

Volume 19, Number 4 Fall 2007

The Cut Flower

Q U A R T E R L Y

Association of Specialty Cut Flower Growers Inc.

for growers of specialty field and greenhouse cuts

Inside this Issue

From the President.....	3
Conference Wrap-up.....	4
Grower Profile.....	10
Culture Profile.....	12
Moving the Needle.....	18
Research Update.....	15
Small Things Considered.....	22
Back to Basics.....	24
IPM Update.....	26
Regional Reports.....	29
ASCFG News.....	36
From the Director.....	40
Classifieds.....	42

Cover photo by
G. Martha Hamblin
Andropogon glomeratus

The Cut Flower

QUARTERLY
is published by:

The Association of Specialty
Cut Flower Growers, Inc.
MPO Box 268
Oberlin, OH 44074

Judy Marriott Laushman, editor.
Linda Twining, layout.
2007 ASCFG

ISSN 1068-8013

Subscription is included with ASCFG membership. No part of this publication may be reproduced in any form without the written permission of the ASCFG. No endorsement of named or illustrated products or companies is intended, nor is criticism implied of products or companies not included.

PUBLISHING SCHEDULE

Issue	Deadline
Spring	March 1
Summer	June 1
Fall	September 1
Winter	December 1

All articles, features, display and classified advertising must be received by these deadlines for publication.

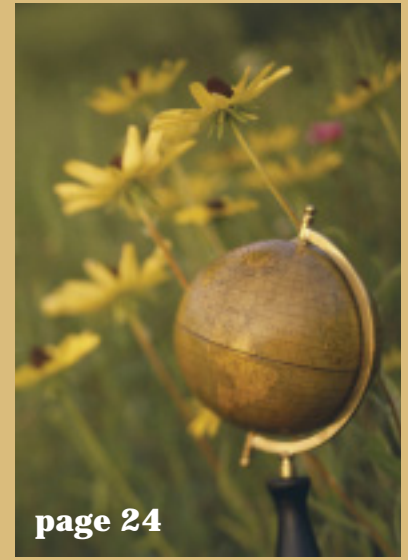
The Cut Flower Quarterly welcomes advertising. For display advertising, contact ASCFG for current advertising insertion order form. Classified ads are FREE TO MEMBERS.

Contact Judy Laushman

(440) 774-2887 or ascfg@oberlin.net



page 16



page 24

SUCCESS... the SAKATA standard

- Antirrhinum
- Calima
- Admiral
- Asters
- Matsumoto
- Serenade
- Campanula Champion
- Delphinium Candle
- Lisianthus
- Excalibur
- Echo
- Mariachi
- Stock
- Cheerful
- Sunflower
- Sunbright
- Sunbright Supreme

Experience the simplicity of buying from Sakata. Enjoy the success!
Contact your favorite broker for ordering information.

seeds
of your success™

SAKATA®

SAKATA SEED AMERICA, INC.
18095 Serene Dr. • Morgan Hill, California • 95037
phone: 408.778.7758 fax: 408.778.7768
www.sakata.com

FROM *the President*

Dave Dowling

As President of the ASCFG, every three months I have to come up with something witty to fill this space. Sometimes an idea just flows onto the page, but more often than not, I sit for what seems like forever, looking at a blank screen. Then I usually do a Google search for something and end up spending forever online, getting sidetracked reading about something that has nothing to do with cut flowers, or anything remotely connected to cut flowers. This is one such column. Now, time to get back to the business at hand.

The Conference in Raleigh was a great success. It was nice to see so many familiar faces and to be able to place some new faces with names I've seen on the Bulletin Board or the member Phone Book. (Yes, I actually have read through the ASCFG Phone Book after looking for a person's name or email address and then getting sidetracked reading the great farm names some of our members have.)

One thing I was really happy to see at Raleigh was all the young, and some not so young, new cut flower growers at the Growers' School. These people are doing their homework and getting a good foundation started before jumping into the cut flower world. Some are starting in their early 20's, while some are discovering cut flowers after retirement from a typical 9 to 5 career or diversifying by adding flowers to their other farm product mix. These people are the future of our industry. They will be the ones still growing cut flowers while some of us will be pushing up daisies. These new members are also the future of the ASCFG.

All our Regional Directors and other Board Members attended their "first" Conference years ago, not knowing what to expect and possibly just checking things out. I doubt anyone foresaw their future on the Board of a respected national association. (Note: I met some members in Raleigh who I think are destined to be future board members. They just don't know it yet.)

As an organization, we need to educate these new growers and help them be the best cut flower growers they can be. We do this by having great National Conferences and Regional Meetings where they can network with established, successful growers and gain knowledge that will help them be successful themselves. We publish *The Cut Flower Quarterly*, with something in every issue that will help your business in some way. The ASCFG Bulletin Board is possibly the best place for a new grower to do some research when planning for the future. Talk about getting sidetracked for hours! Try doing a search for "Sunflower Varieties" and see if you can finish in ten minutes. I doubt it.



All of us started our businesses with the simple act of planting something: a seed, a bulb, a plant, or an idea. Now, together we need to nurture what we have planted so we can enjoy the benefits of our labor.

Modena Seed Company

... since 1946



Seeds for the Professional



Contact us for those specialty items you are looking for:

415-585-2324 ph. 415-585-6820 fax
P.O. Box 12007 San Francisco, CA 94112

www.modenaseed.com



RALEIGH WRAPUP

2007 ASCFG National Conference

RALEIGH WRAPUP



This year's Growers' School brought in more attendees than ever, with growers coming from across the country to learn the basics of cut flower production. Especially popular were the hands-on sessions, expertly presented by NCSU students Emma Locke, Erin Possiel, Erin Regan, Brian Krug, and Roland Leatherwood, and Carrie Judge from BASF.



Jeannette Smith asks a speaker to clarify a point.



NCSU graduate students explain postharvest solutions.



Attendees learn how to determine media pH and EC.



Weed identification was a popular session.



Carrie Judge explains weed control.



NCSU's Roland Leatherwood and his favorite book.



As usual, the Tours were the favorite part of many members' conference experiences. Perry-winkle Farm and Sunrise to Sunset Garden provided closeup views of cut flower production. The J.C. Raulston Arboretum and Plant Delights Nursery left attendees wishing they could grow everything they saw.



John Dole led a tour of the NCSU flower trials.



Gary and Sybil Calder's van was a hit with curious attendees.



Gary Calder helpfully pointed out fire ant nests.



The J.C. Raulston Arboretum was an inspiration to all growers.



Calders' manure spreader attracted a lot of attention.



Sybil Calder's phlox was gorgeous.



RALEIGH WRAPUP

RALEIGH WRAPUP



Perry-winkle Farm provided delicious homemade pizza.



Cathy Jones explains her production system.



ASCFG Conferences are for the young and old(er)!



Cathy's chickens weren't interested in us.



We don't really know what is happening here.



Knox Johnson and Tony Avent discuss perennial cultivars.



Tony Avent could barely keep members out of his display beds.

After a bit of a slow start, the debut of the *Ideas from the Farm* session took off like a rocket, once members were comfortable sharing their innovations. Look for this event in Portland in 2008.

Ella and Carl King won by “applause meter” for their Bucket Racks designed to hold buckets securely in the van as well as for display at the farmers’ market.



This year’s *Research Foundation Auction* brought in more than \$10,000 to support cut flower research.



Bob Wollam won the handmade quilt this year.

Three beautiful little future flower growers attended this year’s Conference, much to the delight of the attendees.



Baby Emily reads about the next session.



Polly Hutchison cozies up to JoJo and some freaky bird.



Emily and Grandma enjoy their time together in Raleigh.



Keith, Lynn and Ralph Cramer enjoy the Auction action.



Talulah visits the Trade Show vendors with Mom.



RALEIGH WRAPUP

RALEIGH WRAPUP



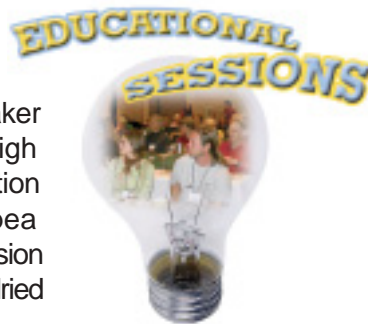
Before the Show opened, vendors had a chance to introduce themselves to the attendees. This made the atmosphere inside the show hall even more friendly.



Attendees had lots of time to spend at each booth.



Leah Cook and Chas Gill are overjoyed to meet Ed Rose and Shravan Dasoju at the Ball booth.



With a record number of speaker sessions this year, the Raleigh Conference provided information on everything from sweet pea production and biodiesel conversion to hoophouse construction and dried flower processing.



Van Cheeseman didn't miss a single moment.



Northwest Regional Director Jeriann Sabin compares notes with a new friend.



Susan Bender, Mark Kessler and Tom Wikstrom talk business.



More than 70 beautiful designs were created by attendees. Judged by both local florists and attendees by a popular vote, the winners were:
 Growers' Choice - Susan Corrigan
 First Place - Greg Francis
 Runner Up - Carol Larsen
 Runner Up - Mel Worley
 Runner Up - Neil Caggiano



Growers' Choice - Susan Corrigan



First place - Greg Francis



Eileen Stephens and Rich Mansheim share a design table.



Attendees look for the perfect stems for their arrangements.



Mike Hutchison works on his design.



Carol Van Essendelft finishes up her entry.

GROWER Profile

Megan Bame

Linda Chapman *Harvest Moon Flower Farm*

For all the naysayers out there, Linda Chapman has a message: “You can make a living farming small acreage—you won’t get rich, but you can make a living.” Over the past 20 years Linda has built quite a diverse operation on just three acres. She started small (with \$400 in startup costs and a half-acre plowed field) and is always looking to grow the business, not necessarily in size, but in product offerings. Linda currently grows more than 100 varieties of flowers, culinary herbs, and specialty greens and vegetables. Oh yeah, and she grows less common bedding plants and gallon perennials for spring sales.

Harvest Moon Flower Farm is located in Spencer, Indiana, about an hour south of Indianapolis. Linda ventures into the city for two farmers’ markets during the usual 26-week season, but has found the Bloomington area offers more demand for locally grown greens and herbs than she can supply. She attends three farmers’ markets each week with mostly mixed bouquets, she delivers flower arrangements, herbs and greens to nine area restaurants and businesses, and she provides complete floral services (minus delivery) for 20-30 weddings each year. And she makes holiday wreaths—dried and fresh—for craft shows and special orders.

But it’s the farmers’ market presence that started it all and continues to be the key ingredient to Linda’s minimal marketing strategy. She does hardly any advertising, though she did purchase an ad in a local wedding guide this year. Additionally five years ago she hired someone to design a website for the farm. It was designed in a way that allows Linda to update and maintain the site as she sees fit (or has time to). Ideally she tries to update the site once every season. The return on the investment of the website was a significant boost in wedding business. Wedding business is otherwise generated by word of mouth, and customers familiar with her flower quality and design ability through the farmers’ markets.

The Bloomington Farmers’ Market averages 4,000 to 6,000 visitors on Saturdays making visibility alone an effective means of marketing the business. They bring five replicates of each bouquet they have available for that week. While most folks buy one bouquet, there have been occasions where individuals bought all five to create one large arrangement. At \$7-\$15 per bouquet, Linda’s prices are a couple dollars higher than other local growers. She attributes her premium price to a quality product and fully credits the ASCFG for helping her achieve that quality. She reports, in her experience with other area growers, “Being an ASCFG member really puts you ahead, and it’s the best kept secret in the industry.”



Since Linda’s formal education earned her a degree in speech and hearing with a minor in elementary education, she’s learned to farm largely by trial and error, with knowledge acquired through publications and conferences filling in the gaps. Though she never used her speech and hearing degree, she did homeschool her children about the same time she was getting into the flower business. She integrated the homeschool curriculum and farming lifestyle; not just Monday through Friday, but every day was for learning.

Though not certified organic, Linda knows no other way to farm and is confident that her customers and her community recognize that she operates a sustainable farm. When her children were younger they were the designated mulchers, applying 200 straw bales 6-10 inches thick depending on the crop. She knows that the straw has been an excellent source of organic matter that has built the soil composition over the years. Though there are plans to install drip irrigation next year, the use of mulch helped curb her irrigation needs for many years. The past two dry summers have required the use of sprinklers, and the inefficient use of water and the time required to move the sprinklers were enough to justify the move to drip irrigation.

Situated in USDA Zone 6, Linda is able to grow year-round with the help of four hoopouses (14’ x 40’) and a solar greenhouse. Two hoopouses are minimally heated, not to fall below 38F. The other two are not heated, requiring Linda to cover the crops with remay when temperatures fall below freezing. Her winter crops include specialty greens, multi-colored root vegetables, and lots of herbs such as rosemary, sage, thyme and oregano. In

February the tulips and lilies are started in crates along with anemone, ranunculus and calendula, among others, in the soil.

In the summer, lisianthus, cockscomb, specialty peppers and statice are provided the shelter of the hoopouses. Linda was especially pleased with the quality improvement of the statice compared to growing it in the field.

Her design approach is to use an attention-grabbing center flower surrounded by “side flowers.” Center flowers include lilies, lisianthus, sunflowers, and dahlias. The side flowers and fillers then make up the remainder of the flower production. She has also planted “little patches” of woody ornamentals for cuts around the property. Winterberry, American cranberry, weigela, callicarpa and hydrangea are just a few. She planted pussy willow along one of the property borders and has been please to see that the pussy willow attracts the Japanese beetles, leaving her dahlias beetle-free, and despite decimated willow leaves, the catkins produced are just fine. In fact, Linda has made pussy willow branches a two-season crop. She harvests them in mid-March, selling bunches at the winter farmers’ market until sales drop off as folks start looking for color. She stashes her leftover bunches in the loft of the barn until fall when folks are again looking for that nature-inspired look.

Fall is also the time for wreath making. Linda takes pre-orders at the farmers’ market to be picked up the first week of December. All wreaths are custom made, though she ‘corrals’ peoples’ choices into five named design concepts that match various decors: “Rustic and Wild”, “Traditional”, “Holy Night”, “Sunny” and “Festive”.

While Linda maintains her role as the farmer, she has some assistance with the farm chores. Two women, who’ve worked with her for 10 years, help harvest on Tuesday and Friday and help arrange bouquets weekly. She estimates they average 12-15 hours a week. A 14-year-old neighbor, who’s been helping out for 5 years now, does an excellent job cleaning and filling buckets and has recently become Linda’s assistant in filling restaurant orders. Her son lives locally and helps primarily in the spring and her daughter, who is out of state in college, lends a helping hand when she’s home for a visit. Linda’s partner Deryl is a builder by trade, but spends his Saturdays manning a flower booth at the market. Linda asserts, “I couldn’t have done it all without him.” Obviously his building expertise has come in handy on more than one occasion. She explains “Not only does he have the skills for general construction, he has a great talent for blending aesthetics with functionality.”

The solar greenhouse, their latest project, is one example of Deryl’s handiwork and aesthetic eye. The greenhouse is the nucleus of the farm considering everything starts there. Linda’s old solar greenhouse is currently being replaced with a new, highly efficient 16’ x 24’ structure. The greenhouse was built on a slab on the southern side of the barn with sidewalls made of “Styrofoam” and filled with a cement core. With a double wall polycarbonate glazing, Linda anticipates needing no more than a small room space heater, even on the coldest, cloudiest day. Though the construction costs have been quite an investment, she figures the operating costs will be minimal and the profit margin will be high.



**At Eat Local Food, we know
the Fine Art of Marketing.**
Fine art banners, totes, postcards and more.
Please visit our website or
call us for a free custom quote.

**Eat
local food**

734.341.7028
www.eatlocalfood.com

When Linda started growing microgreens for restaurants, the profit margin of the business really increased. That said, flowers are still the bread and butter of the business with profit from the greens paying for ongoing farm development, such as the new greenhouse.

At the front of the new greenhouse, they built a cement planting bed that might one day serve as the start of an aquaculture venture. While Linda’s diverse interests shape the identity of her farm, she admits it can be a real challenge. She jokes, “It’s like one giant science experiment.” While her interests seem never ending, she concedes that there is a limited amount of time in each day to manage it all.

Yet there’s so much more to squeeze in. Linda has a dream of opening the farm to others as a model farm, offering weekend workshops to share her knowledge and experience, and becoming a destination for school groups to teach them about vermicomposting and crop production. Already they open the farm to the public every Sunday in May before things are in high production. They sell lots of bedding plants on those days to earn some payback for their time and effort to open the farm. But the real payback may be offering the community a broader insight into the success of this small, yet diverse flower farm.

*Megan Bame is a freelance writer in
Salisbury, South Carolina.
Contact her at meganbame@yahoo.com*

CULTURE Profile

John Hoffman

Great Grasses for Cut Flowers and Foliage

Originally presented at the 2007 National Conference in Raleigh, North Carolina.

Fantastic Flowers, Blooms and Seed Heads

Carex grayi

Gray's Sedge

Unusual, three-dimensional seed heads add spunk to arrangements. When dried, color may vary between brown and green.



Carex grayi

Andropogon glomeratus

Bushy Bluestem

Fluffy plumes, great fresh or dried (may need help with spray to keep plumes together while drying).

Briza media

Quaking Grass

Rustling seed heads are useful in fresh or dried arrangements.

Miscanthus

'Gracillimus', 'Adagio', 'Sarabande', 'Purpurascens'

Miscanthus offers a variety of colors of seed heads, from pure white to dark red. Blooms can be used fresh or dried; they really puff out when dried. Use some kind of "hairspray" on these dried plumes.



Miscanthus

Calamagrostis brachytricha

Korean Feather Reed Grass

Light, feathery pink plumes for airy, fall arrangements.

Calamagrostis x acutiflora

'Karl Foerster' is good for dried spring arrangements.

Panicum

Switchgrass 'Cloud Nine', 'Northwind', 'Shenandoah', 'Dewey Blue', 'Dallas Blues'
All *Panicums* have something to offer for the cut flower market: a large palette of light, airy seed heads. Use fresh or dried.

Muhlenbergia capillaris

Pink Muhly Grass

This great look in the landscape can be transferred to fresh arrangements. Keeps its color for a fairly long time when dried.

Muhlenbergia capillaris

'White Cloud'

Wonderful white seed heads. Use fresh or dried. Blooms in October.



Panicum 'Dallas Blues'

Muhlenbergia

Pink Flamingos Muhly 'Pink Flamingos'

Its stems reach 4-5 feet long with a foot of pink blooms. Should work well in large arrangements.

Pennisetum alopecuroides

'Hameln', 'Foxtrot', 'Moudry'

Fountain grasses with bottlebrush plumes are very attractive in fresh arrangements. Take precautions if drying—bristles may fall apart.

Pennisetum villosum, *P. setaceum* 'Rubrum', *P. glaucum* 'Purple Majesty'

These are stunning pennisetums for fresh arrangements. The colors of the plumes are very striking.

Dichromena latifolia

White Top Sedge

This sedge produces pretty white, star-shaped blooms for fresh arrangements.

Fantastic Foliage

Acorus calamus 'Variegatus'

Striped Sweet Flag

Bold, green and white variegated foliage. Has a citrus scent when crushed.

Andropogon virginicus

Broomsedge

Grasses from pastures and roadsides are perfect for fall and winter arrangements. This one offers upright stems and great color.

Carex muskingumensis

Palm Sedge

Beautiful light green pinwheel-like foliage. Great filler for fresh arrangements.

Carex buchananii

Leatherleaf Sedge

Interesting bronze-cinnamon-colored foliage contrasts well with deep greens and orange.

Carex phyllocephala 'Sparkler'

Sparkler foliage radiates like a July 4th sparkler. Beautiful white with green foliage works well in fresh arrangements.

Cymbopogon citratus

Lemon Grass

Light green foliage works well fresh or dried. The quick-growing annual grass can be used in kitchen arrangements. It is used in Thai cooking.

Equisetum hyemale

Horsetail

This ancient rush can be used in fresh or dried arrangements for an uncommon look.



Pennisetum alopecuroides



Cymbopogon citratus



Equisetum hyemale

Juncus

'Carmen's Gray', 'Afro', 'Frenzy', 'Curly Wurly'
Rushes are perfect for fresh and dried arrangements. 'Carmen's Gray' has wonderful, stiff blue foliage while curly rushes add fun to make people smile. Very touchable. Variegation may be lost when dried.

Pennisetum purpureum 'Prince' & 'Princess'

Wide-leaved purple foliage good for fresh arrangements.

Nassella tenuissima

Mexican Feather Grass

Fine-textured lime-green foliage. A great airy filler for fresh or dried arrangements.



Miscanthus 'Cabaret'

Great Grasses for Foliage and Flowers

Arundo donax

Giant Reed

Probably best used in fresh arrangements. Plumes are huge, so plan accordingly when designing with this flower.

Arundo donax

'Golden Chain', 'Variegata'

Bold variegation, golden or white with green. Perfect for BIG and bold arrangements.

Miscanthus

'Gracillimus', 'Cabaret', 'Zebrinus', 'Cosmopolitan'

The foliage of these *Miscanthus* cultivars offers a variety of textures and variegation for fresh arrangements. The thin green blades of 'Gracillimus' and the horizontal stripes of 'Zebrinus' can also work in dried arrangements.

Eragrostis sp.

Blue Love Grass

Light airy plumes with blue stems—good for large arrangements.

Helictotrichon sempervirens

Blue Oat Grass

Good blue foliage for smaller arrangements. Use fresh, may also work dried.

Leymus arenarius

'Blue Dune', Blue Lyme Grass

Cool blue grey foliage and blue-tinted seed heads. Use fresh and dried. Good medium-sized plant.

What's Fresh in Benary's Cut Flower Assortment?

Antirrhinum majus 'Animation Mix' and 'Animation Cognac'
Delphinium hybrida 'Benary's Pacific Giant' Arrangement
Helianthus annuus - Sunflower 'Solara'

For a complete list of Benary products contact us at: info@Benary.com

Benary
www.Benary.com

John and Jill Hoffman own Hoffman Nursery, Rougemont, North Carolina

RESEARCH Update

Megan Bame

Willows Ideal For North American Cut Stem Production

Willows are an ideal specialty cut branch for temperate North America. They can be harvested in mid-winter to early spring when few other flowers are blooming. They also tolerate poor soils and provide many years of harvest from the initial planting. Researchers at The Ohio State University evaluated 150 willow taxa for ornamental vegetative and flowering characteristics to ultimately suggest 20 species with desirable traits that can be worked into a production schedule for continuous winter-to-spring harvest.

After obtaining 150 taxa as unrooted cuttings, the plants were grown for four years at two Columbus, Ohio, locations, both USDA zone 5. Over four years, the following evaluations were made to aid in selection: production of abundant catkins with fuzzy “pussy-willow” effect and stems with bright colors or ornamental configuration. Plants with these characteristics were further scrutinized as data were collected for: harvestable stem length, stem color or shape, bud color and density, catkin size, color, texture, and relative location on the stem.

The willows selected can be divided into three groups by branch size. Seven are “short” averaging 1m (3.3ft) or less. Six are “medium” with a harvestable stem length of 1-1.5m (3.3-4.9ft). The remaining



seven average a stem length of 1.5-2m (4.9-6.6ft) resulting in a designation of “long.” (Table 1.)

Willows might also be classified by catkin color (white, gray, green and black) or catkin size (small, medium and large). Interestingly, in most species the male specimens were showier than the female specimens due to longer bract hair and larger catkin size. While some willows had insignificant catkins, they were valued

for their stem color, bud color or stem shape.

From cuttings, two to three years of growth is necessary to obtain harvestable stems. On average, plants produce 10-30 stems per year. In order to promote thicker, straighter, longer single-stemmed branches, the shrub should be cut to the ground annually (known as coppicing). Coppicing can be done as the stems are harvested. The dormant season (harvest time) of late winter, early spring is ideal for coppicing in order to produce a vigorous plant the following year.

Using the selected species, the researchers also developed a schedule illustrating how using many different species can allow for continuous harvest from the beginning of January through the beginning of April (in Ohio). This creates a broader market window and introduces new willows with interesting characteristics to the public.

Kuzovkina, Y. and M.F. Quigley. 2004. *Selection of Willows for Floral and Stem Quality and Continuous Production Sequence in Temperate North America*. HortTechnology 14(3):415-419.

Table 1. Selection of 20 desirable willow(Salix) taxa categorized by harvestable stem length.

Short	Medium	Long
<i>S. aegyptiaca</i>	<i>S. ‘The Hague’</i>	<i>S. acutifolia</i>
<i>S. amplexicaulis</i>	<i>S. humilis</i>	<i>S. babylonica ‘Tortuosa’</i>
<i>S. discolor</i>	<i>S. koriyanagi</i>	<i>S. caprea</i>
<i>S. gracilistyla ‘Melanostachys’</i>	<i>S. kuznetzowii</i>	<i>S. gracilistyla</i>
<i>S. hookeriana</i>	<i>S. x multinervis</i>	<i>S. miyabeana</i>
<i>S. schwerinii</i>	<i>S. x tsugaluensis ‘Ginme’</i>	<i>S. undensis ‘Sekka’</i>
<i>S. x friesiana</i>		<i>S. x wimmeriana</i>

Affect of Salinated Water on Lupine Production

Recycled water, reclaimed municipal water, and brackish groundwater are alternative irrigation sources to fresh water; however they generally contain higher salt levels than fresh water and therefore may affect plant growth and development. Since the fresh water supply is limited in some areas, researchers have started assessing the salinity tolerance of various plants. In many cases, plants grown for landscape use grow more compact when treated with these alternative water sources. Compact growth is not desirable for cut flowers, therefore, researchers at Texas A&M University have studied two lupine species to assess the acceptable level of salinity before plant quality suffers.

Lupinus havardii is an annual native in southwest Texas with cut flower potential. It produces 40-55 cm (15.7-21.7 in) long racemes with fragrant, blue flowers. *Lupinus texensis* is a hardy winter annual commonly sold as a bedding plant. Plants were started from seeds

which were scarified with concentrated sulfuric acid for 90 minutes (*L. havardii*) or 45 minutes (*L. texensis*). The seeds were sown in early January and transplanted in early March into pots grown in the greenhouse. Plants were irrigated with a 20-20-20 nutrient solution.

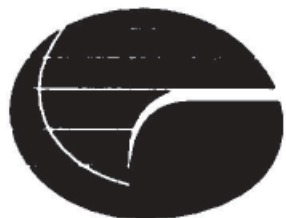
Sodium chloride (87%), magnesium sulfate (8%) and calcium chloride (5%) were used to prepare the saline treatments. Five salinity levels were tested: 1.6 (the control), 3.7, 5.7, 7.6, and 9.4 dS/m EC. The saline solutions were applied through the irrigation water for 11 weeks (early March to late May). To prevent rapid salt accumulation, the irrigation was applied so that a 30% leaching fraction was achieved.

Plant height, canopy width, visual quality and shoot dry weight were evaluated. Quality was assessed using a scale of 1 to 5 with 1 being "severely stunted growth with over 50% foliage salt damage (leaf necrosis, browning) or dead," and 5 being "excellent with vigorous growth and no foliage damage."

L. havardii displayed foliage salt damage at salinity levels of 5.7 dS/m. Salinity levels above 5.7 dS/m resulted in significant plant death. *L. texensis* showed no signs of foliage damage up to 7.6 dS/m. As expected, shoot growth decreased as salinity levels increased in both species.

The potential cut flower, *L. havardii* produced similar flower yield and quality at the control level (1.6 dS/m) and at 3.7 dS/m indicating some tolerance to saline waters. Given that the average EC of reclaimed municipal water is 2.0 dS/m, this flower should perform equally well using fresh water or reclaimed water. *L. texensis* also performed well, perhaps with a positive side effect of compact growth in the landscape, when irrigated with saline water, up to 5.7 dS/m.

Niu, G., S. Rodriguez, L. Anginiga and W. Mackay. 2007. *Salinity Tolerance of Lupinus havardii and Lupinus texensis*. HortScience 42(3):526-528.



GeoSeed

- Dedicated 100% to Seed. Serving your seed needs is our only business.
- Over 7,000 varieties in stock - 1,700 recommended cut flower items.
- Seed is stored in the most modern standards for moisture and humidity control.
- Seed conditioned and stored to newest requirements.
- Testing of Germination and quality is constant and comprehensive.
- Personal service and product knowledge of highest standard.
- Our people pledge the care and commitment of lifetimes in seed.

Yours truly,
George B. Park

121 Gary Road Dept. 504
Hodges, SC 29653

Call Toll Free: 888-645-2323 USA

Outside USA: 864-227-5100

Email: geo@geoseed.com

Fax: 864-227-5108

Website: www.geoseed.com

Gladiolus Response to Supplemental Boron and Zinc

Researchers in Bangladesh studied various rates of boron and zinc, applied singly and in combination to find the optimum rate for maximizing the flower yield of gladiolus. Previous research indicated that boron and zinc positively affected the growth, flowers, yield and quality of gladiolus.

Corms were sown in early December at two research farms in Bangladesh. Nutrients, including phosphorus, potassium, sulfur, boron and zinc, were applied to the field prior to planting. Nitrogen was top-dressed at 30, 45, and 60 days after sowing. Sixteen treatments consisted of four levels of boron (0, 1, 2, and 3 kg/ha) and four levels of zinc (0, 1.5, 3, and 4.5 kg/ha).

Boron levels up to 2 kg/ha produced increased growth and flowers; however rates beyond 2 kg/ha produced a decline in growth and yield. In fact, all the measured characteristics (plant height, effective leaves, length of spike and rachis, number of florets, size of floret, and weight of stem) significantly responded to a boron application rate up to 2 kg/ha. Zinc levels, up to 3 kg/ha produced a positive response in floret number, floret size and stem weight.

The boron/zinc combination of 2 kg/ha B and 4.5 kg/ha Zn produced the most desirable characteristics overall at both

test sites. Plant height measured 79.8 and 94.1 cm (31.4 and 37.0 in) with a rachis length of 48.9 and 46.1 cm (19.3 and 18.1 in). Both sites reported about 10 effective leaves and nearly 13 florets per spike. Their results further support including boron and zinc, along with a balanced nutrient formulation, to maximize yield and flower quality of gladiolus.

Halder, N.K., Md. Rafiuddin, M.A. Siddiky, R. Gomes and K. Anju-Man-Ara Begam. 2007. *Performance of Gladiolus as Influenced by Boron and Zinc*. Pakistan Journal of Biological Sciences 10(4):581-585.

*Megan Bame is a freelance writer in Salisbury, South Carolina.
Contact her at meganbame@yahoo.com*

Funding for this column is provided by the ASCFG Research Committee.

10 Southern Tulip Growers Wanted!

Colorblends is looking for 10 growers in zones 6 to 7 to help liquidate overstock of top quality tulip bulbs for field planting in December.

Our Bridgeport, CT warehouse will have overstock bulbs available for cut flower production in the very late Fall.

Call 1 888 847 8637
ask for Tim, Christian or Harley



COLORBLENDS®

wholesale flowerbulbs
Our Roots... Are Bulbs

ATTENTION!

Commercial Growers

Flower Bulbs direct from the grower in Holland.
Pre-cooled or non-cooled Flower Bulbs for:
Greenhouse production
Field production

Support and service to growers.
Specializing in Dutch Iris, Lilies and Tulips

BulbMark

"The basics of growing"

Ph: 1-800-868-0426 Fax: 1-910-762-4148

E-Mail: orders@bulbmark.com

Website: www.bulbmark.com

MOVING *the Needle*

Charlotte Morford and Joseph Caputi

Developing Your Farm's Image

When we started our farm six years ago, we spent all our time and energy thinking about what we wanted to grow and how to grow it, and no time on how we were going to present our business to our customers.

We're willing to bet this is a very common and honest mistake for people starting a business, no matter what your business. But we were not new to being in business. As we've mentioned before, Joe has owned restaurants for nearly twenty years, and Charlotte comes from a corporate background as a marketing director. But the business of growing cut flowers is unique. It's a business where enthusiasm plays a large role in getting started, enthusiasm for cultivars and varieties, and all of those flowers we want to grow simply because we love them. And developing a marketing plan, or rather, our farm's image, got tossed aside in the early stage of our growth.

But we soon learned that building an image for the farm was going to be key to building sales. And, what we mean by "image" is, besides our flowers, how will the public view and remember our business?

We see this building process in three steps:

- 1.) Creating Your Image
- 2.) Communicating Your Image
- 3.) Reinforcing Your Image

Creating Your Image

First, we need to "create" our image, and by this we ask: What defines you? What feels like you? And, what do you enjoy promoting about your farm?

When we first started our cut flower business, Joe's mother felt strongly that it should be named for Joe. He was going to be doing the majority of the work and he would be the "face" of the business, and, after all, she is Joe's mother. So we looked at using Joe's name in the creation of our image.



**CAPUTI'S FLOWERS
WORLDWIDE**

"Flowers By Joe", or "Caputi's Flowers Worldwide" just didn't sound right; they either looked too feminine or grandiose—sorry, mom. We decided to name the business, "Charlotte's Garden". Charlotte's Garden seemed to be more connected to our audience: educated, upper-middle class women with disposable income, who were looking for a little romance in their flower purchases. Charlotte's Garden says that, and Joe had no problem with the business not being named for him, especially if it meant making MORE money!

The next step in creating our image was to design a logo. At first we went looking for images on the internet and went through thousands of our own photos, but nothing looked quite right. So we hired a professional graphic designer, gave him the challenge, told him we wanted to make it professional looking, stylish, and still be easy and inexpensive to deploy.

Let's talk about logos. Your logo is probably as important in building your image as your flower are. The typeface, the design, and the overall effect is what makes the ultimate impression on your customer. And it needs to make an accurate impression, that is, the logo needs to communicate who and what your business is.

It may be tempting to grab some clip art off the internet, but is it memorable, is it professional in a positive way?

Consider this: When you walk into any Starbucks your eye will see (consciously or unconsciously) as many as 700 Starbucks logos. This is entirely intentional. The point is, when you leave the store with your coffee in hand (with its logo blazing on that steamy cup of mud) you are immersed in Starbucks culture, and the next time you think of having a cup of coffee you'll seek out Starbucks.

This type of logo penetration exists everywhere. Just think of the brands you recognize instantly without seeing the name of the business in print.

This is the logo that our graphics designer came up with.



We felt that this logo communicated exactly who we are and what we're about. It wasn't feminine, so Joe could easily wear a tee shirt with the Charlotte's Garden logo. It also had a strong, memorable image, not unlike those of Target and Starbucks. And, it was easily transferable to all of our marketing material, which brings us to the second step of developing our farm's image, communicating it.

Communicating Your Image

When you've decided on the image you want to project, and you've decided on your logo, it's time to communicate it. That means deploying it across everything you do. Primarily we're market growers, but everything we do can easily translate to selling to florists, supermarkets, and wholesalers.

Like the Starbucks experience, when you walk up to our stall at the farmers' market you immediately see our logo on everything: our van, banner, our tee-shirts and hats, and each and every sign in our flower buckets. We have learned the lesson of logo penetration to communicate the brand that is Charlotte's Garden. The point, you ask? Just as it is with Starbucks and coffee, when our customers think of flowers, we want them to think of Charlotte's Garden.

And it's not just a logo that communicates our image. Cut flower marketing is a people business, so we strive to give the ultimate people experience. Of course our flowers are of the highest quality, otherwise we could not promote them as

aggressively as we do. So we're out there engaging with everyone we can make eye contact with, whether or not they buy our flowers. Potentially, EVERYONE is a customer, so why not treat them that way?

Because our logo is so easily transferable to so many media, we've put it on our trucks, tee's and caps, our invoices, business cards, and the stickers that go on each and every tissue-wrapped bouquet and bunch, and our branded bouquets in cellophane sleeves in grocery stores.

Aside from our physical presence, we have a very strong virtual one as well. Do you have a web site? We do, and we use it to communicate our image to our customers and the world.

On our web site you will find our logo clearly at the top of the page, our mission statement, lots of flower photos and photos of us (smiling) at market, our affiliation with the ASCFG, our "Virginia's Finest" designation, and the text is all about our business, what we do and who we are. A web site is, as Joe is so often heard saying, a way for our customers to continue the experience after the sale. It's where they can learn more about Charlotte's Garden and the flowers we grow.

When choosing a URL, your "www" (your domain name), think of a combination of words that make sense for your business and are easily remembered. When Joe built Bob Wollam's web site for Wollam Gardens, it was easy to use wollamgardens.com. But when we went to fetch charlottesgarden.com, it was owned and used by a punk rock

INTRODUCING Solutions for Greenhouses

A NEW Cleaning and Wash System for Greenhouses, Nurseries, Production and Packing Areas!

Floralife®, Inc. combines its vast knowledge of postharvest products, cleaning procedures and research to help you produce products meeting the highest quality standards.

Floralife PAC
PROFESSIONAL AGRICULTURAL CLEANER

Chlorinated Sodium Hydroxide Cleaner
Cleaner for complete greenhouse cleaning including pots and trays

Floralife STRIP-IT

Emulsified Sulfuric Acid Cleaner
End-of-season cleaning including irrigation lines and sunblock remover

Floralife MicroBLOC
GREENHOUSE WASH

Unique Oxidizing Ammonium Formulation
Use for the final wash in our SPECS program

Floralife
The Care and Handling Experts
888.323.3689 • 843.538.3839 • www.floralife.com • info@floralife.com

EthylBloc
EthylBloc® is a registered trademark of the Fluor & Mass Company.

Floralife

band in England! So, taking a lesson from Pamela and Frank Arnosky (their web site is texascolor.com, not using their business name, Texas Specialty Cut Flowers) we decided to go for virginiaflowers.net. Later charlottesgarden.com did become available and we bought it. We use both addresses to get to the same web page. The process of redirecting web addresses is simple and your web host will do this for you.

In a much more simple way, we communicate our image by using so-called vanity plates on our vehicles. For a mere ten dollars each, we put “VA-FLWRZ”, “VA-FLWRS”, AND “VA-FLWR1” on our trucks. That, combined with our logo and web address on the side of each vehicle, creates and communicates Charlotte’s Garden.

Reinforcing Your Farm’s Image

Now that you have a sense about how to create your image and how to communicate it, you need to reinforce it, keep it in the public’s eye for as long as possible, if not forever!

As we’ve mentioned so many times in the past, we reinforce our image by the way we engage with people at the market or with florists. It’s worth mentioning this over and over, because it’s true, AND IT WORKS!

We reinforce our image by the way we present our flowers. We use clean, unified buckets, and clear, informative signage and a thoughtful display as part of our image. We use clean, matching table clothes to cover our tables, and group flowers by color for a stronger presentation. We’ve overheard other farmers saying that we’re kind of fussy. Maybe we are. We’re about quality, and that, too, is part of our image.

Reinforcing your image is possible even by how your van arrives when it delivers to a florist or a market. If your image includes “clean, fresh” then your van had better look clean and fresh. Or is your van a health hazard—littered with used coffee cups, burger wrappers, and other trash—reinforcing the brands of *someone else’s* business? Would you buy flowers from an operation like that?

Reinforcing your image includes constantly finding new ways to draw people to you. Don’t hesitate to be shameless promoters of what you like about your farm. As we said in the beginning, knowing who you are and what you like about your farm is key to building an image that’s believable, that’s easy to communicate, and that makes sales.

Your farm has lots of opportunities for building your image. We found in farmers’ market sales that people really respond to pictures from the farm. We use our dogs to sell flowers all the time.

And, we’ve used props such as Charlotte’s VERY pink bicycle with its wicker handlebar basket stuffed with hydrangea to sell—you guessed it—hydrangea! By taking a photo of the bike and flowers and enlarging it and placing it next to the buckets of hydrangea our customer imagined themselves in that setting and it encouraged them to buy hydrangea. We encourage you to be shameless in these ways.



**HEADSTART
NURSERY**

Top Quality
Ornamental Plugs & Vegetable Transplants

- Extensive Line of Specialty Cut Flowers
- Weekly Availability Listing
- Certified Organic
- Over 20 Years Growing Experience

Where the beauty begins



4860 Monterey Rd. • Gilroy, CA 95020
PH: (408) 842-3030
Visit us online at:
www.headstartnursery.com

Creating, Communicating, and Reinforcing your image means delivering a consistently appealing experience, whether you’re selling to florists, farmers’ markets, grocery store chains, or wholesalers. And when you’ve created your image, are communicating it across all your materials, and reinforcing it constantly in everything you do, then you will have built a powerful—and profitable—image for your farm.





**Introducing our
NEW Bulb
Flower Food!**



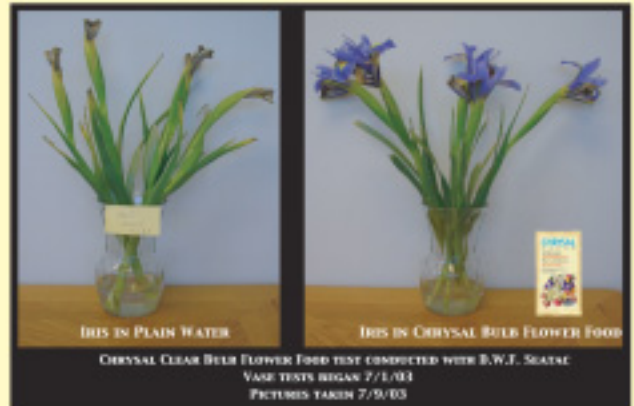
It will extend vase life, prevent leaf yellowing and adds color to bulb flowers, such as tulips, irises, oriental lilies, asiatic lilies, LA hybrid lilies, dahlias, gladiolus, anemones, hyacinth, nerines ranunculus, liatris and many more....

***Try our latest innovation!
Don't just let us tell how great it is,
View it with your own eyes!***

Call our toll-free number and request a free trial sample of Chrysal Clear Bulb Flower Food.

800-247-9725

CHRYSAL 75 years
POKON
CHRYSAL
What's in your Water?™



SMALL Things Considered

Gay Smith

Don't Squat With Your Spurs On

Unarguably, the greatest strength of ASCFG membership is the opportunity for networking. Information exchanges between members provide many useful sources and solution to all kinds of problems. In that spirit of camaraderie, this month's column covers questions I've received over the past few months concerning postharvest procedures and product needs.

Everything about postharvest success starts with water. If your initial water source comes through a city water system, you might skip this entire topic, but if your water source is a well, river or reservoir, treating it may improve overall results in fertigation and postharvest procedures. One way to clean up water is to flocculate it with aluminum sulfate. Aluminum flocculates impurities including calcium, magnesium, some bacteria and organic pollutants, which interfere with success of various pre-treatments. Whether your solutions are used to hydrate stems, augment nutrient or hormone imbalances or treat bunches with STS, the quality of the original water is important.

Start by getting your water tested by the county extension service, a private lab or area university agriculture's department. North Carolina State offers this service for a nominal fee. See <http://www.ncagr.com/agronomi/sflyer.htm>. The link for submitting samples is <http://agronomy.agr.state.nc.us/>. Note 'Solution Analysis' under 'Online Information Sheets'.

According to Dr. John Dole, the most important parts of the water analysis include pH, EC, and alkalinity. Have your water tested for these elements: calcium (Ca), Magnesium (Mg), Chlorine (Cl), Fluoride (Fl), Boron (B), sometimes found in levels high enough to be toxic in some areas.

Water acidity plays an important role in the flocculation process. The first step is to add 0.8 g/liter of aluminum sulphate. Next, adjust the pH to level 8 with calcium carbonate. This can be measured with a pH indicator. Let the water sit; it takes at least a day before sufficient flocculents are formed. Then the aluminum sulphate and flocculated impurities can be filtered off. An easy method is to use a 50-gallon drum. Fix a spigot about 10 inches from the bottom to tap off the clean water above the flocculents. Depending on the pH, Al³⁺ and OH (hydroxide) arise. The level of aluminum residue flocculated with this method is far lower than the quantity of aluminum sulfate contained in fertilizers used in potted hydrangea production, but check with your water lab or extension agent to get information about proper disposal.

Another topic of lively email exchanges concerned droopy sunflowers. Usually, the flowers looked great for the first day, but started to droop after the second. Droopy heads generally

indicate that solution is not flowing well through stems. Often, this problem is as simple as improving sanitation methods. If harvest buckets are dirty and bleach is your choice of biocide, you are probably not realizing good sanitation effects. Chlorine is not new for antibacterial use, but the disadvantage of bleach formula is its lack of residual power: once it attacks organic material, it is rendered "inactive". Therefore the "active" power of bleach (sodium hypochlorite) is depleted by attacking the bucket scum—it never has a chance of sanitizing the water or bacteria on flower stems. Other factors also affect the length of the active power of bleach. These include rough stems vs. smooth stems and stem count per bucket. As you probably know from hands-on experience—and now, official research from UC Davis confirms it—rough stems like sunflowers, gerberas and grevillea deplete the antibacterial "active" power of bleach faster than smooth stems like roses or limonium.

Of course, the more stems per volume of water also shortens the biocidal life of chlorine, but have you ever considered the effect of pH on the active power of bleach? When solution pH drops below 7 there is a negative effect on the active power of bleach solutions. High temperature also shortens the length of effectivity of bleach or pool chlorine. For flower treatments, a slow-release chlorine formula provides far better results than chlorine bleach. Slow-release chlorine pills utilize a different chlorine formulation to make them remain "active" for 2-4 days rather than 4-8 hours. The chlorine acts the same way to kill bacteria, but it is released slowly so chlorine ions are available for control up to several days (same idea with time-released medicines). This product is discussed in the last few paragraphs of this article.

It seems that STS (silverthiosulfate) comes up in practically every article I write (sorry Judy!) because I receive questions about its use all the time. STS is a postharvest solution used to protect ethylene-sensitive flowers against the damning effects of ethylene exposure. Following are recent questions and answers you may have asked yourself.

"If you treat Belladonna for about two hours with a first drink after harvest and then transfer flowers to a holding solution containing chlorine, is the silver inside stems affected by the second solution? If the second solution contains chlorine, will it negate STS moving in the stem?"

No, there will be little if any chlorine taken up by the stem ends. Chlorine kills the pollutants in the water, but not much flows into stems. For this reason, there will be no reaction between the chlorine with the silver.

“I want to order STS to treat my lilies, delphinium, and sweet peas, but I have never used it, so I have no idea of how much to order or how to use.”

STS is not cheap, so using it correctly helps maximize return on investment. Treatment time is one hour minimum, at room temperature. The solution can be reused for 3-4 days, so cover and store buckets in cooler and skim green bits out between uses. Light, temperature and pollution hasten the precipitation rate of the silver out of solution. You can tell when your solution is spent when the color appears grayish or dark. STS is registered for use only in Texas, California, Oregon, Washington, Pennsylvania, Minnesota, and Florida and the solution must be neutralized before it is dumped in the soil or sewer. Flowers take up STS from the cut end, so immersing stems in deep solutions offers no advantage. But keeping solution levels low will reduce the amount of solution to neutralize since there will be little left to neutralize by the time it is spent. STS concentrate is available in liter bottles that make 1,000-1,500 liters of ready-to-use solution depending on the dosage needed for various flower types.

Finally, a calla grower in California emailed to ask about the best postharvest treatment for colored callas. Actually, there are two good possibilities. Both are very effective, so the deciding factor hinges on processing logistics and wet pack vs. dry pack shipping. The first treatment option is the same slow-release chlorine pill as mentioned earlier. Chrysal's slow-release chlorine pill is known as Professional Gerbera or CVBn. Some flowers are big polluters: sunflowers, celosia, snaps, zinnias, marigolds, kale and stock. They don't last well when they sit in dirty buckets or untreated water. CVBn pills are slightly effervescent and provide “active” chlorine for microbial control for 2-3 days. They also work great as a blend with shipping solutions like Professional #2. One pill per bucket is sufficient. The chlorine provides the initial, aggressive bacteria kill for the first couple days and then other (non-chlorine) biocides in the shipping solution kick in for another 5-6 days, especially important for long-distant transport during hot weather. CVBn is all and only about microbial control. Chlorine pills provide a neutral pH.

The second treatment option for callas is a low-sugar processing solution. Both Chrysal and Floralife have commercial, low-sugar solutions for wet-pack shipping and display. These treatments lower pH (which helps dissolve air bubbles in solution and boosts flow in stems), contain biocides to keep solutions free of pollution and a minimum amount of sugar which helps stabilize color—important to maintain the rich colors available in the calla varieties.

See you again in January!

Gay Smith is the Technical Consulting Manager for Pokon & Chrysal USA. Contact her at gaysmith@earthlink.net

Websites Associated with Postharvest

Below is a list of several websites and on-line journal articles related to postharvest management of floricultural crops. Some provide a general list of postharvest handling of flower and foliage crops, while others include information on specific flower crops.

<http://Postharvest.ucdavis.edu/Produce/ProduceFacts/#ornamentals>. This site, hosted by the University of California, contains a list of 36 fact sheets for specific cut flower and foliage crops.

<http://www.horticultureresearch.net/3148.htm>. You must subscribe to this journal to download the entire article. However, the article does have a short summary describing the effects of nitrogen rate and plant spacing on flowering, flower quality and vase life of gladiolus.

<http://www.oznet.ksu.edu/library/hort2/mf2261.pdf>. This site is hosted by Kansas State University and presents general guidelines on postharvest handling of cut flowers.

<http://www.ces.ncsu.edu/depts/hort/hil/hil-800.html>. This site is hosted by North Carolina State University. Most of the information is about environmental conditions required for optimal flower storage.

<http://www.uvm.edu/pss/ppp/coh29ph.htm>. This site, hosted by the University of Vermont, provides general guidelines regarding the postharvest handling of field cut flowers. They also provide a list of ethylene-sensitive flowers.

<http://flowers.hort.purdue.edu/web/cutflowerguides.htm>. This site is hosted by Purdue and provides several links to articles related to postharvest management of cut flowers.

http://smallfarms.ifas.ufl.edu/crops/flowers_and_foliage/index.html. This site is hosted by the University of Florida and contains several links related to production and postharvest of cut flowers and foliage.

<http://chainoflifeflora.org>. This website is maintained by a private organization dedicated to educating the industry on flower postharvest care.

Donald J. Merhaut
Department of Botany and Plant Sciences
University of California, Riverside

BACK to Basics

Flower Do's and Taboos from Around the Globe

The American Floral Art School has compiled a list of “do’s and don’ts” for selling flowers to ethnic minorities. The information was culled from interviews with people from different cultures, embassies, churches, universities and florists.

As taboos vary by region, this list is not meant to be all-inclusive and serves only as a guide. The basic rule of thumb is to assume nothing when dealing with people from other cultures. Florists interviewed say it’s much better to ask questions than risk embarrassment. Florists also say that some of the rules are adhered to in home nations and their ethnic-American customers may or may not adhere to them in the U.S. “A lot of my Japanese customers are pretty understanding that they’re in a foreign country and we may not know their customs,” says Art Ito of Flower View Gardens in Los Angeles. “But it’s always good to ask.”

Brazilian: The color purple is associated with death.

Caribbean: Exotic flowers for Americans, like ginger and anthuriums, may not seem as exotic for West Indians because they’ve grown up with them. Purple is associated with death.

Chinese and Taiwanese: Solid white arrangements are used only for mourning. White or yellow chrysanthemums should be restricted to funeral work. Funeral arrangements must arrive

on time in neighboring Taiwan. Late floral arrangements are believed to signify a death wish for a survivor. Small gifts are customarily exchanged at a first business meeting; flowers are appropriate. Nothing of value should be given to business clients to avoid embarrassment of those who come empty-handed. It is technically illegal to give business gifts in China, but

coming without an offering can harm business relations. Group gifts from one company to another are appreciated. Especially nice are gifts symbolic of the giver’s area, region or business. For example, state flowers would be well received.

Egyptian: Yellow flowers are taboo for the sick.

Ethiopian: Flowers are not used for the sick.

Filipino: Poinsettias are taboo. The least favorite flowers are daisies and lilies.

French: Chrysanthemums should be used only for funerals.

German: Yellow connotes jealousy. Blue connotes envy. Flowers should not be wrapped but loose. Red roses are meant only for lovers. Thirteen flowers are considered unlucky. The least favorite flower is the phlox.

Islamic and Arabic: Some Arabs give large gifts and expect large gifts. It is important to reciprocate any gift. Liquor is forbidden in Islamic culture. Flowers are welcomed. Gifts for a wife or wives are not appropriate. Items depicting animals often have bad luck connotations. Flowers are used in many Muslim ceremonies. Crushed flowers are used to make oils. Whites and pinks are used for the sick. Jasmine is used at weddings.

Israeli: Yellow connotes jealousy. Blue flowers are symbolic of Israel. The least favorite flowers are callas.

Italian: Orchids symbolize passion. Chrysanthemums are sympathy flowers and should be used only for funerals. The least popular flowers are carnations. Potted plants are appropriate for men. Flowers are not.

Japanese: Flowers are commonly given when a new business opens or a home is purchased. Potted flowers are not good for those in hospitals. The long life of the plant indicates a long illness. White flowers are used for funerals. When visiting a home, carnations or roses are best. Pink or red cyclamens are Christmas favorites. Camellias are taboo because they drop

and shatter instead of fading. Red roses are taboo at Buddhist funerals because thorns are a symbol of doom. Funeral flowers should include white lilies, orchids and chrysanthemums with a few pastel carnations. Mums are usually used for religious and important occasions. Business gifts are frequently given at first meetings. It’s better to allow the Japanese native to initiate gift giving. In Japan,

ceremony counts more than sentiment. Some flowers, especially 16-petaled chrysanthemums, are reserved for royalty. It’s best to ask. Avoid giving gifts in multiples of four—four is unlucky and has morbid connotations. The least favorite flowers are ‘Stargazer’ and ‘Casablanca’ lilies and alstroemeria.

Jewish: Do not send flowers on Yom Kippur, the day of atonement. Never send Easter lilies or poinsettias. Flowers are not usually sent for funerals.

*Don’t include yellow flowers
in an arrangement for
a sick Egyptian.
Israelis don’t like callas.
Carnations are used
at Swedish funerals.*

Latin American: Connections are important in business. Small gifts help make connections. A visitor should never go empty-handed to someone's home. Business gifts are not appropriate until a friendly relationship is established. Gift givers should avoid multiples of 13 and anything black or purple, which symbolize suffering and death.

Polish: Yellow connotes jealousy. Chrysanthemums are used for funerals.

Swedish: Carnations are used for funerals.

Vietnamese: Marigolds are thrown in graves before caskets are lowered. Flowers are used in temples before full moons. White roses are used only if a parent dies. White tulips are used in weddings. Cherry blossoms are popular for New Year's.

2,900 varieties of perennial seed. One source.



Jelitto
STAUDENSAMEN · PERENNIAL SEEDS · GRAINES DE PLANTES VIVACES

Production - Breeding - Seed Technology

Jelitto USA Office · 125 Chenoweth Lane · Louisville, KY 40207 · www.jelitto.com
Phone (502) 895 0807 · Fax (502) 895 3934 · abush@jelitto.com · maryv@jelitto.com

Jelitto Headquarters · P.O. Box 1264 · 29685 Schwarmstedt · Germany
Phone ++49 5071 9829 0 · Fax ++49 5071 9829 27 · info@jelitto.com · www.jelitto.com

Gloeckner
YOUR SOURCE
FOR
CUT FLOWERS



Two new Karma Dahlias® for the new season:
Choc - Very Dark Red and Royal - Dark Red.



New lime green plumbago variety
that is taller than most conventional
celosia on the market.

Your Complete Source for:
SEEDS
PLUGS
BULBS
PLANTS
CUT FLOWER SUPPLIES

For More Information Contact:
Fred C. Gloeckner & Co., Inc.
Phone: 800-345-3787
Fax: 914-698-0848
info@fredgloeckner.com
www.fredgloeckner.com

IPM Update

Stanton Gill and Shannon Wadkins

Viburnum-What's a Nice Plant Like You Doing In a Place Like This?

You remember your first car, your first kiss with the girl down the street, and your favorite plant, but not necessarily in this order. I still remember my first viburnum—yes, she was a beauty.

My first viburnum was a gift from a nurseryman back in 1988. It was an Alleghany viburnum, actually 6 of them. I moved my Alleghany viburnums to my farm in upper Carroll County to a hill where it is always windy from December through April. The plants were subjected to a winter when the temperature went below 0 for several days with cold, drying winds and they dropped a lot of their semi-evergreen foliage. New foliage emerged in spring and they flowered heavily as they always do. This summer they rode through more than 10 weeks of drought without a drop of rain. The foliage drooped but there never was any branch dieback or leaf scorch on the plant. After 19 years of observing these plants I must comment that they are one tough plant and I have yet to see any major insect or disease problems with the plant, at least in Maryland.

In the fall, the really spectacular feature of many viburnums is the berries. Some are red or orange but a few exceptional ones are blue to purple. One that caught my eye on a visit to Waverly Farm in Frederick is a blue-berried beauty called 'Perle Blue'. The berry set on this eye-appealing plant was excellent in 2007. Another nice blue-berried viburnum is 'Blue Muffin.' Cut flower growers in Maryland are using 'Blue Muffin' as a woody cut stem for sales to florists. I think 'Blue Perle' could sell in this same market.

What About Pests?

Up north, in New York State, Vermont, Maine and Pennsylvania, viburnums have problems, but really just one: the viburnum leaf beetle. One of my fellow entomologists, Paul Weston at Cornell University, has published extensive papers on this nasty leaf-eating pest of the North and is one of the leading experts on this bug. Native to Europe, it managed to wander over to North America. Besides being found throughout New York State, this pest is now found in Vermont, Maine, Ontario, parts of Ohio and the northern part of Pennsylvania. At every entomology meeting he tells me it is just a matter of time until they show up in Maryland. Help me keep Paul wrong on this prediction. Let's keep this pest in New York and keep it out of Maryland for as long as we can.



Fortunately, viburnum leaf beetles infest only viburnum but they are doing a number on the ones they find. They complete just one life cycle each year. Adult females lay up to 500 eggs on viburnum twigs in summer and early fall. The eggs overwinter and hatch in spring. Larvae feed on foliage until early summer, then crawl down the shrub and pupate in the soil. Adults emerge from the soil in midsummer, feed again on viburnum foliage, and mate. From egg hatch to adult takes just 8 to 10 weeks.

Here is some of the information that Paul Weston and the Cornell University Department of Entomology has put out for the public in New York State:

Life cycle details: Adult females begin laying eggs in late June to mid-July and continue laying eggs as late as October, until the first killing frost. They prepare laying sites by chewing small holes (about 1 mm in diameter, or about the size of a pinhead) into a small branch or twig. The laying sites are usually (though not always) on the current season's growth.

Females typically deposit about eight eggs (though the number may vary) into the hole and seal the hole with a lid or "cap" made of a special cement of chewed bark and excrement. The caps actually sponge up and store water to help keep the egg cavity humid.

A female will continue up the twig excavating cavities and laying eggs, leaving a distinctive row of caps, usually along the underside of the branch or twig. Egg laying occurs mostly at night.

The eggs overwinter in these snug little holes, and the larvae emerge from the eggs in late April or early May in response to warming temperatures. We are still learning about the relationship between spring weather conditions and when the eggs hatch. You can help us to better understand this by observing viburnum with egg-laying sites often around the time larvae emerge. The young larvae feed together (often several to a leaf) beginning on the underside of tender, young, expanding viburnum leaves. They often start with lower leaves, “skeletonizing” them, leaving only the midrib and major veins intact. If the infestation is heavy enough, the larvae will completely defoliate the shrub.

Larvae go through three instars (stages) shedding their cuticle (“skin”) between each. In early to mid-June, when they reach about 10 to 11 mm long, the larvae crawl down the shrub, enter the soil, and pupate. (This is the non-feeding stage between larvae and adult where the pupae develop within a cocoon, similar to the life cycle of butterflies.) Pupae are very hard to find. They need moist soil. If it’s too wet or too dry, the pupae don’t seem to survive as well.

In early July, the adult beetles emerge from the soil and start feeding on viburnum foliage. They continue to feed, mate and lay eggs until the first killing frost. This is the stage where they may migrate to other plants that haven’t yet been infested.

Can This Pest Move South?

Sure it can. Fortunately most plant material from nurseries moves from the South to the North. If plant materials, especially viburnums, from New York State, are imported for your plant jobs keep a close eye out for adults, larvae or eggs. You can get sample to us at CMREC or to Plant Protection at MDA in Annapolis.

Resistance?

Part of your IPM approach should be to select plant material that has some natural resistance. We don’t have this bug yet but if you are a forward thinking, and not a “sea-of sameness” type nursery manager or grower you should be planting viburnum tolerant of this pest.

Paul Weston has posted the following list of viburnums with a rating system for damage susceptibility to viburnum leaf beetle. Just because a species is listed as most resistant doesn’t mean that it won’t be infested.

Highly susceptible species are the first to be attacked, and are generally destroyed in the first 2-3 years following infestation. These include:

- *V. dentatum* complex, arrowwood viburnums
- *V. nudum*, possum-haw, smooth witherod viburnum
- *V. opulus*, European cranberrybush viburnum
- *V. opulus* var. *americana* (formerly *V. trilobum*), American cranberrybush viburnum
- *V. propinquum**, Chinese viburnum, Taiwanese viburnum
- *V. rafinesquianum*, Rafinesque viburnum



Susceptible species are eventually destroyed, but usually are not heavily fed upon until the most susceptible species are eliminated. Some examples are:

- *V. acerifolium*, mapleleaf viburnum
- *V. lantana*, wayfaringtree viburnum
- *V. rufidulum*, rusty blackhaw, southern black-haw
- *V. sargentii*, Sargent viburnum
- *V. wrightii*, Wright viburnum

Moderately susceptible species show varying degrees of susceptibility, but usually are not destroyed by the beetle. These may be:

- *V. alnifolium* (syn. *V. lantanooides*), hobblebush
- *V. burkwoodii* Burkwood viburnum
- *V. x carlcephalum*, Carlcephalum viburnum
- *V. cassinoides*, witherod viburnum
- *V. dilatatum* linden viburnum
- *V. farreri*, fragrant viburnum (except ‘Nanum’, which is highly susceptible)
- *V. lantanooides* (syn. *V. alnifolium*), hobblebush
- *V. lentago*, nannyberry viburnum
- *V. macrocephalum*, Chinese Snowball Viburnum
- *V. x pragense* pragense viburnum
- *V. prunifolium*, blackhaw viburnum
- *V. x rhytidophylloides*, lantanaphyllum viburnum
- *V. tinus**, laurustinus viburnum



Osborne Seed Co, LLC

Presents:



Autumns Palette

The ultimate amaranth for fall décor. Palette is a mix of Autumns Touch and Hot Biscuits. Plants reach heights of 3.5-4' tall. This is a great way to add height, color, and texture to any cut arrangement.



Pumpkin on a stick

This little ornamental eggplant matures quickly from transplant. Produces clusters of 6-8 fruit per stem. Can be used fresh or dry.

To order call 800-845-9113

Or see us on the web at

www.osborneseed.com



Resistant species show little or no feeding damage, and survive infestations rather well. Most species in all susceptibility groups exhibit more feeding damage when grown in the shade, including:

- *V. bodnantense*, dawn viburnum
- *V. carlesii*, Koreanspice viburnum
- *V. davidii**, David viburnum
- *V. x juddii*, Judd viburnum
- *V. plicatum*, doublefile viburnum
- *V. plicatum* var. *tomentosum*, doublefile viburnum
- *V. rhytidophyllum*, leatherleaf viburnum
- *V. setigerum*, tea viburnum
- *V. sieboldii*, Siebold viburnum

*Based on observations at the Van Dusen Botanical Garden, Vancouver, B.C. by Carolyn Jones

Final Words

Viburnums are tough plants, tolerant of a wide range of growing conditions, with nice flower displays and great berries on some species. The viburnums are great for cut stems when berries color up. We don't have the nasty viburnum leaf beetle in Maryland yet so my feeling is to keep using this terrific plant, but be sure to select species and cultivars that are resistant to damage—just in case Paul Weston wins his bet with me.

Stanton Gill is Regional Specialist in IPM for Greenhouses and Nurseries, University of Maryland Cooperative Extension and Professor with the Landscape Technology Program, Montgomery College. Shannon Wadkins is Technician at CMREC, University of Maryland Cooperative Extension. Contact them at sgill@umd.edu or swadkins@umd.edu

REGIONAL Reports



NORTHEAST

Chas Gill

Kennebec Flower Farm

What a great Conference. Thank you to the Conference Committee for all the hard work, and thank you participants for sharing and making the National Conference so great.

I want to congratulate Polly Hutchinson as the new Northeast Regional Director and wish her well during her 3-year tenure. I want to thank you all for your support during the past three years. I have truly enjoyed serving as Regional Director and helping the ASCFG to better serve the membership.

Since in the Northeast we are all enjoying a bit of down time I thought I would share some experiences I've had over the past year at the farmers' market. I am sure you've all heard similar comments and I would love to hear them. Doing 4 markets a week is a challenge and taxes my ability to be helpful and cheerful. Often in the heat of selling, a comment is made that just baffles me by its ridiculousness. Remembering the absurdity of these comments makes me laugh and helps me to deal with customers. I hope you enjoy them also.

Chas' Farmers' Market Favorites

"Oh I wish I could buy some flowers but I live in a condominium, and you know, cut flowers don't last in a condo."

"I want to buy some cut flowers, but I have a daughter."

"Do these smell in the house?" (referring to tuberose)

"Did you just cut one?" (Not sure what was meant with this comment.)

"I need a perennial that will come back every year."

"Are these cut flowers?" (person then touches a lily petal), Oh they are artificial."

"These peonies won't open—there are no ants on them."

"What is that tall, short plant?"

"What is the best annual to buy?"

Person describing a plant: "Yeah, it gets big, you know like a regular plant"

"Is that a dog-friendly plant, because I have a cairn terrier, you know—like Toto."

These are a few of the comments that made it into my market book. I am sure we all could come up with many more. Have a relaxing "Summer Vacation" and enjoy the down time you deserve. Keep in touch.



MID-ATLANTIC

Joseph Caputi

Charlotte's Garden

It is just two days after the ASCFG National Conference and my mind is buzzing with so many great "Ideas From The Farm". What a pleasure it was to see so many familiar faces, meet new people, and share ideas. What more could you ask for?


Here we are in early October and most of the mid-Atlantic is as dry as a bone. In central Virginia it hasn't rained since early July. The grass is dormant, trees are already dropping their leaves, and my hydrangea are—to say the least—stressing. On top of the severe lack of rainfall, we saw more triple-digit temperatures this summer than ever before. The weather seems to be more challenging every year, but as long as there's irrigation, it doesn't seem to stop us from growing.

And, despite the high heat and lack of precipitation, we had a near-record number of attendees at the 2007 Mid-Atlantic Regional Meeting. The venue was Bob Wollam's beautiful farm, Wollam Gardens, and it truly shined—many thanks to Bob and his crew for their gracious hospitality. And thanks to Steve Bogash, Don Biggar, and Bob Wollam for contributing their excellent talks during the lunch break. Judging from the feedback I received, most growers enjoyed themselves and walked away with some good information.

Speaking of Regional Meetings, this past one was the last meeting I will conduct as a Regional Director. As of December 31st, my term as Mid-Atlantic Regional Director will have ended. I have to say, I had no idea I would enjoy it as much as I did.

It always surprises me at election time to find a list of candidates running unopposed for the ASCFG board positions.

Jeffrey den Breejen
General Manager
E-mail: Jeff@ednieflowerbulb.com



Ednie Flower Bulb inc.
37 Eredon Marksboro Road
Eredon, NJ 07860-5014
phone: 973-940-2700
fax: 973-940-2839
www.ednieflowerbulb.com

I'm guessing there's a misconception about being a board member. Perhaps you see it as too time consuming, or that you'll have to do too much work (and who has time for that with all we do on our farms?), or, you think board members are a bunch of extroverts and you may be a little shy. All of that couldn't be further from the truth. Being a board member is what you make of it. Every board member is different, but each of them is friendly and has a passion for growing cut flowers. Yes, there are a few duties,

such as conducting a Regional Meeting (if you're a Regional Director) and writing a quarterly report. But there are other positions that don't require as much. If you have an interest in finances, the Treasurer position might be for you. And if you have keen sense for detail and good record keeping skills, why not take a turn as Secretary?

I haven't always been a joiner, and also thought that being a member of the ASCFG board would take too much time that I should otherwise be spending on the farm, but it wasn't like that at all. All that is required is traveling to meet together as a board twice each year for a couple of days, and to the National Conference. That's it. In fact, when you account for the relationships that have come out of my email exchanges with other members, and meeting everyone at the Regional Meetings, the experience has been invaluable, not to mention the life-long friendships that I've made with some.

One more point I'd like to make and then I'll stop proselytizing so strongly. I heard something years ago that has been bouncing around my small mind and resonates to this day, "Decisions are made by those who show up".

That said, I'd like to welcome my successor Andrea Gagnon as the next Mid-Atlantic Regional Director. Andrea is an outstanding grower and marketer of cut flowers, and a very creative and intelligent individual. I know she's going to be a great contributor to the ASCFG, and accessible to the membership. Thanks for showing up, Andrea!

A big thanks is in order to all for your support and encouragement over the past three years. I look forward to seeing you at future Regional Meetings and the National Conference next year!



SOUTHEAST

Leah Cook

Wild Hare Farm

An important part of our farm plan includes planting cover crops. We strive to plant cover crops in the late spring and in the fall. There are many benefits to planting cover crops, for example they add organic matter to the soil which reduces soil crusting. Organic matter will improve soil tilth, the stability of soil aggregates, and water infiltration. Increased organic matter can boost the population of beneficial soil microbes and earthworms. Cover crops can help reduce soil erosion by keeping the soil covered during periods of rain when the soil might normally be bare. August 5th was one of the last measurable rains we had. We received 6/10 inch of rain in about 30 minutes and the cover crops held the soil in place. I was relieved those particular areas were not fallow; they would have been subject to erosion. Cover crops can reduce weeds in subsequent crops. A big cover of winter rye and clover can choke out winter annual weeds and decomposing winter rye is mildly allelopathic; it releases chemicals that prevent or retard the germination or growth of some seeds or seedlings.

Cover crops can bring in a lot of beneficial insects and can aid in reducing fertilizer costs. Legumes such as clover, vetch, soybeans and cowpeas "fix" nitrogen for use by subsequent crops. They work in a symbiotic relationship with rhizobia bacteria to convert atmospheric nitrogen into a plant-available form of nitrogen. Legumes' ability to fix nitrogen can be boosted by using a bacterial inoculate on the seeds prior to planting. Bacterial inoculants are commercially available and inexpensive. You will want to match your inoculants to your seed; for instance, use inoculants specific for clovers or specific to soybeans. Use all of the inoculant as it does not store.

We are working hard to rebuild our depleted soils; we do not count on a cover to provide all of the nitrogen for a cash crop. Grasses and grains do not "fix" nitrogen, but thanks to their massive, fibrous root systems, they do scavenge mineral nitrogen and other nutrients from the soil that could be subject to leaching and ground water contamination.

Generally, in the late spring we plant a combination of pearl millet and soybeans or pearl millet and cowpeas. If pearl millet is not available, we use brown top millet. We also like sorghum-sudangrass and it combines nicely with cowpeas. We cannot raise a crop of soybeans or cowpeas UNLESS they are sown inside of a deer fence, the deer just simply mow them down.

Pearl millet is a vigorous summer annual bunch grass. It grows over 4 feet tall. I think this is a good choice to smother annual summer weeds and it provides a lot of biomass. I try to mow millets before they start to flower.

Sorghum-sudangrass is an annual grass that tolerates hot, dry conditions. It is moderately tolerant of true drought conditions. It provides a lot of biomass when mowed and incorporated into the soil. Even though it will grow well over 6 feet tall, I try not to let it get that big. If the crop established is early enough I like mow it at about 3 foot and let it regrow before I mow it for the final time. This practice shocks the roots and encourages them to act like "biological subsoilers", penetrating the soil and reducing soil compaction.

Cowpeas (aka blackeye peas or crowder peas) are a great choice for a heat-loving, drought-tolerant legume. Cowpeas fix nitrogen, suppress weeds, and attract beneficial insects. Cowpeas would be a good choice to provide nitrogen ahead of a fall cash crop. Soybeans are similar to cowpeas in that they will fix nitrogen and suppress weeds. They establish quickly and can sustain short periods of drought.

Buckwheat is another summer option. It does not fix nitrogen, nor does it provide tons of biomass. But it does grow quickly (it can go from seed to flower in about 30 days) and it scavenges phosphorous. Buckwheat flowers bring in a lot of beneficial insects as well. It is easily incorporated and decomposes rapidly. Our hoopouses are not mobile and since it can be difficult to kill and incorporate a cover crop, buckwheat works nicely in that situation. It grows so quickly that we can plant a couple of buckwheat crops from the time the early-season flowers are finished until it time to prep beds.

In regards to timing, the spring garden is finished in June. I mow the cash crops, disc and then seed the covers. Hopefully this occurs before a perfectly timed rain. The timeline for the late spring cover crops is mid June to early July.

For fall planting we like oats and crimson clover or winter rye (not annual rye grass) and crimson clover. Winter rye and hairy vetch is a great combination. Oats are quick to establish and they provide a cheap, reliable fall cover. They provide a lot of biomass, almost as much as winter rye. They smother weeds and the residue has allelopathic characteristics. Oats can be winter killed in some of zone 7 and generally winter killed from zone 6 colder.

Winter rye (aka cereal rye) is the workhorse of the fall cover crops. It provides a lot of dry matter and its extensive root system helps prevent erosion. It is a good weed fighter and it can be planted later than almost any other cover crop. For legumes we rely heavily on crimson clover. Not only does it fix nitrogen, but it fights erosion and is a good soil builder. When walking through an area of crimson and winter rye, I always find aphids, but I always find plenty of lady beetles at work. Clover is easily killed mechanically. To take advantage of the maximum available nitrogen, I try to mow it at mid-late bloom.

Hairy vetch is another reliable choice for parts of the Southeast. It fixes nitrogen and is a good soil builder. Its rapid growth in the spring chokes out weeds. Hairy vetch is a vine, so combine it with winter rye to give it a "trellis". It may be helpful to note that a combination of oats and crimson will mature faster than rye and vetch.

Vita One-Step
Hydra & Nutra Solution
for Fresh Cut Flowers

One-Step Care & Handling Technique

- Extend cut flower and foliage quality for long vase life and satisfied customers
- Mixes instantly in any water temperature with sparkling clarity
- Decreases floral shattering and ethylene damage without silver
- Automatic temperature compensation (ATC) adjusts pH to water temperature without buffers
- No slime, odor, foam or sticky residue
- No more sanitizing buckets — contains natural antibacterial agents
- Can be used in underwater cutters — won't clog injector systems
- Cost effective — makes up to 50% more than other products

USDA National Organic Program Compliant

VITA PRODUCTS, INC.
1-800-874-1452
www.vitaproducts.com
e-mail: info@vitaproducts.com

Ideally, we sow the fall covers in September. This ensures plenty of time for the crops to get established before the onset of cold weather. I have sown crimson clover as late as October 1. Hairy vetch can be sown up to Oct 15 and winter rye grass can be sown as late as Nov 15 (Piedmont, North Carolina).

We spread the seed with a chest spinner. A PTO spinner works nicely, especially for the grains and grasses. If I am sowing a combination of grasses (grains) and legumes, I sow each crop separately. I spread the seed making an X across the field and then I spread the seed in a serpentine pattern. I probably use a little too much seed, but I would rather have a good stand than skimp on seed. I gently cover the seed with the tine weeder. Sometimes I use the disc and *just* let it roll across the ground. A cultipacker would be excellent in this situation, it would ensure good soil to seed contact and improve germination. However, our system suffices and rain dances are sure to follow!

We allow at least one month from the time we mow the cover crop until we plant the cash crop. We use a rotary mower on the cover crops. A flail mower would be ideal because it would lay the shredded residue right in place rather than cutting it into a windrow. After mowing, we disc and let the residue mellow a bit. We disc again and then prepare for planting.

For more information in regards to seeding depth, seeding rate and amounts of nitrogen supplied, refer to *Managing Cover Crops Profitably*. It is a publication of the Sustainable Agriculture Network. Once again I will refer to Debbie Roos' website Growing Small Farms, at to go <http://chatham.ces.ncsu.edu/growingsmallfarms/> and click on the Production link.

Cover crops are a great addition to the farm program. They just require a little planning and management.

This is my last report as Regional Director. I have learned a lot about the Association and how it operates. It has been a fantastic educational experience and my pleasure to give back to the ASCFG. I would like to welcome Susan Wright as the new Director. She is the owner operator of Shady Grove Gardens and Nursery in Vilas, North Carolina. I would like to thank Gary and Sybil Calder for tons of support through my stint as Regional Director. Finally, I would like to thank Vicki Stamback and Joe Caputi for encouraging me to take the job! Thanks y'all!



MIDWEST

Suzy Neessen

The Flower Farm

I'm often asked about my subscription bouquet service, so it seems a good topic to write about this time around. I've changed the name to Bouquet Club instead, because it seems a little more understandable for people.

Delivering flowers directly to people seemed like a good way to get more of a retail price for my flowers and a way to get rid of more flowers mid-week. So I created a nice brochure, told about the farm, varieties, etc. and took it around to lots of different businesses (dentists, insurance agencies, realtors, etc.) along with little bouquets of short tulips in styrofoam cups. I'd like to say they all called and signed up, but in fact not even one did.

I ended up getting most of my customers because of a man who owns a Mexican restaurant and is a great believer in supporting local growers. He heard about me through a program

called "Buy Fresh, Buy Local", and called to sign up for a bouquet plus a mixed bucket of flowers every week to fill vases for his restaurant tables.

His wife owns a local coffee shop and he signed up for a weekly bouquet for her as well. Allowing me to have my brochures in both places really got the ball rolling. The fact that people could see the bouquets they would be getting answered one of the questions I was constantly asked when I went around businesses at first.

Anyway, with those brochures

and by word of mouth, over the years I had anywhere from 30-40 deliveries a week.

I deliver two different days a week: Mondays for most businesses so they have fresh flowers through the week, and Wednesdays for the restaurant and homes so the flowers would be nice through the weekend.

On Mondays I deliver while I'm out on my florist route and on Wednesdays I deliver on my way out of town to a farmers' market, so I'm not out making special trips just to deliver the club bouquets.

All the bouquets for each week are the same. This makes life so much easier. So, for example, if I have 10 bouquets to make I come up with a formula and multiply it out by 10. That way I can do out to the field and cut, say, 30 snaps, 50 zinnias, 50 stems of filler, 30 lisianthus, etc. Keeping track in a notebook as to which flowers and color I've used helps me always keep



the bouquets different each week. Also, if someone is gone on vacation or needs to skip a week, I have a way to keep track of that.

Bouquets are delivered in a case which is retrieved the next week when I deliver another bouquet. Sometimes bouquets last longer than a week, so it does get hard to keep track of where all my vases are. I buy them at my local thrift store and they cost me only fifty cents or a dollar, so I don't worry too much if I don't get them all back.

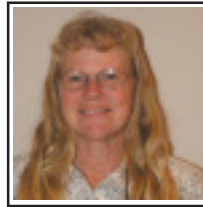
The struggle of what to charge was really hard, but I decided I was going to make it worth my while or not do it. I came up with \$15 a week, which still isn't enough if you compare it to what a florist would get, but is higher than what anyone else I talked to in the ASCFG was charging.

Minimum sign-up is 4 weeks. My season runs at least 15 weeks, starting in April with flowers from the hoophouse: tulips, anemones, snaps, dianthus, pennycress, lupines, etc. My very loyal full-season customers keep going until the last possible flower can be cut and put in a vase. With them, I just keep track in my notebook of how many weeks they go past the 15-week season and send an invoice after the last delivery.

One year I had a realtor come to me and sign up to have a bouquet delivered once a month, for 4 months, to 30 of her best customers. That was an extra \$1800 that year from just that one customer. I did make these bouquets and deliver them separately in the late afternoon and early evening.

I don't plant specifically for the Bouquet Club, I just plant lots of everything, and always seem to have a good variety. There are weeks when I have lots of sunflowers or lilies, so it's even easier to have just those in a vase with a little filler.

For those of you toying with the idea of doing this, I would encourage you to go ahead. Even to offer a busy local coffee shop a free bouquet every week to able to have your brochures there for people to take is well worth it. And don't be afraid to charge what you and your flowers are worth. I never had anyone tell me I should be charging less, or felt they weren't getting their money's worth.



SOUTH-CENTRAL

Vicki Stamback

Bear Creek Flower Farms

I hope this finds everyone happy from a successful season and ready to rest a bit. I first want to say the National Conference in Raleigh was just wonderful. For those of you who missed it, you missed a good one. Leah Cook and her committee did a great job; they all went above and beyond to make sure everyone had a good time and would learn a lot too. Great job Leah, John Dole, Gary and Sybil Calder and Cathy Jones! The Conference is in Portland next year so start planning now because you won't want to miss the 20th anniversary of ASCFG in Portland.

Many of us in the South Central region have had a trying season this year. Even though the relentless rain made it very frustrating, it's been pretty amazing too. I truly am grateful for so many things (it's that being positive disease I have). For starters, our normal rainfall from January 1 to July 1 is 20 inches; this year in that same time we had 50. This year is definitely going down as the wettest on record and boy, do we know it. But the lakes and ponds are full, we have plenty of ground moisture (which has been lacking for the past 8 years) and all the trees look great. It stayed green all summer instead of that "burning-up-from-heat brown" which we normally have. And with all that, not being able to even get in the field and get sunflowers planted, planting 1/2 of what we normally do, sales will still exceed last year. How can one not be thankful for that? And for all the rain we got, other growers in the East were begging for some rainfall. I think quite a few ASCFG members had a challenging year. I don't know about you but I'm so looking forward to next year and something a little more "normal".

Right before I came to the Conference I had 3 of my greenhouses recovered, roll-up sides and everything. The flowers will be so happy this winter with the new plastic. My roll-up sides were 11 years old and it was time for new ones. I can't believe they lasted that long. We planted freesia and sweet peas today. The lupine are about ready to go into the greenhouses and the dahlias are growing. The ranunculus comes out of the

HOFFMAN NURSERY
Established 1986
Providing ornamental and native grasses
to the wholesale trade.

*Call or email to receive a Catalog of Grasses
full of color photos, detailed plant descriptions,
and cultural information.*

5520 Bahama Road
Rougemont, NC 27572
Phone: 1-800-203-8590
Fax: 919-471-3100
Email: sales@hoffmannursery.com
www.hoffmannursery.com

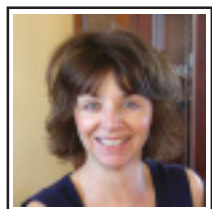
HOFFMAN
NURSERY

We Grow Good Grass!

cooler tomorrow and the snaps were sown today. It also looks to be a very busy December. The cut flower poinsettias are absolutely awesome this year. I've never seen them so big and tall. I sold out last year so it will be fun this year too, especially with them looking so good. My customers are finally catching on to how great they are and what they can do with them.

We are still picking flowers but they are slowing down with the shorter days. What a glorious fall this has been. Days in the 70's and nights in the lower 50's, perfect in my book. Our normal first frost is October 15 and it's looking like we will make it close to November 1st this year. If we do, I will have the field stripped clean, which has never happened before. I've already been planning for next spring but have a lot more to do. I just love the planning and dreaming part of flower growing. I can wear out a seed catalog during the winter. It seems my list of "things to do" is getting longer every day, but it will all get done eventually. I hope everyone has a great winter break so you can build that enthusiasm back up for next season.

"Go confidently in the direction of your dreams. Live the life you've imagined". -Thoreau



NORTHWEST

Jerianne Sabin
Bindweed Farm

The geese call overhead as I collect armloads of roses, and it seems like it was just a few weeks ago we were anxiously coaxing the roses to bloom in preparation for the Northwest Regional Meeting. It was actually four months ago and unfortunately we missed the blooms by a week but it did not dampen the enthusiasm of the crowd gathered here.

On a perfect June morning a small but hearty group met in our new barn. With the Grand Tetons just a speck above the eastern foothills Ralph and I welcomed guests from Washington, Oregon, northern Idaho and Nebraska with fresh air, homemade cinnamon rolls and hot coffee. As with everything in life, Ralph and I adopted a tag team approach to this meeting and took turns speaking about the farm, our "niche" in the market and focusing on our rose project funded by an ASCFG research grant.

Erin Benzakein, of Mount Vernon, Washington, and Ralph had been burning up the bulletin board and exchanging emails about growing and harvesting roses so we were thrilled when she consented to join us and share her knowledge and expertise. The highlight of this talk was a tour



of the rose beds that quickly became an open discussion with advice and expertise coming from the entire group.

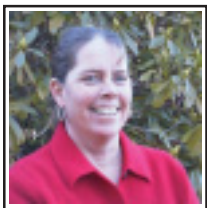
Next we heard from two friends and local experts. Paul Muirbrook, our county weed supervisor, addressed invasive species identification, tracking and control. Steve Love from the University of Idaho Research Center has been testing roses for cold hardiness in a zone 4 region in Aberdeen, about thirty miles from here. He talked about diseases and pests especially common to roses, offering organic and chemical solutions. I followed them with a brief discussion of color, a hands-on demonstration of my article for the summer *Quarterly*.

We enjoyed conversation and swapped farm stories over a picnic lunch sponsored by Gary Pellett of New Flora. Directly after lunch Ralph led everyone around the farm and through the greenhouses, addressing crop staggering, identifying species, naming varieties and recommending sources. The day ended all too soon with many thanks and well wishes to all who traveled far to share this day at Bindweed.



It was a pleasure to meet and talk with people from all over the Region. It was exhilarating to sit on the edge of my seat with fellow growers and learn about fungi and predators, seriously! There was an energy and vibe that came with our visitors that have remained inspiring and revitalizing through the long season. I have felt it in the soil, deep and cool on the hottest afternoons. I have heard it mingled with the buzz of the bees as they work the roses. I look forward to meeting more of you and getting reacquainted at the National

Conference and future Regional Meetings—to renew that energy, pass it on and keep it going. It was a rewarding experience I highly recommend—would anyone like to host next year?



WEST
Brenda Smith
Smith & Smith Farms

Just back from the National Conference in Raleigh, I wish to express many thanks for all the folks that showed us terrific hospitality and worked hard for a thoughtful program. I know Leah Cook and John Dole put in many, many extra hours to pull off such a good conference. There will be many contemplative winter nights for me ahead based on all that I took in.

Dave Dowling and I shared a talk on 'Where We Find and How We Manage Employees'. We were hoping to make it a round table discussion with those in attendance but this is a big subject and time did not allow for such a discussion. I would like to suggest that a round table discussion could be initiated in this column and would like to encourage you to email me or post on the bulletin board your thoughts on your employment issues—whether they are how you have solved employment dilemmas or what your employment dilemmas may be.

Arguably, farm labor is one of the biggest issues facing agriculture, particularly specialty agriculture. I know it is one of the biggest issues on my farm. Finding and then keeping an excellent, qualified employee is currently keeping me from expanding my business to where I would like to be. There is a plethora of information out there on marketing and growing. I never seem to come up empty handed when I go in search of this information but when it comes to information on employees it remains a mystery.

There were a couple of points that I only touched upon in my talk and I would like to bring them up a bit more in depth here. If there is one important thing I have learned upon having employees is this: Yes, I can do all the jobs on my farm faster and better myself, all the while paying more attention to detail. However, once I made the decision to have an employee I had to let go of the 'control factor'. I didn't hire someone to watch me work. Truthfully, I can't do all the jobs that need to be done on the farm in any one day for very long without suffering from burnout very fast. I had to change my focus on helping that employee do the jobs I needed done.

My role now is more of a support role. This took me a long time to learn, and honestly I am still learning this. I really have to work on helping my employees see my vision for my business and work with them to help them make decisions to enhance this vision and the bottom line! All this works on the assumption you have found good employees.

I also continually try to determine what will and how to motivate employees. I happen to employ several teens and along those lines I happened upon 'Jane Eckert Agrimarketing'. I have found her information on employees to be quite helpful and in fact she has a CD on 'How to Motivate the Teen Employee'. She also has a free e-newsletter that I usually get

Solo Single Bay Tunnels
\$5895 (28'x200') Complete includes poly and roll-up doors

Series 4 Multi-bay Tunnels
1/2 acre to 100 acres call for quote

Weather problems again? Call Haygrove

Haygrove tunnels

Haygrove Tunnel Conference
Dec 14, Lancaster PA

1-866-HAYGROVE
HAYGROVE.COM

Dealer inquiries invited.

some helpful tip from each time it comes out. Check out her website at www.eckartagrimarketing.com.

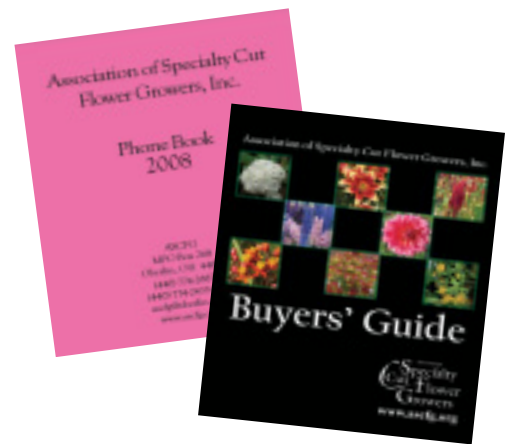
A few tips Jane has on motivating employees are: "Let your employees know that they can handle and respond to customer needs. Create a fun environment, so employees will feel like a part of a team that works together. Recognize employees when they do well. Don't discipline in front of other employees." I know it all sounds like common sense but when I get caught up in the daily drama of a flower farm, I need to be reminded of these things.

One of the final points I want to discuss is keeping and maintaining good communication. Oh boy, is this huge in all relationships. But you already knew this. Me, once again, I need constant reminders. Here are a few things I do: I create weekly lists of harvest needs on a dry erase board in my packing shed. That way not everything is in my head. Employees then have empowerment to check off the list. Everyone likes to check things off lists. I also try to work with employees for at least 1-2 hours each day to get things set up and going. I also try to set aside time before the end of the day to check in, resolve questions. I don't like employees to leave without saying goodbye to them. And always plan for the unexpected and give yourself time for the unexpected, never expect the day to go as you have planned for it. You will be disappointed all the time.

I hope you find some of the above a little bit helpful. Again, let's start a round table discussion on labor and employment issues. I will compile your thoughts to put in a future Quarterly column. Please, send me your thoughts, either by email smithsmithfarms@aol.com or bulletin board or any other way you wish to get your ideas to me. Have a good winter season.

The ASCFG Welcomes Its Newest Members

Monica Alvarez, Fred C. Gloeckner & Co., Harrison NY
Megan Bame, Salisbury, NC
Gretchen Becnel, Garden Trellis, New Orleans, LA
Michael Cardosa, Fred C. Gloeckner & Co., Carlsbad, CA
Alicain Suznne Carlson, Lorton, VA
Manjula Carter, Dixon Gallery & Gardens, Memphis, TN
Ben Davis, Leggett Farms, Washington, NC
Mim_o Davis, Greensboro, NC
Lois Demerich, Gaia Gifts, Williamsburg, VA
Jeffrey den Breejen, Ednie Flower Bulb, Fredon, NJ
Valerie Domanico, Snow Camp, NC
Don Dramstad, Don's Dahlias, Leesburg, VA
Frankie Fanelli, Central Piedmont Comm. College, Charlotte, NC
Eric Ferjulian, Standard Orchards, Hudson, MA
Anita Fowler, Sandspurs, Inc., Bahama, NC
Marie Fowler, Little Pond Flower Farm, MA
Javier Franco, Fred C. Gloeckner & Co., Harrison, NY
Sue Grunsky, Davidson, NC
Mandy Hornick, Bethesda, MD
Barbara Hughes, Tristan Farms, Highlands, TX
Anna Jameson, Brite Leaf Citrus Nursery, South Lake Panasoffkee, FL
Emily Kaminski, Morgantown, WV
Bill Karimov, Brookeville, MD
Marilee Kinahan, Leaning Daisy, Greenville, SC
Margaret Muth Kirkby, Muth Farm Flowers, Williamstown, NJ
Beth Foltz Kitchell, Foltz Farm, Munster, IN
Patricia Kraemer-Doell, Little Big Farm, Blirstown, NJ
Brian Krug, NCSU, Raleigh
Barbara Lamborne, Greenstone Fields, Purcellville, VA
Emma Locke, NCSU, Raleigh
Robin Marcus, The Funny Farm, Stone Mountain, GA
Carrie McCann, Fernrock Farms, Hillsboro, NC
Jeanie McKewan, Brightflower Nursery, Stockton, IL
Matthew Miller, Fred C. Gloeckner & Co., Portage, WI
Catherine Mix, The Cutting Garden, Sequim, WA
Cheryl Morgan, Cheryl's Greenhouse, North Street, MI
Dorothy Heath Morris, Blooms to Your Door, Kill Devil Hills, NC
Cindy Mudra, Cary, IL
Brian Murphy, Brookeville, MD
Lisa Nadeau, Lofty Moss, Lyons, NY
Beth Novak, Boyce, VA
Albert Osman, Sherwood Products, Holland, MI
Marilyn Parker, Parker Farms Greenhouse, Fort Shaw, MT
Jonathan Partin, Welsh Gardens, Amissville, VA
Rebecca Perry, Gardens by Rebecca, Centerville, MA
Clara Stokes, Belona Botanical Farm, Powhatan, VA



2008 Buyers' Guide and Phone Book

Preparation of both the ASCFG Buyers' Guide and Phone Book will begin shortly. Watch your mail for a packet of information including your own Member Profile (please update and return), the display ad rate sheet, and instructions for inclusion in the Buyers' Guide.

Remember, the Phone Book is simply that—a directory containing current members' contact information. The Phone Book is sent only to ASCFG members. The Buyers' Guide is a tool for buyers of specialty cut flowers, and for growers who want to sell to them. It is distributed to thousands of buyers across the country. **All members are included in the Phone Book; only those growers who indicate they want to be listed in the Buyers' Guide will be.**

The more growers who participate in the Buyers' Guide, the better it will be. Each year, we receive an increasing number of requests for copies of the book from florists, wholesalers and designers who have used earlier issues. Regardless of your current market, a Buyers' Guide listing is a great way to get your company's name in front of buyers you never dreamed of.

American Takii offers a magnificent range of cut flower varieties. Whether you're looking for long or short crops, growing in hot or cool conditions, greenhouse or field, we have a variety that will fit your program.



Snapdragon F1
Chantilly Series



Stock Glory Pink



Delphinium F1 Aurora White

For more information contact your preferred broker or American Takii, Inc. at 831-443-4901, or www.takii.com.



Specialty Cut Flowers

Sunflower Sunrich
Orange Summer

Over 75 Years of Service
Much More
Than Just Seeds!

- Early Order Discounts
- Several Specialized Plug Programs
- Larger Plug Cells for Easy Transplants
- All Seed Orders Ship Within 4 Hours
- Fast and Friendly Service - Guaranteed!

Germania

Quality and Service Since 1932
www.germaniaseed.com

Ph: 800-380-4721 Fax: 800-410-4721

Your One-Stop Source for All Your Growing Needs



ASCFG Bulletin Board

The following is a selected (slightly edited) string of conversations from the ASCFG Bulletin Board. It makes clear how much valuable, hands-on information is exchanged between growers. If you have not taken advantage of this member service, contact the ASCFG today to sign up.

Hydrangea 'Limelight' in Full Sun

Marc Kessler, California: We have avoided growing hydrangea in the very hot central valley of California because our successive 100+ degree days are tough on the *macrophyllas*. They survive only in full shade or at least full west shade locations (with daily watering!). In Raleigh, I saw 'Limelight' growing in full sun without water in the what they called 'the hottest driest summer ever' and they looked fine. Do I dare plant 'Limelight' in full sun in our hot zone 7+ climate or should I try to provide some shade?

Joe Caputi, Virginia: If I've learned anything from growing flowers it is that regardless of whether someone lives in zone 7 in California or zone 7 in Virginia, the climate may be totally different. In central Virginia, it has also been hot and dry. This summer alone we had more 100-plus degree days than ever. That said, I grow hydrangea 'Limelight' successfully, and without the kind of irrigation they would prefer. I grow them in three environments: 1) in full, blazing sun with a southern exposure; 2) in a partly shaded area with a northwestern exposure; and 3) in a shade house with 55 percent shade cloth covering them. They don't seem to have a preference. In fact, I think they prefer the full-sun environment best, though the sun will burn flowers after they've fully bloomed. (Presumably you will have cut them before that occurs.)

Ella King, Kentucky: 'Limelight' is one of our favorites here in zone 6. The ones that produce the best are in part shade with a northern exposure. I moved several that were in full sun to part shade with a northern-western exposure because the flowers were toasted. They are doing much better. The good news is they can be moved! I also do not give them the kind of irrigation they prefer.

Kathy Fliegau, New Jersey: I'm in zone 6 and have three rows of *Hydrangea paniculatas* in full sun and they are doing just fine without any special irrigation. This fall I planted one 'Limelight' in an open spot and so far it seems to be doing well.

Becky Devlin, Virginia: Health-wise, my 'Limelights' did fine in full sun; while everything else in our landscaping was struggling through the drought, our 'Limelights' bloomed like crazy, and established well in spite of heat and drought. However, only the "white" stage was useable for us (early blooming). If I waited until the green or pink stage (mature) to cut, they turned brown from sun scorch. We are planting some under our pines in the spring so I can use both stages of bloom for cutting.

Thea Folls, New York: All of my 'Limelights' are in full sun and they are scorched except where shaded on the west side by some taller 'Kyushus' (*lacecap paniculata*). The plants are six years old and quite large.

Dave Dowling, Maryland: I think an important thing to remember about any hydrangeas is to water them. This year I put a timer on my 'Endless Summer' so they got water from 3-4 a.m. every night. What a difference it made. We are still picking fresh blooms from them and they're still producing new buds.


Quinton Tschetter, Iowa: We visited a farm in Wisconsin a few years back that grew a lot of hydrangeas outside but he had set up a network of posts and steel cables that could be covered with shade cloth during the latter stages of growth to eliminate the scorching. I cover our shade house with 60% after we get a good start on the growth and before the blooms get too far along (also to keep it cooler). I have had wonderful growth on my 'Endless Summer' but not a lot of blooms.

Bulletin Board Etiquette

As the ASCFG Bulletin Board gains in popularity and member use, it's helpful to remember the following, to maintain its value and efficiency.


- More than 300 people are subscribed to this bulletin board; please be respectful of their time. Send personal messages such as thanks or kudos only to the individual who posted the message to which you are responding, by emailing to that person's own email address, not posting to the entire list.
- Include a meaningful subject line. At the end of your message place an electronic signature that includes at least your name, your e-mail address, your location and/or your hardiness zone. Since many of the topics discussed pertain to flower production, it is helpful for others to know where you are growing the plants in question.
- Don't post whatever pops into your head. Do a little research before asking a question or posting a response. Perhaps someone has already answered the question earlier, perhaps the information you need is in the Armitage book on your shelf.
- Bear in mind that what you write will be read far and wide. Don't write anything that is libelous or could otherwise cause a liability issue for the Association. Even comments that are not libelous can be unfair, and can do significant and long-lasting damage. Don't take complaints about suppliers to the bulletin board without first being certain of your facts. If you got one bad shipment of plants, don't write on the forum that the supplier is bad. These rules about fairness and validation don't preclude the very valuable exchange of information about bad suppliers or buyers.
- The bulletin board is not intended to be an advertising venue for suppliers, even if they are Association members. Please don't post your price list or availability list. However, if you read that someone is looking for a service or product that you can supply, you are encouraged to respond to that person privately with your information. Growers may, however, offer the occasional notice that they have

LOOK TO HARRIS SEEDS FOR YOUR CUT FLOWER NEEDS




Look to Harris Seeds for a well-rounded selection of products that is certain to serve your cut flower needs:

FLOWER SEED
Look for a complete selection of flower seed varieties for both field and greenhouse production environments. In addition to our core varieties in Asters, Gladiolus, Sunflowers and Zinnias, you will also find some more specialized varieties in Asclepias, Knautia, Campanula, and Dianthus.




PLUGS
Look for 2 top plug growers (Raker and Gro 'n Sell) to choose from when you order cut flower plugs from Harris Seeds. Each offers an extensive cut flower variety selection, in a number of different plug sizes, to suit any growing operation. Be sure to check out our extensive selection of Lisianthus plugs, including the 'quadruple' flowered Mariachi series.



SUPPLIES
Look for cut flower sleeves, knives, books, containers, preservatives, and field netting as part of our supplies dedicated to cut flower production, including our best selling book, "Specialty Cut Flowers" by Alan Armitage and Judy Laushman.

*Look for these products **and more** (including one of the largest selections of sunflowers in the industry) in our 2007 Ornamentals Catalog for the Professional Grower, or our 2007 Professional Vegetable Growers' Catalog.*

Call us toll-free at 800-544-7938 or visit us on the web: www.harrisseed.com



HARRIS SEEDS
A Grower Friendly Company

355 Paul Rd., PO Box 24966
Rochester, NY 14624-0966

something for sale: a piece of equipment or an abundance of dried statice, for example.

- Think before you post. Do you really want to say this to the entire world? Reread what you wrote. Did you really say what you intended? Before sending, use the "Preview/Post Message" option to check your message for typos and other errors that may make it hard for others to read or understand.
- Please participate! Your ideas are important. If you have observed these rules of netiquette, your questions and comments are just as valid as any other member's. You will find the ASCFG to be a supportive and cooperative group.

FROM *the Director*

Judy M. Laushman

If I had a nickel for every time someone has recently said to me, often with a knowing wink and a nod, “Now that the Conference is over, guess you’ll be able to sit back and relax!” I’d be a rich girl. Chocolates and chaises longues have been mentioned.

In fact the opposite is true. The amount of post-Conference wrapup work is just as overwhelming as before the meeting, but not nearly as fun. The anticipation of seeing old friends again, the pleasure of making new ones, and the satisfaction of watching members interact and share is past, replaced with the drudgery of paperwork, bill paying, and financial analysis.

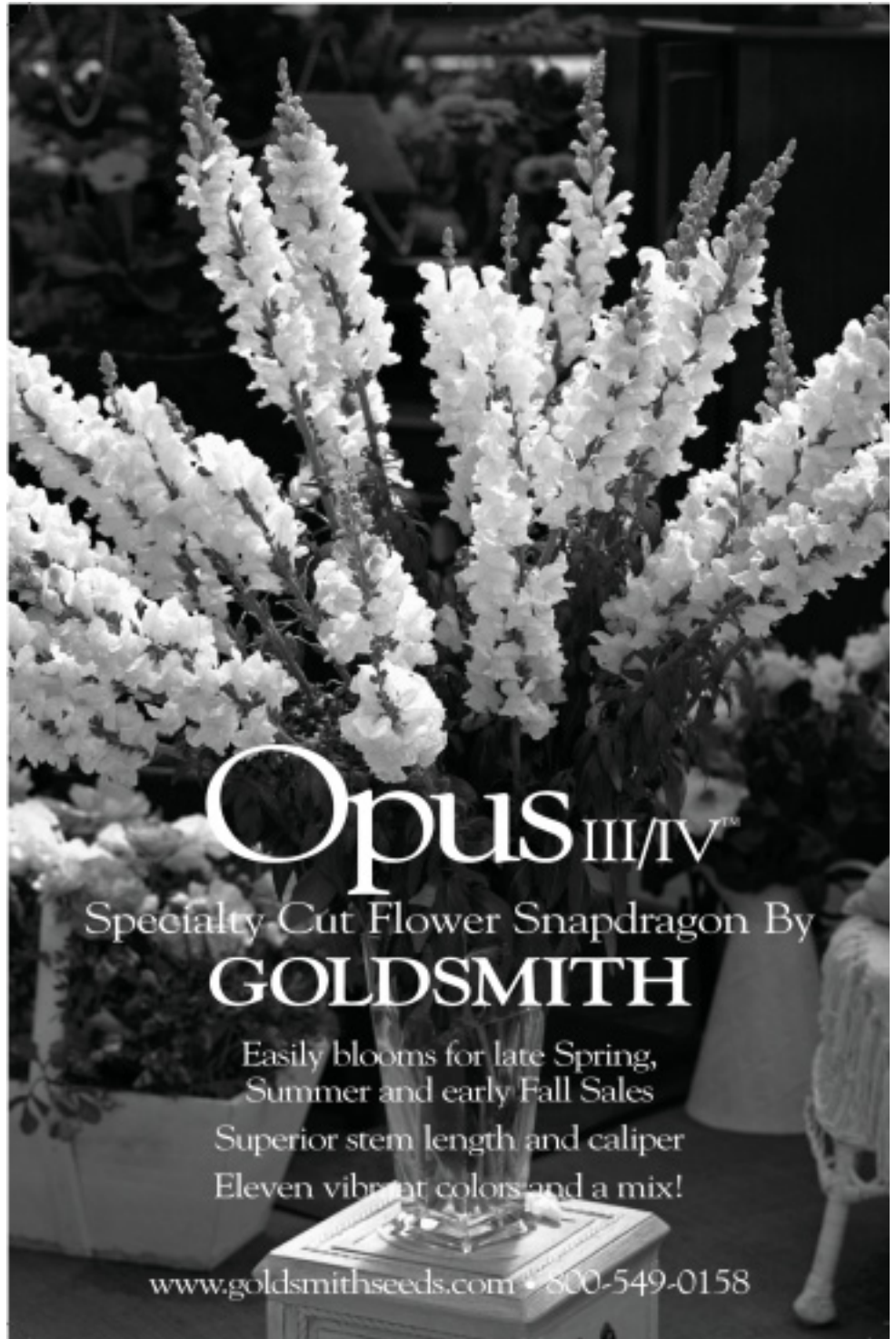
But! At the same time, we’re able to begin preparation on two *future* Conferences; next year’s in Portland, Oregon, and 2009, likely to be in New York. Nothing is more fun than traveling to a potential meeting site, checking out the hotel and tour selections, working with a whole new committee and imagining how to make “next year even better than the last one”. We’re lucky to have two terrific groups who are determined to make “their” conference the best ever.

We’re also lucky to have a wonderful Board of Directors to help them realize this dream. If it seems to you that the current Board has been more active and involved than others, I think I’d agree. I’ve worked with lots (some day I’ll count them all up) of great people on the Board since the inception of the ASCFG but this recent group has been particularly proactive, creative and communicative. Everyone gets along with everyone else, there’s not a bloviator in the bunch, and they are all sincerely interested in the success of the ASCFG and its members.

It will be hard to lose this year’s turnover of Regional Directors: Chas, Joe and Leah, and the great Howie Lubbers as Vice-president. I’ll miss their humor as much as their commitment to the ASCFG. But I know their replacements (Polly, Andrea, Susan, and Joan Thorndike) will

work just as hard and be just as much fun. And I think one or two of them might be a future ASCFG President.

Thank you for your patience with us while we created this issue of the *Quarterly* during post-Conference wrapup, pre-Board meeting preparation and everyday association management. Honestly, we had planned to have it finished much sooner than this, but it was just too hard to get out of the chaise longue without spilling the bonbon box.



Opus^{III/IV}SM
Specialty Cut Flower Snapdragon By
GOLDSMITH
Easily blooms for late Spring,
Summer and early Fall Sales
Superior stem length and caliper
Eleven vibrant colors and a mix!

www.goldsmithseeds.com • 800-549-0158

Errata

The editor apologizes for mistakes made in the Culture Profile from the Summer 2007 issue. “Coleus as Cut Foliage” was written by John Dole and Ingram McCall, North Carolina State University, and Todd Cavins (currently with Sun Gro Horticulture), and Tina Johnson, Oklahoma State University. The photos on pages 8 and 9 should be rotated 180 degrees. Some data tables had errors; Table 3 is reprinted here. The entire (correct) article is posted at www.ascfg.org under the *The Cut Flower Quarterly* tab.

Table 3. Vase life of 13 cultivars of coleus and perilla. Stems were harvested, sorted, recut and placed directly into 1) tap water, 2) Chrysal Professional #2, or 3) Floralife Professional, stored in buckets of tap water for 7 days at 4) 68°F or 5) 41°F, 6) placed in buckets of tap water overnight, then placed dry in floral boxes for 24 hours, or 7) placed in buckets of tap water and treated with Ethylbloc (1-MCP) for 4 hours, then stored for 7 days at 68°F (for only three cultivars).

	Vase Solution			Stored in tap water at:		Hydrated then	
	Tap water	Chrysal	Floralife	68	41	overnight dry	Ethylbloc
Coleus							
Appaloosa	8.7a	4.5b	0.1c	7.8a	0	1.1bc	-
Black Star	23.5a	23.2a	12.6b	19.0a	0	10.0a	19.7a
Defiance	6.9a	4.4b	0.3c	7.5a	0	1.6bc	-
Freckles	19.7a	19.0a	9.6bc	13.0b	0	4.2b	-
Giant Fantasy	14.0a	14.0a	4.4c	8.9b	0	0.9bc	-
Glennis	1.0c	3.8bc	3.4c	13.0a	0	0c	-
Kingwood Torch	14.0a	10.8b	3.1d	8.1c	0	4.5b	-
Lord Voldemort	6.3b	6.3b	1.6c	9.0a	0	0c	9.0a
Pineapple Red	9.2a	5.5b	0.2d	7.7ab	0	0c	-
Pineapple Prince	1.0d	5.8b	1.0d	10.3a	0	0c	-
Rustic Orange	6.8b	0.2d	0d	14.0a	0	1.4bc	-
Saturn	1.0d	6.9b	1.0d	9.0a	0	0c	-
Perilla							
'Magilla'	25.0a	23.8a	4.6b	25.0a	0	5.0b	21.9a
Significance	0.0001	0.0001	0.0001	0.0001	NS	0.0001	0.0001

Means followed by the same letter are not significantly different.



WOLLAM GARDENS

Growers of 6 acres of cut flowers for farmers' markets and florists. Opportunities for internships/employment in Virginia near Washington D.C. Housing provided.

Check out our website at www.wollamgardens.com
call (540) 937-3222.

CaliforniaOrganicFlowers.com

California Sunshine

Introducing CaliforniaOrganicFlowers.com

Each morning we rise early to pick your flowers, ensuring that they are fresh, vibrant and grown and harvested with the greatest care. We use sustainable practices on our farm, growing flowers in a way that is as good for the Earth as it is for the person who receives them. We carefully pack our flowers into our beautiful gift box and deliver next day anywhere in the continental U.S.A. Satisfaction is guaranteed. Give a gift to yourself and to the Earth with freshly grown flowers from CaliforniaOrganicFlowers.com.

Maria & Julia Phone Orders: 530.891.6265

10% discount for Whole Life Times readers who order online (enter wholelife in the discount code box upon checkout)

Haygrove Owners' Conference

Anyone interested in learning more about field-scale, tunneled crop production is welcome to attend the first annual "Haygrove Owners Conference" December 14, in Lancaster, Penn. Numerous Haygrove tunnel owners will share their cultural methods, yield information and marketing experiences on a wide variety of crops.

This conference provides an excellent opportunity for everyone - grower, educator, publisher, researcher - to learn more about the bright future of tunnels.

The conference is free to Haygrove owners and one guest, \$20 for non-owners. Registration deadline is December 7 and all attendees must register! Location is the Farm & Home Center, 1383 Arcadia Road, Lancaster PA. Program runs from 9:00 a.m. to 3:00 p.m., lunch will be provided. Call 866-HAYGROVE to register.

**YOUR AD
HERE!**
Call the ASCFG

**F
O
R
S
A
L
E**

(2) brand new (never set up) 17' x 48' greenhouse frames with 48' roll-up sides.

Manufactured by Ed Person of Ledgewood Farm Greenhouse Frames, Moultonboro, NH

\$1774.00/greenhouse

Must sell for personal reasons.

Paula L. Gilman Hatem
Fernwood Farm, LLC

50 Stage Road, Gilmanton, NH 03837
603-435-8322

Fernwoodfarmllc@metrocast.net

BANNER FLOWER FARM
Alegan, Michigan

DAHLIA TUBERS

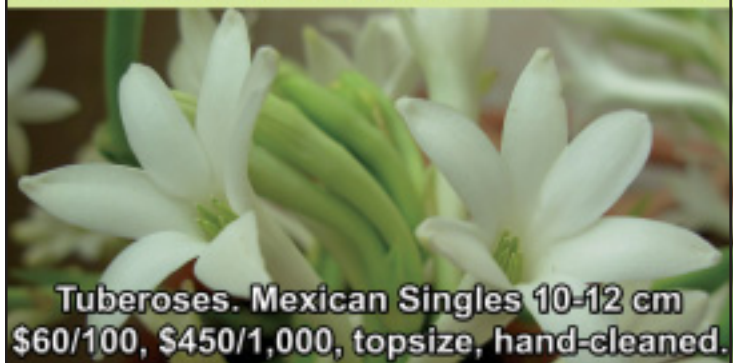
Large selection for cutflower production

ph: 269/686-8994

email: dahliafarmer@aol.com

website: bannerflowerfarm.com

NORTH WICHERT GARDENS



**Tuberose. Mexican Singles 10-12 cm
\$60/100, \$450/1,000, topsize, hand-cleaned.**

3237 S. 8500 E. Rd., St. Anne, IL 60964 (815) 427-6020

WE DON'T JUST CLAIM IT, WE BACK IT UP.



**Certified tests*
of our best selling
e-system against the
competition prove it:**

- 7% Less Energy Draw**
- 8% More Lumen Output**
- 10% More Reflector Efficiency**

**TESTED & PROVEN
to be THE BEST.**

Don't let fancy ads with vague promises persuade you to buy old, inefficient lighting technology.

Ask for Certified Lighting Specifications that include Input Wattage, Lumen Output, and Reflector Efficiency.

PARSOURCE

THE COMPETITION

More Efficiency

7% Less Energy Draw Less Efficiency

More Light

8% More Lumen Output Less Light

More Reflectivity

10% More Light Reflected Less Reflectivity

More Warranty

5 Years Less Extensive Warranty

More Service & Support

More than 30 Years Experience Less Service & Support

Less Weight

Only 17 lbs. More Weight-Over 35 lbs.

Less Shadow New E-Series casts

the smallest shadow on the market More Shadows

a division of Hydrofarm
PARsource
lighting solutions

Are you up for the PARsource Challenge? Give us a call to find out how PARsource lighting blows away the competition. If you qualify, we'll send you a PARsource light to test in your greenhouse. For full details, give us a call or email us at garth@parsource.com For a copy of our Certified Comparison Test Results, call us at 800-634-999

* Testing performed by Arizona Lighting Sciences on 600W E-System vs competitors 600W light fixture.

Inside this Issue



IPM Update



Conference Wrapup



Ideas from the Farm



Culture Profile



**Association of Specialty
Cut Flower Growers, Inc.**
MPO Box 268
Oberlin, Ohio 44074