

Digger

MAY 2020

Coping with COVID-19

Green industry
businesses react
and respond to
a dangerous
pandemic

FULL COVERAGE
INSIDE



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Dan Heims of Terra Nova Nurseries Inc. made an appearance on the *Martha Stewart Show* in 2011.

in the markets they serve, and we wanted to provide this resource for them.”

The NLAE COVID-19 map was inspired by a similar map, which was created by the Arizona Nursery Association and spearheaded by its executive director, Cheryl Goar Koury. It shows which states are participating in the Plant Something program, which is a consumer marketing initiative for the green industry. NLAE, ANA and OAN repurposed code from that map to create the NLAE COVID-19 map.

“We enlisted our developer once we identified this need,” Goar Koury said. “He was quick to respond, and I think we ended up with a powerful tool that will really benefit the industry.”

AMERICAN HORTICULTURAL SOCIETY HONORS DAN HEIMS

Dan Heims, co-founder and president of OAN member **Terra Nova Nurseries Inc.** in Canby, Oregon, was named the 2020 recipient of the Luther Burbank Award. The award is presented by the American Horticultural Society (AHS), in recognition of extraordinary achievement in the field of plant breeding.

Heims founded Terra Nova in 1992, and in the 28 years since, has led its breeding efforts which have resulted in the introduction of more than 1,000 plant selections, including groundbreaking new coral bells (*Heuchera* spp.), foamflowers (*Tarella* spp.), and coneflowers (*Echinacea* spp.).

Heims told *Digger* that he always considered Burbank an inspiration — “I have his picture on my desk” — and is honored to receive an award named for the famous botanist and horticulturist. Burbank lived from 1849–1926 and developed many fruits, flowers, grains, grasses and vegetables.

“My life goal, as you might have heard, was to exceed the 800 plants that he had introduced to horticulture,” Heims said. “I think we rounded 1,000 plants last year or the year before, so I can die now — I’ve done my life’s quest.”

Heims said he was first inspired to

pursue *Heuchera* breeding while visiting with Chet Tompkins at one of Burbank’s former breeding stations. “I was in his little back area next to the hedge and said, ‘Oh my God, what is that?’ He had a *Heuchera* that inspired me to continue further.”

The Luther Burbank Award is one of the Great American Gardeners Awards that AHS presents annually to individuals, organizations and businesses as a way to recognize their significant contributions to American gardening through scientific research, garden communication, landscape design, youth gardening and conservation.

All of this year’s award recipients are set to be recognized at the Great American Gardeners Awards Ceremony and Banquet, which is scheduled to be held Thursday, June 18 at the AHS River Farm headquarters in Alexandria, Virginia. AHS was founded in 1922 and is dedicated to modeling, teaching and advocating for earth-friendly, sustainable gardening practices.

Heims said he’s hopeful the banquet will come off as scheduled. “If it happens, it happens,” he said. “I’m hoping.”

Download a full list of recipients at tinyurl.com/vockfk4 (PDF)

24,000 REGISTER FOR OSU MASTER GARDENER COURSE

The chance to learn more about vegetable gardening has proved irresistible to people who are spending copious time at home due to the COVID-19 pandemic.

After the **Oregon State University** (OSU) Master Gardeners began offering their online vegetable gardening course for free, more than 17,600 people signed up as of April 1, an OSU Extension stated in a press release. By April 7, more than 24,000 people enrolled in the course. The number continues to grow by a thousand people each day.

Go to tinyurl.com/s2zmhzl for details.



Announcements:

LITTLE PRINCE OF OREGON CREATES REFERRAL PROGRAM

In response to the COVID-19 pandemic, OAN member **Little Prince of Oregon Nursery** (Aurora, Oregon) created an online affiliate marketing program called Garden Center 911. Under this program, retailers refer customers to the wholesale grower’s consumer website, www.littleprinceplants.com. Little Prince sells the plants and ships to the customer directly, and the retailer gets a 20% commission on each referred sale.

“One of our core beliefs at Little Prince is the best place to buy Little Prince plants is your local Garden Center. That’s the first message an online shopper sees when they enter our online store, and that will never change,” Little Prince Director of Business Development Mark Leichy said. “We know that many garden centers have closed temporarily due to COVID-19, and we want to help support those businesses that supported us for so many years.”

Those interested may contact Leichy at mark@littleprinceoforegon.com.

SBI SOFTWARE CREATES RETAIL PICKUP PROGRAM

SBI Software (Portland, Oregon) created a no-contact plant ordering portal in response to the COVID-19 pandemic. It allows retailers to upload inventories and pictures to a website, www.nocontactplantpickup.com, where customers can then order and pay for the plants online using their computer, phone or tablet.

After ordering, the customer is noti-