never received an invoice or statement of account.
- ✓ The accounting office for your customer could not match an order to your invoice.
- ✓ Completion of the order was not understood by your customer's accounting office.
- ✓ The invoice was filed and never paid.
- ✓ Billing errors need to be corrected.
- ✓ Payment was made weeks ago but never appeared in your office.

You can do something about each of these illustrations. It will only take a call or a note to the manager.

Silence is not golden when it comes to generating cash flow. You may wait forty-five days only to find that early contact would have quickly released a check.

You can do a favor for yourself and your customer. Take the initiative to perpetuate a dialogue with your customer to promote your expectations and learn how to service his record-keeping requirements. Attempt to determine how and where your customer does his work for a better understanding of his revenue source. Maintain the relationship; you will become confident contacting customers about payment matters on a regular basis.

Partial payment may become necessary occasionally, and the "half loaf" is certainly an improvement over no loaf. Accept the partial payment and make the customer aware that you will call again in a few days to determine if his financial condition has improved.



Do you have a precious customer mailing list? Keep it from the day you go into business or start tomorrow. Cultivating your current customers is an essential marketing tool. It takes 6 times as much financially to acquire a new customer as it does to cultivate a current customer. Set labels out on the counter for people to sign themselves (and keep copies!!) or if you have access, computer mailing list software is very inexpensive. ---Tina Sawtelle

A broadly-held opinion identified that more sales calls produced more sales. It is not unlikely that more contacts for payment will produce more payments.

Prepared by: Thomas E. Sartini, Credit Manager, Gold Star Wholesale Nursery, Inc., Lexington, MA.

Doubly Safe Investments

Salvadore Morgani

There is not a week that goes by that I am not asked by clients how can they invest in environmentally responsible companies. The endangered environment is not a new story. Day by day, year by year, the media has chronicled the scope and consequences of global warming, air and water pollution, ozone depletion, acid rain, hazardous waste, and numerous other environmental perils.

But the story is changing. Today, a groundswell of grass roots protest is spreading wider and wider as the ill-effects of environmental damage strike closer and closer to home. This vocal outpouring of mass sentiment is fostering a new climate of legislative will and international cooperation. In the years ahead, government and industry around the world must mobilize manpower, machinery and money on an unprecedented scale to save the planet and ensure the quality of life as we know it.

How can we invest in environmentally responsible companies? First we must realize that there are three classifications of companies which exhibit environmental sensitivity. Certain companies are directly involved in pollution control or abatement, including waste disposal services, environmental engineering and consulting services,

cleaning services, manufactures of equipment, and recycling. Others are independent of any environmental protection product or service, but have demonstrated a commitment to the environment in their corporate policies and practices. Still others are committed to developing and marketing products that consumers can use with less harm to the environment.

Before you consider investing, you must also realize that environmental responsibility is no longer a local issue. World leaders are proposing new measures that will lead to environmental spending worldwide. With almost 70% of all stocks now issued outside the United States you should also consider the international scope when you invest.

So, what is the answer to what appears to be complex question? The answer is mutual funds. With mutual funds you can get a high level of investment expertise that will monitor and evaluate the hundreds of companies both local or international. Another important characteristic of mutual funds is diversification, which may reduce the risks that might be associated with this investment.

Before you choose a mutual fund, whether local, international or both, check the three and five year track record of the fund. If the fund you are interested in is relatively new, check the three and five year record of the portfolio manager on similar stock funds.

Be wary of buying last years best performing mutual fund. Chances are last year's winner will be this year's looser.

Salvadore Morgani is an Associate Vice President of Investments with Dean Witter in Portsmouth, New Hampshire. If you have any questions feel free to call him at 800-735-5811. ☛

MINUTES

October 3, 1990

The meeting opened at 7:15 in Barton Hall. Chris, Alan, Kirk, Don, and Bruce were present.

After the previous meeting's minutes and financial report were read and accepted, the discussion centered around the planning and cost of the winter meeting. The meeting room would be \$150; a nice meal would be \$13.30 per person; coffee would be \$3.00. The featured speaker would cost \$300.00. Given these expenses, it was felt a \$30.00 registration fee was not unreasonable.

Details—the guest list, awards to be given, registration table, introduction of the speakers—were finalized.

Other, less expensive ways of holding the winter meeting—possibly in a function room or a restaurant—for another year were discussed. Finding matching funds for paying speaker costs is a possibility. Or co-sponsoring a speaker with another organization.

Increasing costs seemed to be a dominant theme. The current cost of producing *The Plantsman*—\$1500.00-1700.00 per issue—is increasing far more than the organization's revenues and it was decided to look into other, less expensive, designers and printers. We also discussed raising advertising rates. We realize we may lose a few advertisers, but hopefully the income

gained would make up for it.

Ways to increase membership were looked at. More members would be of benefit financially and give the organization a more powerful voice in the state. Sending a brochure to non-member businesses was discussed, as well as a total membership drive and marketing plan.

Chris will prepare a new scholarship application that will be sent to the UNH Plant Biology and Thompson School Horticulture Departments. The cut-off date for application is November 15; the recipient will be announced at the Winter Meeting.

The number of organizations needing a representative from the NHPGA continues to grow. Kirk Wyant offered to represent us on the "America the Beautiful" Project and Tom Price will be on The Farm & Forest Council. Alan Eves will be our second representative on the Granite State Flower Show Board.

The meeting adjourned at 10.

November 7, 1990.

The meeting was held at the greenhouse complex at UNH. Chris, Jennifer, and Richard were there.

Reports and minutes were accepted. A mailing list of the organization will be given to John Hart of the Thompson School. All members will be sent a description of a new part-time degree program.

The NHPGA will contribute \$50.00 to buy trophies for the FFA Inter-scholastic contest. Curt Givan will not be attending the Winter Meeting, but will send a representative to introduce the scholarship recipient. There have been three applications for this scholarship so far.

It was decided to have a new designer and printer for *The Plantsman*. Three bids for the job were discussed and the portfolios of the designers looked at. Joni Doherty, a freelance designer living in Northwood, was chosen.

Increasing the rates for advertisements was also discussed. A decision will be made before the new year.

Final arrangements for the Winter Meeting were made. It was announced that the Summer Meeting will be held at Pleasant View Gardens. The program will include a walking tour of Millican Nurseries next door and a bus trip to D. S. Cole Growers in Loudon. No date has been set.

A marketing proposal by Sawtelle Associates designed to sell the organization and build membership was discussed, but it was felt that at this time we didn't have the people or time needed to implement it successfully. We decided to look into smaller projects, but all aiming toward one goal.

The meeting adjourned at 9:30.

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Landscape And Horticulture Courses Offered This Winter

This is a partial listing of horticulture courses offered this winter at the UNH Thompson School. Some courses may have prerequisites (courses or experience). Additional courses are offered at UNH in Plant Biology, Entomology, and other departments. Winter Spring semester runs from January 23 to May 14, 1991, with some courses offered in seven-week modules.

You may enroll in these courses by phoning the Division of Continuing Education (DCE) at (603) 862-2015. Make sure you get on their catalog mailing list too.

For more information on course content, the new part-time degree program, or the Diploma in Landscape Horticulture, call the Hort Tech folks at (603) 862-1035.

- HT 264 Horticultural Pruning: 2 cr., W 1-4 pm*
- HT 261 Interior Plants and Landscaping: 3 cr., W 8-12*
- FT 264 Arboriculture: 3 cr., M 11-12, and M 1-5 or F 8-12*
- HT 258 Bedding Plant Production: 2 cr., M Th 10-11 and M 1-4 (Meets 7 wks., Jan 23- Mar 15)*
- HT 260 Flower Garden Design and Culture: 2 cr., M Th 10-11 and M 1-4 (Meets 7 wks. Mar 25 -May 14)*
- HT 244 Plant Propagation: 3 cr., MW 9-10, and T 10-12 or T 1-3*
- HT 259A Pest Management: Diseases: 2 cr., MWF 10-11, and Th 10-12 or 1-3 (Meets 7 wks. Jan 23 -Mar 15)*
- HT 259B Pest Management: Insects: 2 cr., MWF 10-11, and Th 10-12 or 1-3 (Meets 7 wks. Mar 25 - May 14)*
- HT 245 Nursery Culture and Operation: 3 cr., T 11-12 and 1-4*
- HT 246 Landscape Design: 4 cr., MF 9-10 and F 1-5*

(Prerequisites for Landscape Design: Introduction to Woody Plants, Woody Landscape Plants, and Landscape Construction and Maintenance, all offered in Fall Semester)

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