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Visit www.nhplantgrowers.org for additional calendar items.

Calendar

October 1- 4, 2007, Association of Specialty Cut Flower Growers National Conference and Trade Show, North Raleigh Hilton, Raleigh, N.C., (440) 774-2887 www.ascfg.org

October 10 – 12, 2007, New England Nursery Association Green Summit, Cranwell Resort, Lenox, Massachusetts. Contact: Mary Simard, (508) 653-3112, mary@nensyassn.org www.nensyassn.org

October 27-28, 2007, New England Going Green Energy and Living Exposition
Radisson Center, Manchester, N.H.

November 8, 2007, The Eco-Friendly Garden Center, Concord, NH, Co-sponsored by UNH Cooperative Extension and NHPGA. Watch for details in the next issue!

November 12-15, 2007, Garden Centers of America Holiday Tour, Boston, Mass.

February 6 – 8, 2008, New England Grows, Boston Convention and Exhibiton Center, Boston, Mass., (508) 653-3009 www.negrows.org

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Cover photo credit:
Nancy E. Adams



Holiday Photo Contest. . .
See page 25

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**.

For further information, please contact the editor: Nancy Adams, 25 Riverbend Road, Newmarket, NH 03857; 603-292-5238; email, nhpga@comcast.net

SIZE	2007 Advertising Rates The Plantsman			
	Member	Non-Member	Member	Non-Member
1/8 pg.	\$165.00	\$181.50	\$33.00	\$36.50
1/4 pg. V	\$220.00	\$242.00	\$44.00	\$48.40
1/4 pg. H	\$220.00	\$242.00	\$44.00	\$48.40
1/2 pg.	\$412.50	\$453.75	\$82.50	\$90.75
Full	\$550.00	\$605.00	\$110.00	\$121.00



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Save Trees. . . Save Money. . . And Support NHPGA Programs!

The Challenge

Diana & David Kirkpatrick, Churchill's owners, are issuing a challenge to fellow NHPGA members - enlist in the New England Resource Recovery Association's (NERRA) old corrugated container (OCC) recycling program and if you save money, you'll donate half of the savings to the NHPGA Student Scholarship Fund or NH Horticultural Endowment. What could be better?!?...you'll be recycling what is often an expensive waste material, save money and in return, you'll help support valuable outreach components of the NH Plant Growers Association - our student scholarships and horticultural research programs.

New England Resource Recovery Association

In 1981, four New Hampshire municipalities founded the Northeast Resource Recovery Association (Co-op), then called the New Hampshire Resource Recovery Association, to provide a clearinghouse for current, up to date information and a source of technical and marketing assistance in the general areas of waste reduction and recycling.

Since then, membership in the Co-op has grown to include over 300 municipalities, individuals, and businesses in New Hampshire, Vermont, Massachusetts, Connecticut and Southern Maine. The Co-op is a member driven organization whose programs are designed and overseen by the members they serve.

EASY STEPS FOR RECYCLING OLD CORRUGATED CONTAINERS!!!

1. **CONTACT** the Co-op at 603-736-4401 to sign up for the OCC recycling program and receive current pricing information;
2. **CHOOSE** how the OCC will be collected, stored (i.e. in a bin, container, stored) and processed, and;
3. **CONTACT** the Co-op to coordinate pick up (Full or 1/2 Trailer loads) or delivery (any amount) of the OCC.

Example: A monthly 4-5 Ton dumpster will currently cost \$200 to be dropped off/picked up. If you load 3 tons of old corrugated containers into the dumpster and send it off to NERRA, at a current price of \$90/ton you'll receive a check for \$70. (Container prices and dumpster fees are subject to market forces each month, so financial figures will vary monthly.) Don't forget, you'll also save money by diverting this waste from your regular trash collection system - another savings!! Churchill's challenge is that half of the savings you experience would be sent to the NHPGA's Student Scholarship Fund or NH Horticultural Endowment.

Interested???

Call the NERRA, 603-736-4401, and speak with Adam Clark, Operations Manager, (aclark@nrran.net). He'll help you become a member of

the NEERRA and its old corrugated container recycling program.

Churchill's Recycles Cardboard

Churchill began recycling their cardboard as a member of NERRA in the second quarter of this year. It's been wildly successful.



Projected year-end figures (9 months):

- Recycled 16,000 lbs of cardboard
- \$2,000 saved in reduced trash removal fees
- \$2,000 received from NEERRA for recycling cardboard

Recycling Target for NHPGA Members = 50,000 lbs corrugated cardboard recycled!

EUPHORBIA 'DIAMOND FROST'
has been named one of the
GREATEST ANNUALS FOR 2005!

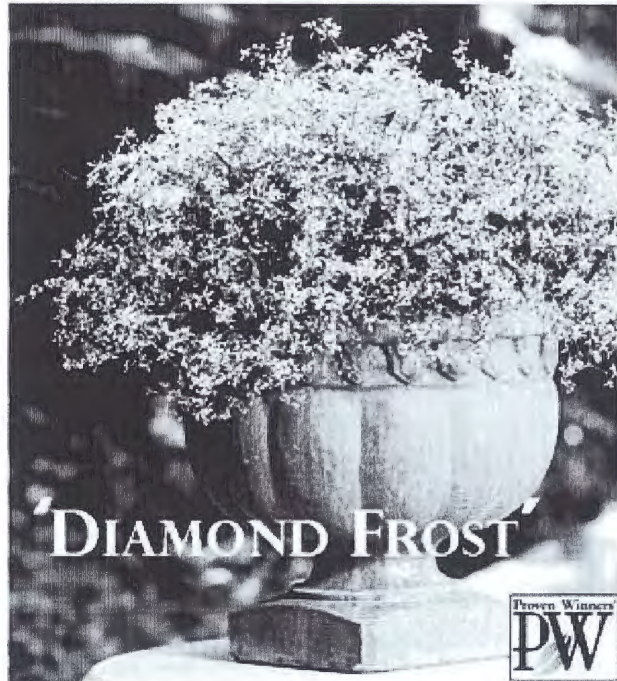
per Dr. Allen Armitage - Nov '05 issue of
GREENHOUSE GROWER. . .

"We try to stay away from repeating winners from year to year, but this is the second year 'Diamond Frost' has earned this award. Plants just kept flowering and flowering all season. They never stopped, period! We placed plants in containers and in the garden, and in both cases they were outstanding. The habit was perfect, never exceeding 20" in height, and maintenance was minimal. The delicate. . .

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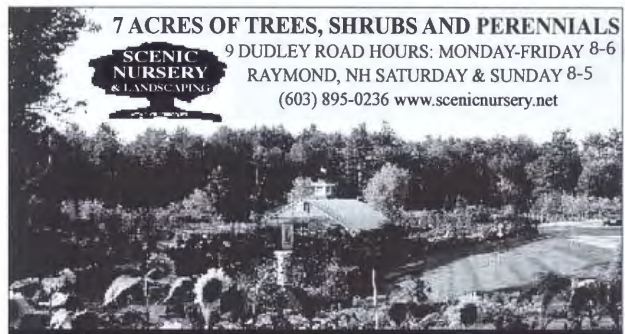
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Eco-Friendly Garden Center Workshop November 8, 2007 Common Man Restaurant, Concord

UNH Cooperative Extension and the NH Plant Growers Association are co-sponsoring a 1-day workshop on November 8, 2007. The workshop will start with an open house at Cole Gardens in Concord from 8am to 9am, and then adjourn to the Common Man Restaurant in Concord.

The theme for the workshop is the Eco-Friendly Garden Center. Featured topics include Paul Tukey on transitioning to organic turf, Scott La Fleur from the New England Wildflower Society on easy to grow natives with curb appeal, Drs. Cheryl Smith and Stan Swier on eco-friendly pest control products, a garden center owner on what it's like to "go green" and Dr. Cameron Wake from UNH on global warming.

Registration

Registration materials will be mailed soon to all NHPGA members. Cost is \$35 for the day. For more information contact Margaret Hagen at 641-6060 or Margaret.Hagen@unh.edu.



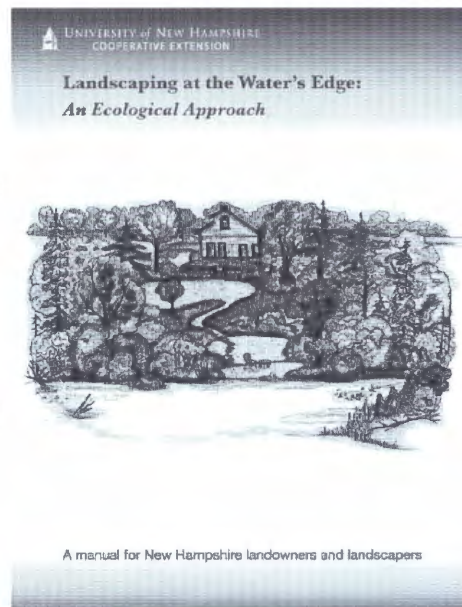
UNIVERSITY of NEW HAMPSHIRE COOPERATIVE EXTENSION

Landscaping at the Water's Edge: An Ecological Approach A Manual for NH Landowners and Landscapers Now Available

No matter where you live in New Hampshire, the actions you take in your landscape can have far reaching effects on water quality. Why? Because we are all connected to the water cycle and we all live in a watershed, the land area that drains into a surface water body such as a lake, river, wetland or coastal estuary.

"Landscaping at the Water's Edge: An Ecological Approach" is a new publication for New Hampshire landowners and landscapers that will explain how our landscaping choices impact surface and ground

waters and demonstrates how, with simple observations, ecologically-based design and low impact maintenance practices, you can protect, and even improve, the quality of our water resources.



Authors are UNH Cooperative Extension specialists and educators with expertise in horticulture, water resources, turf grass, entomology, planting and maintaining landscapes and

home lawn care. These educators partnered with a sustainable and ecological designer and other experts united to provide information and expertise to help landscapers and property owners living along New Hampshire's shoreline.

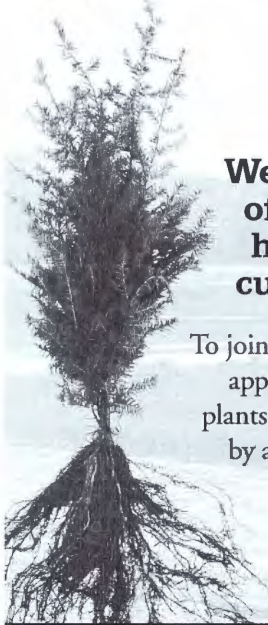
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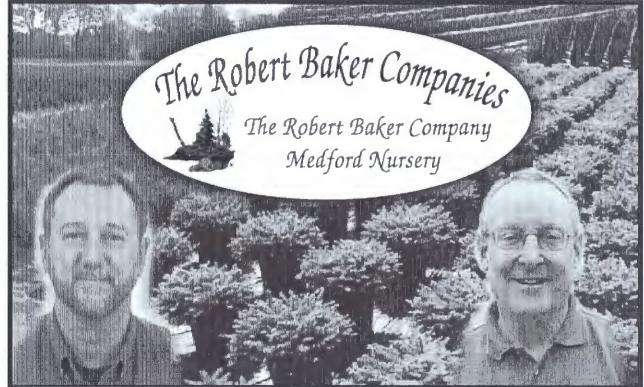


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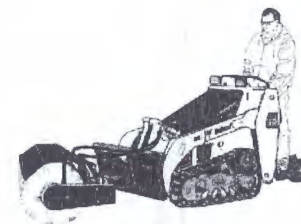
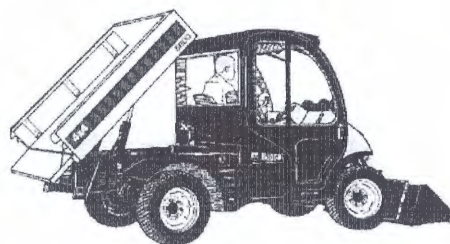
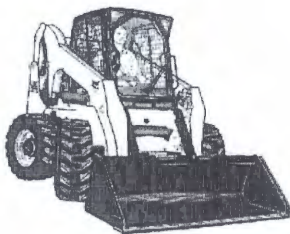
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Workshop

Landscaping at the Water's Edge: An Ecological Approach to Landscaping Shoreland Property is a workshop is for landscapers, conservation commissions, lakes associations and others who are in the business of developing, maintaining, or preserving shoreland properties, and for others concerned about the impacts of landscaping on water quality. Topics cover water movement and drainage on landscape sites, soil quality, site analysis and erosion control, ecological landscape design principles, plant selection and

planting, low impact lawns and a hands-on exercise in landscape design and improvement.

Registration:

There is a course fee of \$125 per person paid on or before September 26 or \$150 per person after September 26. If more than one person from the same company or organization registers, each additional early registration is \$100 per person. Registration at the door will be accepted on a space-available basis. We recommend you call ahead to reserve a space after September 26.

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http://www.events.unh.edu/register.shtml?event_id=3571

Honey Bees Facing Uncertain Future

by Tom Durkis, State Entomologist
Division of Plant Industry

Beekeeping in New Hampshire is an old and beloved form of agriculture. It is often considered a minor agricultural activity, but because of its relevance to other phases of agriculture, it is way more important than one would expect. There are several thousand colonies of bees in New Hampshire whose uses include pollinating a wide variety of agricultural crops and the production of honey and associated products.

The pollination of our crops is the greatest honeybee contribution. Without their services many of our crops would not produce fruit or set seed. Although other insects perform this service, honeybees are by far the most numerous and important pollinators. Agriculture is dependent on cultivated bees particularly since feral honey bee populations have been almost completely eliminated and native pollinating insects are in short supply.

Several conditions have contributed honeybees and even more so in feral colonies. There was a time when even beginning beekeepers could, without much difficulty, expect to produce strong colonies of bees. Not so anymore. Our bees, over the past ten to fifteen years, have been plagued with a whole series of bee problems that

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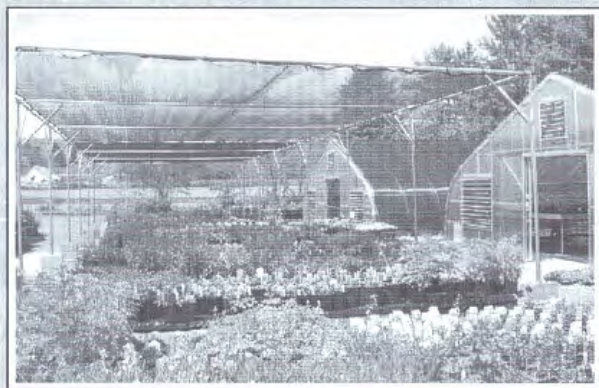
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FACEBOOK...IMAGES FROM THE NHPGA SUMMER MEETING

Seventy NHPGA members were feted August 16th at the annual summer meeting held at the Great Hill Horticultural Foundation/Bayberry Nurseries in Hampton Falls, NH. Our host, Paul Montrone, and his staff lead by Leslie Lindgren, provided guided tours of the estate and nursery. This was followed by a BBQ dinner and wonderful conversations with new and old friends.

Plan on joining us at next year's NHPGA annual summer meeting!



Honey Bees Facing Uncertain Future

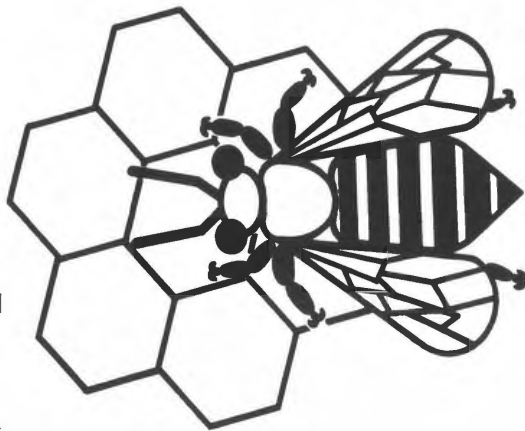
have contributed to their decline. The problems in New Hampshire started in 1992 when we first found tracheal mite. Then Varroa mite was discovered in 1998 and with it deformed wing virus which is vectored by the mite. We had a hint of Small Hive Beetle trouble in 2000 and now in 2007 the focus is on Colony Collapse Disorder.

Beekeeping has always been a vocation of detail. You had your knowledgeable and your not so learned beekeepers. Both however in the past were able to have some success. The skilled beekeeper had strong colonies and the not so knowledgeable beekeeper had weak colonies. However in the advent of these new insect and disease pests it is becoming increasingly more difficult to be successful. Beekeepers need to be more careful in managing their bees but even so, skilled beekeepers can and are being affected by conditions beyond their control.

The newest problem termed Colony Collapse Disorder (CCD) has gained considerable national attention. Beekeepers around the US and right here in New Hampshire have reported problems with their hives. Colonies appear healthy and in a brief period of time simply collapse. The bees

simply disappear, hence the name "disappearing disease."

The cause of CCD is still unknown, however scientists have identified



several pathogens that may be causing the problem and several possibilities have already been ruled out. Since we still aren't sure of the causal agent of the malady then we can only base our claims of having it here in New Hampshire on symptoms that are expressed by the disorder.

The New Hampshire Department of Agriculture, Markets & Food, upon request, is investigating those hives that beekeepers

suspect may have experienced CCD. The fact that it is being reported in 20 or more states indicates that it most likely will arrive here if it isn't already present. To date, our state beekeeping inspector hasn't encountered any documented cases but only a small number of hives have been examined. We've been fortunate to have an extremely successful pollination year and fruit set is outstanding. But knowing that nationally there is a definite decline in honey bee populations, we're keeping a watchful eye on our important New Hampshire honey bees.

For more information about this topic and others, contact the Division of Plant Industry, NH Dept. of Agriculture, Markets & Food, PO Box 2042, Concord, NH 03302-2042, tel. 271-2561, email: tdurkis@agr.state.nh.us website: www.agriculture.nh.gov.

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Member Profile

Studley Flower Gardens

By Nancy Adams

STUDLEY FLOWER GARDENS

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03867

Phone 603-332-4565

<http://studleyflowergardens.com>

info@studleyflowergardens.com

Travel to downtown Rochester, NH and a short distance from Main Street you'll find Studley Flower Gardens. Established in 1928 by Joshua Studley as primarily a floral service, the business was sold to the current owners, Pieter & Betty Jane Meulenbroek, in 1971. Today the Meulenbroek's and their sons, Jeffrey (general manager - garden center & florist) and David (landscape department head), join a staff of 12 full-time and 13-15 seasonal employees.

I met Jeff for a conversation regarding Studley's - its past, present and future direction.

Changing Environment

There was a time at Studley when they grew the carnation and chrysanthemum cut flowers used in their floral business. Foreign competition, increased energy costs and improved transportation options demanded changes be made to ensure success. The result was a shift toward production of annuals, perennials, hanging baskets, holiday plants and other flowering and foliage plants. Today, only lilies

and snapdragons are grown as cut flowers.

The early 1970's brought the addition of a landscaping division that includes design and installation services. A garden center was established as well and modernized in 2001 to include display gardens and an attractive path through the beds of trees, shrubs, and perennials. For season-long appeal, a new state-of-the-art greenhouse was erected which allows for flexible seasonal displays in a safe, indoor environment.

Studley sums up their major business activities as:

- Full-service retail florist with wire service affiliations
- Commercial and residential plant maintenance department
- Seasonal floral design classes
- Complete garden center with sample display gardens
- Landscape and irrigation services
- Greenhouse growers



Studley Flower Garden's General Manager, Jeffrey Meulenbroek

Web Sales & the Internet

Nationally, Studley's ranks among the top 250 FTD florists, but Jeff sees the wire service floral business changing with the increased presence of internet sales. Their website, begun in 2001, has offered an important point of contact for customers. While their website is linked to the FTD shopping cart sales system, they routinely upload their own photos of unique floral products and holiday arrangements to compliment the uniform FTD national offerings. Each year they also upload a static list of tree & shrub plant material they carry for reference by staff and customers.

cont'd. on page 13



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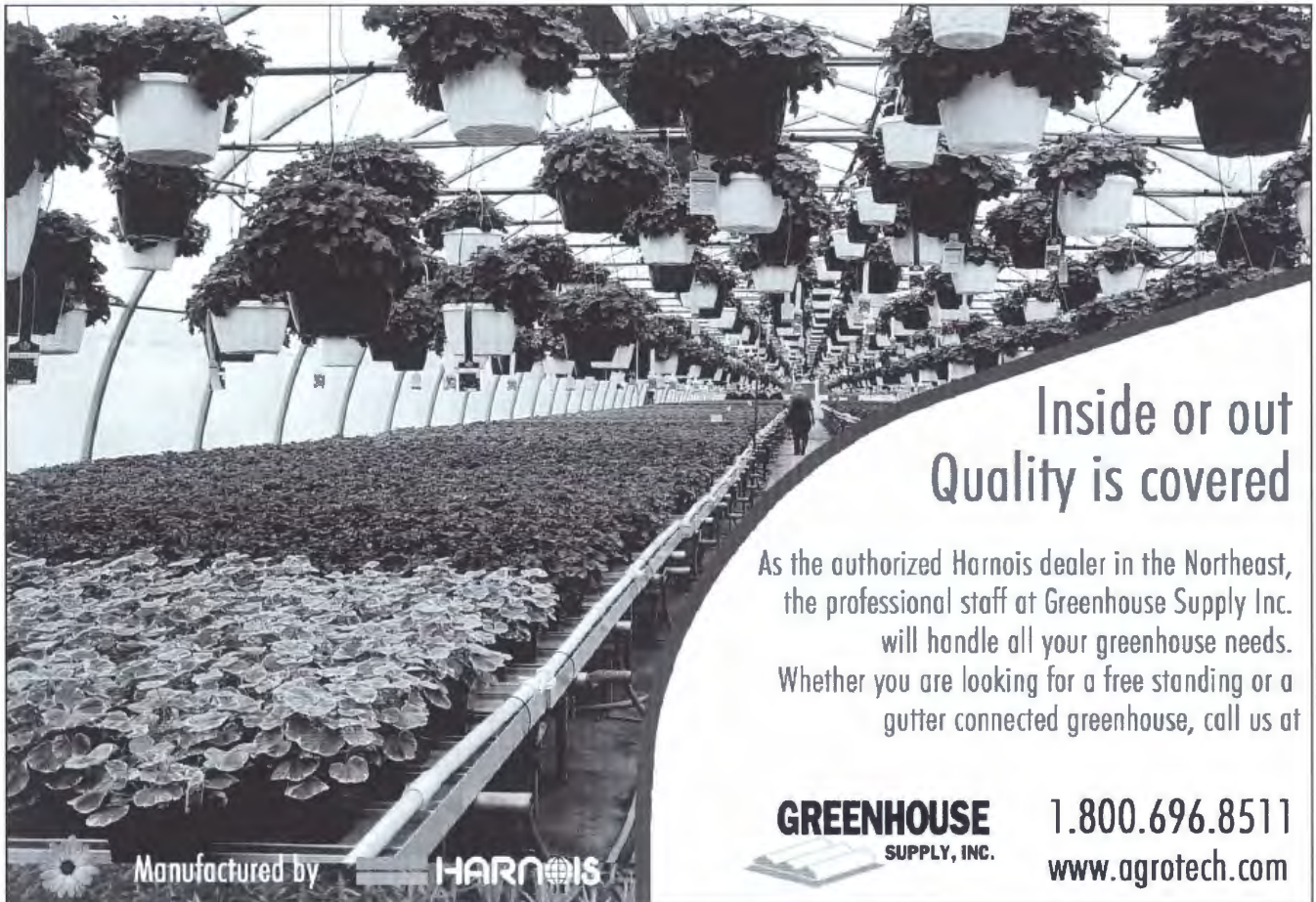


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greenhouse production vs. garden center operations vs. florist activities vs. landscaping...not to mention offering sufficient parking on busy spring days.

Rochester is also facing aggressive growth and it's difficult to attract newcomers. From the street, the Meulenbroek residence is clearly visible but the main features of the garden center and greenhouses are hidden from view behind the entrance to what appears to be a small florist shop. Enticing customers to venture beyond the florist shop remains a challenge.



The internet is also an important, inexpensive communication tool. Using the email distribution system offered by Constant Contact, <http://www.constantcontact.com>, Studley's is able to email customers with product information including coupons or sales promotions. Names and email addresses are collected when customers sign-up for garden center reward cards and when email confirmation is desired for floral deliveries. Emails are sent monthly throughout the year and more often during the busy spring season.

Challenges

Studley's is situated on a one-acre lot surrounded by mixed residential/commercial historic properties with few expansion opportunities. This creates competing needs between the various divisions of the business –

The Future

Studley's will continue to be a family-owned multi-generational business. Jeff is a self-described plant 'nut' who enjoys hunting for new and unusual plant material for his customers. He sees his hunting days continuing and with luck, his young daughter will also catch the plant 'bug' and become the next generation to grow this thriving horticultural business.





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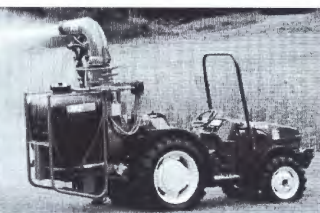
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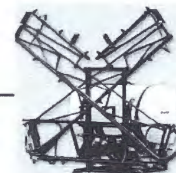
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AMERICAN FLORAL TRENDS FORECAST™2008-2009

Floral styles are intimately connected with our broader lifestyle, taking their cues from world culture, music, media, fashion and home decor. The American Floral Trends Forecast™2008-2009, a biennial trend outlook sponsored by the California Cut Flower Commission (CCFC), distills these influences and defines the top five trends in flowers, colors and moods that dominate today's marketplace. For a complete copy, visit the CCFC web site: <http://www.ccfc.org/trends.html>

KEY INFLUENCES

These four overarching trends are global, in that they touch each of the five palettes presented in the trends forecast report and are important directions for the future.

Handcrafted

As mass production proliferates, we crave the connection and satisfaction of taking up simple tools and creating something. This trend values the work of native artisans and preserving their crafts, from primitive woodwork to fine embroidery.

Wood

Our respect for nature is reflected in the growing appeal of natural woods in containers, furniture and accent pieces, which warm our environments. Sustainable sources are sought out, as are natural, sculptural forms.

Oversized

By changing the scale, we can give something familiar a new edge. Vases and floral elements that are bigger, bolder and oversized ultimately bring greater attention to these sculptural elements and reduce clutter by limiting the number of items used in a setting.

Metallic

Precious metals form deep in the Earth, and these natural elements are embraced across the palettes in both their shiny and more mineral and burnished forms. Moving beyond just the holidays, metallics are suitable for any time of year and bring sophisticated luminosity to their settings.

A STUDY DONE FOR THE CONNECTICUT STATE AGRICULTURE DEPT. SAYS B&B GROWING AND TURF PRODUCTION DEPLETES FARMLAND SOILS

The Connecticut Greenhouse Growers Association reports that a study done for the state agriculture department says that B&B growing depletes farmland and soils at a rate "that is not compatible with sustainable agriculture."

The study by retired UConn soil scientist Dr. Harvey Luce also found the same for turf production. Luce focused on five farms in the Suffield area. He found the average annual

soil loss for eight fields in balled-and-burlapped production ranged from 0.5 to 1.9 inches per year. His study said this translates into a loss of between 73.5 to 279.3 tons of soil per acre per year, when the federal Natural Resource Conservation Service says soil loss rates of more than five tons per acre is not sustainable. Turf production on the three fields Luce examined fared somewhat less, consuming 0.37 inches of soil per acre/year and 52.9 tons or less.

For a copy of the 23-page study, contact CGGA, P.O. Box 415, Botsford CT 06404-0415, 203-261-9067, e-mail: ConnGreen@aol.com, www.FlowersPlantsInCT.com.

HALLOWEEN DÉCOR MARKET REACHES \$3 BILLION

When it comes to decorating for Halloween, it isn't good enough any more to spend a few dollars at the farm stand for a pumpkin to carve. For more Americans Halloween decorating has gone over the top with items like the full-sized animated Halloween witch ready to greet neighborhood trick-or-treaters as she stirs her cauldron with flashing eyes and a sinister cackle, all for \$229 from the Grandin Road catalog.

In 2006 American consumers spent \$3.2 billion buying Halloween

conr'd on page 16

decorations, which is more than 21 percent over sales in 2005. This makes Halloween second only to Christmas for holiday decorating, according to a new study of the seasonal decorations market from Unity Marketing.

"We expect this Halloween season to be even stronger thanks to people's fascination with ghosts and the supernatural spawned by popular cable shows like The Travel Channel's Most Haunted and SciFi's Ghost Hunters," said Pam Danziger, president of Unity Marketing and author of *Shopping: Why We Love It and How Retailers Can Create the Ultimate Customer* When it comes to decorating for Halloween, it isn't good enough any more to spend a few dollars at the farm stand for a pumpkin to carve. For more Americans Halloween decorating has gone over the top with items like the full-sized animated Halloween witch ready to greet neighborhood trick-or-treaters as she stirs her cauldron with flashing eyes and a sinister cackle, all for \$229 from the Grandin Road catalog.

"And its not just Halloween decorations that are in demand this fall. About \$5 billion of the industry's \$19.2 billion in retail sales were generated from fall decorations, including back-to-school, Halloween, Thanksgiving and harvest home seasonal decorations."

These statistics and more about the seasonal decorations market are available in a new Unity Marketing

market research study, *The Seasonal Decorations Report, 2007 Update*. Based upon research conducted with active holiday and seasonal decorations buyers, including results of surveys of 2,000 consumers in 2005 and 2006, this report is prepared for product designers, marketers and retailers that target the holiday and seasonal decorations market and who need to know the latest trends in holiday decorating.

Commenting on the new study, Danziger said, "Today the fall decorations market has become a big business. It is about half the size of the Christmas decorations market, yet many retailers and manufacturers still focus primarily on Christmas. They are missing a big opportunity by not broadening their scope to present dynamic and fun seasonal decorations for fall. As usual, consumers have a lot to teach marketers about what they really want."

LET CUSTOMERS KICK THE TIRES BEFORE THEY BUY

Ever wonder why Costco has an army of lunchroom ladies handing out snack samples by the dozens? Research clearly shows that companies are nearly 50 percent more effective in selling their products when a prospective customer can experience a product or witness a demonstration of it.

This is especially true for items like fertilizers, herbicides and insecticides, garden and grass seed,

garden tools and landscape lighting, says Jim Matya, vice president at green-industry marketing firm Swanson Russell Associates. Product trials and demos are the best way to prove a product's advantages to skeptical audiences, he says.

Matya gave five suggestions for marketers to use the power of product experiences and demonstrations.

1. Encourage prospective customers to "test drive" your products. Show the confidence you have in your products by making a strong call to try your product without obligation.
2. Arrange for your clientele to witness product demos. Be sure the demonstration highlights the product's unique advantage and benefits to the user.
3. Give free samples. Products like hand tools, seed, fertilizers, pots and other accessories are well-suited to this strategy.
4. Take advantage of industry events. Trade shows, field trials and distributor events are excellent settings for learning how smart marketers present their products to potential buyers.
5. Use the power of technology. Although they don't have the same pull as in-person experiences, multimedia features of Web sites, DVDs and CD ROMs are effective substitutes. Incorporate lots of interaction for the audience and other features to simulate the in-person experience.

NATIONAL POINSETTIA TRIALS: Consumers' Poinsettia Picks

By John Dole, North Carolina State University, and Jim Barrett, University of Florida

In addition to evaluating poinsettia cultivars, the National Poinsettia trials, with trial locations at the University of Florida, North Carolina State University and Homewood Nursery, Raleigh, N.C., surveys consumers regarding their favorite poinsettias.

High Scorers

The star of the trials was 'Ice Punch' from Paul Ecke Ranch. This cultivar had a striking new color pattern with a blaze of pinkish white in the center of each bright, rosy-red bract. 'Ice Punch' topped the consumer surveys at the three trial locations. Consumers are notoriously fickle on preferences, so it is rare to have consumers in all three locations pick the same cultivar as the favorite. More than 50 percent of participants at the University of Florida and Homewood trials picked it as one of their favorites, and around one-third of those at the NC State Open House selected it as well.

Two other cultivars were also among the top favorites in all three locations. 'Sonora White Glitter' ranked fourth at the University of Florida and Homewood trials and fifth at North Carolina State University. Consumers said they loved the bold combination of bright red, white and green that 'White Glitter' presents. This well-established cultivar has often been

among the top favorites at these trials.

A newer cultivar, 'Visions of Grandeur', ranked third at the University of Florida and ninth at Homewood and NC State. This vigorous plant has large, slightly ruffled bracts that make quite a show. The color starts as a pale golden pink, darkening to a light peachy pink as the plant ages.

Among cultivars that ranked in the top 10 in at least two locations were 'Cortez Burgundy' and 'Premium Picasso'. 'Cortez Burgundy' is another perennial favorite for its rich burgundy-red bracts. It ranked second at the University of Florida and sixth at Homewood. A more recent introduction, 'Premium Picasso', has a striking pattern similar to 'Monet Twilight' but is more compact with dark-green leaves and a longer post-harvest life. Picasso's bracts are apricot pink and heavily marked with rose-pink flecks coalescing into a rose-pink margin. This color pattern has proven exceptionally popular over the years. It received much notice and publicity when 'Monet' was released many years ago, and consumers have ranked either it or its replacement,

'Monet Twilight', very high every year since then.

Reds



It is in the red category that opinions differ quite a bit among consumers at the various trials. 'Premium Red' and 'Christmas Feelings' were the top-ranked reds at the University of Florida. At Homewood, the favorites were 'Enduring Red', 'Estrella Red' and Ecke 1090. A different set, 'Metro Red', 'Christmas Carol' and 'Christmas Star', topped the surveys at North Carolina State University.

The difficulty with studying red is there are so many cultivars with very similar shades of red from which the consumers have to choose. University of Florida tried to shed some light on the question with a focused comparison of several shades of red. The brighter red of
cont'd on page 19

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'Christmas Feelings' was preferred by a little more than 50 percent of the respondents. Complicating matters is that reds look very different under the natural sunlight in a greenhouse, the fluorescent lights of grocery stores or the HID lights of some home improvement stores.

Whites

White poinsettia cultivars are especially important these days due to the popularity of painted poinsettias. 'White Christmas' with its bright white bracts ranked first among whites at both Homewood and NC State University. Florida tackled the painted poinsettia issue with a focused comparison of various colors. The favorite was actually 'Monet Twilight' colored with neon orange. 'Snowcap' decorated with brown and glitter ranked second.

Other Cultivars

'Polly's Pink' was a standout due to its very bright, almost fluorescent-pink color. It was the favorite pink at University of Florida and ranked second among pinks at Homewood. 'Mars Pink', which was released just last year to complement 'Mars Red', was the favorite pink at Homewood and the second-favorite pink at North Carolina State University. 'Enduring Pink' with its perky, upright-facing bracts ranked first at NC State.

In the jingle category, besides the previously discussed 'Sonora White Glitter', 'Shimmer Surprise' received the most votes at Homewood for three years in a row now and was the

second-ranked jingle at University of Florida. This striking cultivar is a bold jingle bell pattern with large white and pink patches and spots on bright-red bracts.

Finally, three other novelty reds should be discussed in addition to 'Ice Punch'. 'Carousel Dark Red', a very dark red version of 'Carousel Red' made a great impact. It was one of the top five cultivars with consumers in Homewood's trials and one of the top five novelty cultivars at NC State. As with the original cultivar, the bracts were small with wavy edges but much darker. 'Prestige Maroon' was the third overall cultivar at Homewood and fifth among reds at NC State. This dark, brick-red version of 'Prestige Red' has the same strong branching and uniformity as the popular 'Prestige Red'. 'Avant-garde Red' was the favorite among six novelty reds in Florida and among the top 10 overall at NC State. This quirky red has distinctively irregular red bracts.

Source:

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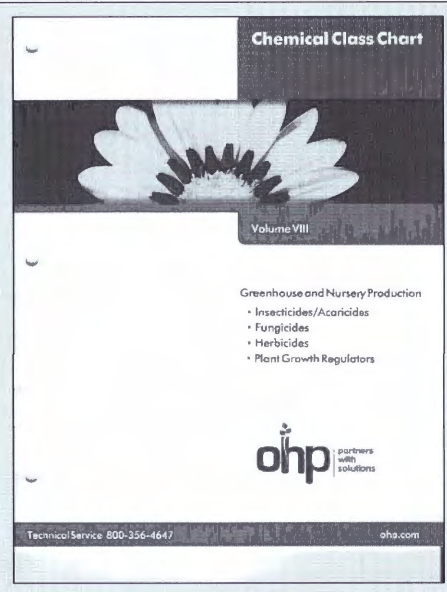
Dr. Cheryl Smith, UNH Cooperative Extension Specialist, Plant Health

Looking for ways to reduce pesticide resistance? Follow these guidelines and you'll be on your way to improving overall fungicide effectiveness.

1. Minimize conditions that favor disease development.
 - a. Use good cultural practices.
 - i. Monitor/adjust pH and fertility
 - ii. Manage water
 - b. Practice good sanitation.
 - c. Use resistant cultivars when available.
 - d. Morning/daytime irrigation, reduce humidity.
 - e. Rotate crops.
 - f. Use disease-free seed and plants.
2. Make the correct fungicide choice.
 - a. Be sure of your diagnosis.
 - i. (When in doubt...Send it out!)
 - b. Decide if the problem really warrants treatment.
 - c. Read the label!
 - d. Calibrate application equipment & apply properly.
3. Know the chemical.
 - a. What is the active ingredient?
 - b. Is it a contact or systemic fungicide
 - c. What is the chemical group?
 - i. Especially important if resistance is a concern.

This handy 14-page reference guide for ornamental production lists insecticides/acaricides, fungicides, herbicides and plant growth regulators according to their mode of action (MOA) group and class. Knowing a product's chemical 'heritage' will enable you to rotate products with different mode of actions and classes.

To obtain your free copy, contact Cheryl Smith, UNH Cooperative Extension, Cheryl.smith@unh.edu



ii. Particularly important for systemic fungicides.

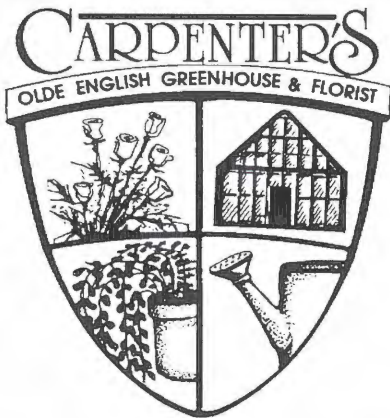
d. Change chemical groups.

- i. Mix or alternate among

chemical groups or include a contact fungicide, which is less likely to develop a resistance problem.



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Is this a familiar experience? Pioneer Pointer Growers is running low on pots, so Pat Pointer contacts a vendor to buy pots to be shipped next February. The vendor suggests that if he doubles his order and takes delivery this October they'll sell him the pots at a discount and cover the shipping cost. Pat takes the vendor up on this good deal. But was it really a good deal? You need to look deeper before you answer the question...

1. When is payment due? If it is sooner than would have been the case with a February delivery, the cost of capital comes into play. Be it interest expense or alternative investment earnings, Pat's additional capital costs are real dollars.

2. When is the optimum time to translate the cash component of Pat's working capital into supplies or inventory? There can be great reasons to buy early or in larger quantities, but Pat needs to recognize that when he does he has taken away some future flexibility... the ability to change his mind, adjust product sizes or lines, take advantage of future spot deals, or pre-pay on another input which may have larger potential price volatility.
3. What are the opportunity costs? Pat had plans to make some improvements to his greenhouses over the winter that would have improved his labor efficiencies. However, his plans couldn't accommodate both a 'great deal' on pots and capital costs. Now not only did Pat lose out because of the higher inventory holding costs, but he lost the potential greater return on the greenhouse improvement investment.
4. What are the storage costs? If the material has to be moved around a time or two, even a 'free space' incurs labor costs, and damage losses can

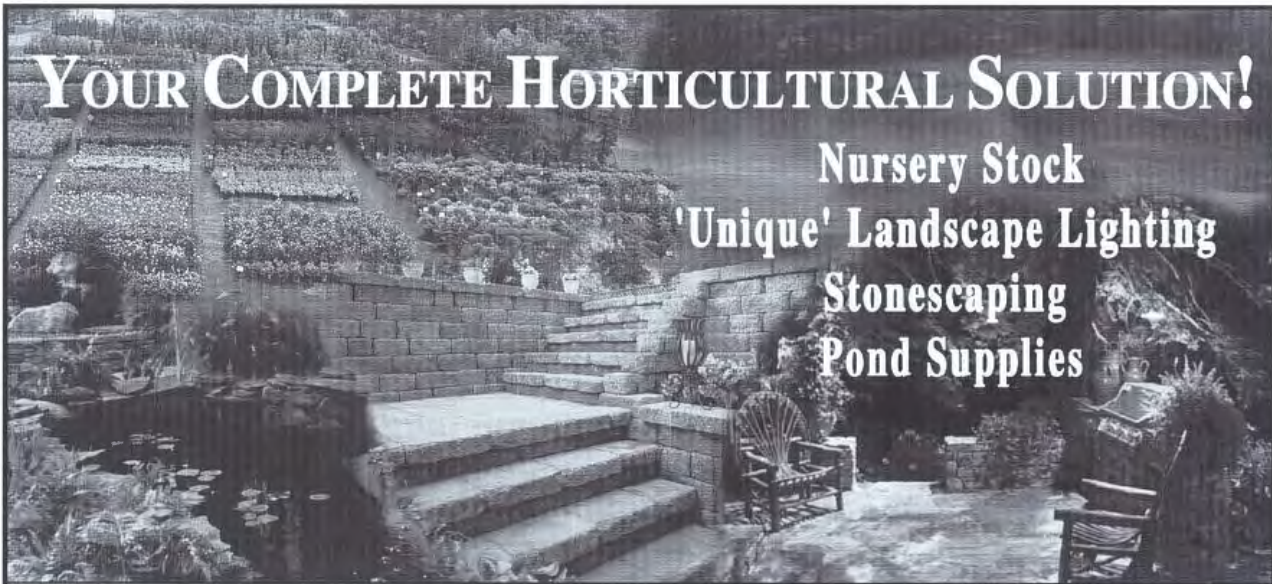
- occur. And if it is something which needs to ultimately look enticing at a retail level display, if it gets scraped, busted, or even just really dirty, what are the costs there?
5. Is there an overhead expense, such as insurance? Sure, no one adjusts their insurance coverage based on one pallet, but if Pat's average inventory value is driven up 10-20% by a continuous advance buying practice, doesn't that translate to higher insurance costs? Or a higher risk to him if it is uninsured?
6. Is there obsolescence in your storage area? Changing habits by buyers can lead to inventory he does not have a use for – at least not a profitable use. Make sure the business in the supply chain stuck with the stuff no one wants is not yours.

Inventory management is a key factor to the success (or failure) of your business. You need the inventory at the right time to make the machine hum. But each extra dollar spent on idle inventory is an overhead cost. Review your own storage areas, buying practices and inventory

cont'd. on page 25

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