

March 2013

30 YEARS OF EXCELLENCE

# Greenhouse & GROWER

## SPRING TRIALS SNEAK PREVIEW

45 Top New Varieties  
You Won't Want To Miss p.27

Plus:  
Managing The  
**Dwindling Labor Pool** p.16

The Latest On  
**Rose Rosette Disease** p.48

Charlie Hall: 2013 Could Be  
**The Turnaround Year** p.59



ON THE COVER

## 27 Spring Trials Sneak Preview

By Robin Siktberg

Anxious to see what new plants are being rolled out at Spring Trials next month? Here's an early look.

Cover by Tyler Hatch



2011 Silver Awards  
The Pest Report: Special Supplement  
and Front Cover Supplement

2010 Silver Award  
Trade Show/Conference Coverage  
- Spring Trials

2010 Silver Award  
Organization Profile



16

## 16

### The State Of Labor

By Karli Petrovic

Growers, advocates and suppliers discuss the current climate and what they are doing to combat a dwindling labor pool.



56



## 20

### GROW In Action

Innovative ideas for the greenhouse industry for March 2013.

## 56

### Government Incentives Make Projects Possible

By Robin Siktberg

Sustainable energy incentives such as grants and rebates can finance money-saving projects that are otherwise out of reach. But these programs are not always the answer. Here's how to know the difference.

GREENHOUSE GROWER is a registered trademark of Meister Media Worldwide.

GREENHOUSE GROWER, © 2013 Meister Media Worldwide - all rights reserved, (ISSN 0745-7324) is published monthly, including 2 bonus issues in May and September by Meister Media Worldwide, 37733 Euclid Avenue, Willoughby, Ohio 44094. Subscription rates in the U.S. and its possessions is \$36.00 annually, Canadian \$46.00 (includes GST), other foreign countries \$58.00, 1 year international airmail \$80.00.

Periodicals postage paid at Willoughby, Ohio 44094 and additional mailing offices. Postmaster: Please send address change "Form 3579" to GREENHOUSE GROWER, 37733 Euclid Ave., Willoughby, Ohio 44094-5925. When changing your address, please send old and new address, and include label from last issue. Allow six weeks for the first copy to reach your new address.

Permission to photocopy for internal or personal use or the internal or personal use of specific clients is granted by GREENHOUSE GROWER for libraries and other users registered with Copyright Clearance Center (CCC), provided base fee of \$1 per copy of article, plus 25¢ per page is paid directly to CCC, 21 Congress St., Salem, MA 01970. Send special requests to GREENHOUSE GROWER, 37733 Euclid Ave., Willoughby, OH 44094-5925.

Mention of a product name is not to be considered an endorsement nor an indication that the product has been inspected or tested by GREENHOUSE GROWER. Notwithstanding information on agricultural chemicals presented here, exclusive reliance must be placed on directions and information supplied by the manufacturer or state agricultural agents or advisors. Always read the label or other instructions provided by the manufacturer. Acceptance of advertising in GREENHOUSE GROWER in no way constitutes approval or endorsement of products or services advertised nor agreement with any representation or claims stated.

# Contents



44

48



53



70

## NEWS & PEOPLE

12

### BenchPress

The fate of Kerry's Nursery, 2012's extreme weather and all the news you need to know for March 2013.



22

### Metrolina Announces First Winner Of Its Plant Of The Year Contest

By Lauren Tuski  
*Petunia* 'Supertunia Vista Bubblegum' takes the top prize in a competition that helped the Top 100 Grower gather consumers' top garden preferences.

## PRODUCTION

44

### How To Grow And Sell Penstemon

By Melanie Neff  
Here's everything you need to know before adding this genus to your spring lineups.

48

### Reducing The Spread Of Rose Rosette Disease

By David Kuack  
Breeders and growers take steps to limit the highly destructive disease, which currently has no cure.

53

### Keep Your Plants Healthy With These 7 Products

From downy mildew to Phytophthora, these algaecides, fungicides and bactericides protect your investment from disease.

## PROFIT CENTER

59

### 2013 Could Be The Turnaround Year

By Charlie Hall  
For years, the housing market, debt and budget woes have inhibited economic growth. The good news is this is about to change.

## VARIETIES



62

### Breeding The Perfect Perennial

By Robin Siktberg  
Consumers are looking for low-maintenance, deer-resistant, disease-resistant, drought-tolerant perennials that bloom in the first year, and breeders aim to deliver.

68

### All About 'Azure Rush'

By Gary R. Doerr  
Blooms of Bressingham's new geranium boasts the same great traits as 'Rozanne,' with a few notable differences.

70

### Fashionable Plants From The National Green Centre Show

By Karli Petrovic  
Top breeding companies brought their best-in-show varieties and series to the Plant Fashion Show.



73

### 9 Perennials You Need To Know For 2013

What's new in the perennial world? A little bit of everything, from dwarf varieties of monarda and perovskia to a grower-friendly veronica.

## COLUMNISTS

### 10 Benchmarks Make Your Vendors Partners

By Richard Jones  
Our State of the Industry report uncovers ways growers and suppliers can work together to increase profits on both sides.

### 76 Tips Of The Trade The National Plant Trialing Program Puts All The Plants In One Basket

By Allan Armitage  
A new program benefits breeders and trial gardens across the country.

### 82 Editorial Survival Of The Fittest

By Robin Siktberg  
Pro or con, growers sound off about the big companies getting bigger.

## IN EVERY ISSUE

78 Advertiser Index

79 MarketPlace

# Spring Trials Sneak Preview

Anxious to see what new plants are being rolled out this year at next month's Spring Trials? Here's an early look.

by **ROBIN SIKTBERG**  
Editor  
rasiktberg@meistermedia.com

**S**pring Trials is one of the most highly anticipated events in our industry. If you're planning to travel to California in April, enjoy this sneak preview of just a few of the new plants you will see. If you can't make it this year, take an armchair tour of some of the best of the new varieties being introduced in 2013. From antirrhinum to zinnia, breeders have created exciting new plants featuring hardiness, ease of production and some serious flower power.

## Ball FloraPlant

### Verbena Enduro Series >

The new hardy verbena series, Enduro, is ideal for summer production; it won't flush out of flower in the heat. This is a vigorous landscape verbena in an upgraded purple and two new colors.



## Ball Ingenuity

### < KolorScape Roses

These compact, mounded shrubs offer stunning flower power, glossy green foliage, excellent heat tolerance and a bloom cycle that continues until the first hard frost. Flowers are self-cleaning and come in four colors.

### Celosia cristata 'Twisted' >

'Twisted' is a vivid red — a new *C. cristata* color. Grow it along with mums for autumn sales or sell it in the spring as a potted plant.





## Beekenkamp

### *Begonia elatior* 'Vermilion Red' >

'Vermilion Red' is an excellent flowering potted plant and is heat-tolerant in the landscape as well. The bright red flowers last until frost.



### < *Begonia* 'Victoria Salmon'

Add punch to your hanging baskets with this new pendulous begonia that offers a clear salmon color, compact habit and superior flower power.

## Blooms of Bressingham

### *Echinacea purpurea* 'Supreme Cantaloupe'

The flower is absolutely the color of a ripe cantaloupe — there is nothing else like it. Double anemone, non-fading blooms open the first season and last into the fall. Young flowers look like a brown-eyed, double gerbera and are excellent as a cut flower. As the flowers expand, they take on a more of an echinacea look. Bred by Terra Nova Nurseries.



### < *Heucherella* 'Buttered Rum'

Between the flowers and the foliage, *H.* 'Buttered Rum' provides year-round interest. The gorgeous, maple-like glossy foliage is a luscious, buttery caramel color, turning a lovely rose red as the weather cools. White flowers appear in the spring. A compact, mounding habit makes it a

natural choice for containers and landscapes. Bred by Terra Nova Nurseries.

## Burpee Home Gardens

### *Osteospermum* 'White Lightning' >

The new 'White Lightning' spring daisy can grow in any climate. It is a beautiful, traditional white daisy flower that tolerates heat, rain and cold for three-season shelf life. It "has a very similar habit and performance to *Osteospermum* 'Voltage Yellow.'



### *Petunia* 'Flash Mob Bluerific' and 'Flash Mob Redtastic' >

If you want to get the party started take a look at the new superstars in the petunia Flash Mob series. Two new colors, 'Bluerific' and 'Redtastic' are morn-type petunias that work well as container or garden fillers. Their unique color is unexpected for a vegetative trailing petunia.



## Darwin Perennials

### < *Echinacea* 'Sombrero Flamenco Orange'



Darwin Perennials adds a new color to its extremely hardy and very floriferous *Echinacea* Sombrero series. 'Flamenco Orange' has a manageable height and a vivid color. It matches the series' excellent branching and winter hardiness. The finished height is 24 to 26 inches.

### *Lavandula angustifolia* 'Superblue'

'Superblue' offers the most blue on a *Lavender angustifolia*. Another great feature for 'Superblue' is its ease of production — there's no need to shear. It has a great scent and vivid color for retail.

## Florist Holland

### *Gerbera Garvinea* Series >

This series is extended with a cheerful range of large-flowered varieties, containing the same reliable and sturdy habits as the classic Garvinea. Gerbera 'Garvinea Sweet Honey' is one of the four fabulous new colors within this range. Garvineas flower continuously outdoors from early spring until the first frost.



### *Gerbera* Patio Series

The voluminous Patio gerberas offer solid and bold color combinations that look sensational in large containers on terrace, patio or veranda. The large successive flowers of this showstopper can be picked for months on end and enjoyed on a vase indoors. Meet the latest editions, including the first-ever pomponi type: *Gerbera* 'Patio Grand Canyon' with its enormous, explosive purple-pink flowers.



## Green Fuse Botanicals

### ◀ Calibrachoa Cruze Series

The Cruze series features seven colors with large, abundant flowers on mounded plants. Cruze varieties will fill a basket and make great combination plantings. They are selected to be early flowering and to produce plants with naturally shortened internodes.



### ^ Fuchsia Windchimes Uprights Series

All the great features of the basket fuchsia Windchimes series were used to create a new series of upright fuchsia varieties. Windchimes Uprights are early flowering with extra large, more double flowers. Their larger plant habit are suited for any size growing container and are perfect for either sun or shade mixed combinations.



## Hem Genetics

### ^ Petunia Limbo \*GP\*

In 2013 Hem Genetics introduces \*GP\* (Great Performance) colors in the *Petunia grandiflora* Limbo series and *Petunia multiflora* Mambo series. Limbo \*GP\* and Mambo \*GP\* offer an even greater performance during the whole chain from grower to final consumer.

Limbo \*GP\* and Mambo \*GP\* will not replace the standard Limbo and Mambo series but will be offered in addition to them. The nine new Limbo \*GP\* colors to be launched are rose, salmon, red, rose-veined, red-veined, pink morn, rose morn, salmon morn and peach.

The standard Limbo series will be extended to seventeen colors with the addition of a new plum color.

# The orchid professionals®

since 1933



Leading producer of young orchid plants  
orchids@floricultura.com



# Floricultura®

ORCHIDACEAE

www.floricultura.com

Floricultura Pacific Inc. 25425 Esperanza Rd Salinas, CA 93908  
831-422-2200

A1

# A Growing Line Of Better PGRs

 **abide**

Same active ingredient as ARest®



 **citadel**

Same active ingredient as Cycocel®



 **collate** NEW

Same active ingredient as Florel® but more concentrated



 **concise**

Same active ingredient as Sumagic®



 **configure**

The only 2% 6-BA PGR for ornamentals



 **dazide**

Same active ingredient as B-NINE®



 **florgib**

Same active ingredient as ProGibb®



 **fresco**

Same active ingredient as Fascination®



 **piccolo**

Same active ingredient as Bonzi®



 **piccolo 10XC**

The only 4% paclobutrazol formulation



**fine**

Excellence in PGR Technology

www.fine-americas.com

Always read and follow label directions. Abide, Citadel, Collate, Concise, Concise, Configure, Florgib, Fresco and Piccolo are trademarks of Fine Agrochemicals, Ltd. Dazide is a registered trademark of Find Holdings, Ltd. Collate is a trademark of Fine Agrochemicals, Ltd. ARest, Cycocel, Florel, Sumagic, B-NINE, ProGibb, Fascination and Bonzi are registered trademarks of their respective manufacturers. © 2013 Fine Americas, Inc.



## Kieft Seed

### ◀ Echinacea 'Cheyenne Spirit'

The most sought-after echinacea color mix is now available from seed. 'Cheyenne Spirit' produces higher in-store impact thanks to fuller pots and more flower color. It was the 2012 All-America Selections winner and is hardy to Zone 4.

## Gerbera Mega Revolution Select Mixture

A bold new mix joins the Mega Revolution series of Gerbera. It has been redesigned to deliver a gerbera with a larger plant and flower size. Revolution delivers a quick crop time and is ideal for fully programmable, high-density production.

## Morel

### Cyclamen 'Halios Curly Magenta With Edge'

A new unique color in Morel's largest cyclamen series features fringed flowers with a beautiful white border and a very compact habit.



### ◀ Cyclamen Latinia Success 1097 Light Purple'

Big flowers, compact growth and a round, uniform growth habit make this new color a terrific addition to the Success series. A new color for this Easy and Profitable crop suitable for 4 to 6-inch pots

## Pacific Plug & Liner

### 'Savour' Basil ▶

It looks pretty and smells wonderful, — but the real revelation of this new basil introduction is its taste. Rich and robust, 'Savour' is a foodie's best friend, month after month, dish after dish.

Grafting a culinary basil onto the root system of a wild variety, gives 'Savour' its signature combination of high-end taste and never-ending harvest. The wild root system makes 'Savour' hardy and gives the plant its unique, topiary-like shape.



## PanAmerican Seed

### ◀ Cool Wave Pansies

PanAmerican Seed has added even more new colors to the pansy series that created so much buzz at Spring Trials last year. Cool Wave is the only spreading pansy with market support that drives in-store sales. At Spring Trials this year, meet the new 'Cool Wave Golden Yellow' and 'Cool Wave Purple,' as well as fresh new mixtures.



## Sakata

### Pansy Grandio Series >

Grandio pansies are a new large-flowered series and offer better uniformity from color-to-color than other large flowered pansies on the market today.

Grandio is excellent for fall through spring production, and has a very uniform habit between clear and blotched colors; there is no need for special growing regimes. Grandio has shorter flower stems under long warm days and less plant stretching under high heat. It is available in 10 colors and five designer mixes.



### Fuseables Mixes >

This year, Pan-American Seed introduces the next generation seed technology with its precision multi pellet Fuseables. These are balanced formulations for mixed species baskets from seed. Learn more from our experts at the trial, and see the latest mixes: Strawberry Wine and Healing Waters.

## Plug Connection



### < 'Dark Lady' Basil

'Dark Lady' is a beautiful, strong, dark-red basil with a distinct aroma, full foliage and crimson blooms. In trial, 'Dark Lady' outperforms other seed and vegetative basil varieties and is showing resistance to mildew and good cold tolerance.



### 'Green Fortune' Basil: >

A vigorous, green, shrub variety of basil, 'Green Fortune' has delicate pink blooms. Like 'Dark Lady,' 'Green Fortune' exhibits excellent performance and is showing resistance to mildew and good cold tolerance.



### < Antirrhinum 'Candy Showers'

'Candy Showers' is the first trailing snapdragon from seed. Its trailing habit is ideal for baskets, combination planters and the landscape. Sakata bred 'Candy Showers' to offer flexible stems that allow for easy shipping, unlike vegetative types that often do not fully survive transit. 'Candy Showers' blooms readily under short days and is another great addition to your cool crop offerings. It is available in five distinct colors.

## Selecta

### Pelargonium Double Take Series > (interspecific geranium)

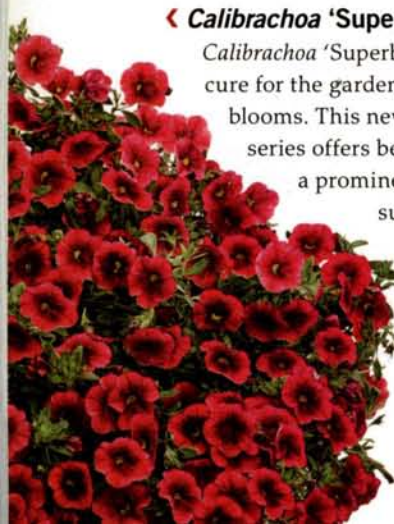
Double Take is the most uniform interspecific geranium series on the market. It produces 12 double flowers at first flush when grown three plants per basket. Double Take has superior retail hold, and its shatter-resistant flowers add up to excellent sell-through. It comes in several colors: 'Pink,' 'Pink + Eye,' 'Red,' 'Scarlet,' and 'White.'



## Proven Winners

### < Calibrachoa 'Superbells Pomegranate Punch'

*Calibrachoa* 'Superbells Pomegranate Punch' is a sure cure for the gardener looking for the latest in bicolor blooms. This new color in the popular Superbells series offers beautiful, deep rose red blooms with a prominent black-red center. It has the same superb heat tolerance and disease resistance growers and retailers expect from the Superbells series. 'Pomegranate Punch' will add drama and depth to any combination container.







### Seminis

#### ◀ 'Biltmore' Tomato

Extra large and smooth, 'Biltmore' has already won prizes for its enormous size. With mid-season maturity, 'Biltmore' is a reliable home garden tomato hybrid with a continuous set.

#### 'Plato' Pepper ▶

Plato is an attractive, medium-dark green bell pepper hybrid. The large- to extra-large, blocky, firm fruit matures to red on a medium to large, robust plant.



### Skagit

#### ^ *Helenium* 'Short 'n' Sassy'

Bright flowers glow with sunny color on an upright and compact plant. The orange and gold blooms have a chocolate brown center cone that attract attention in the late-summer garden.

At 12 to 18 inches tall, 'Short 'n' Sassy' is a shorter version of the stately helenium. It is long blooming and starts earlier than most of its type. Not fussy about soil types, except the extremes, it is easy to grow in beds, borders and even containers.

#### *Festuca* 'Beyond Blue' ▶

Intense, powder blue, thread-like leaves form a dense tuft that remains blue throughout the season. Showy, upright, blue green flowers on slender stems age to a straw color and are attractive for months.

At 9 to 12 inches tall, it is suitable for any garden use, as well as for mixed containers. 'Beyond Blue' makes a stunning ornamental grass display when planted in masses in beds or borders.



## ATLAS

*Manufacturer of Premier Greenhouse Structures*



### FEATURED STRUCTURE:

Our Massive Versatile Multi-Bay Gutter Connect Structures are perfect for the Commercial, Retail, & Educational Grower.

*Our Business is Helping YOUR Business GROW!*



Download a free full-color catalog from our website.

You can also request a quote online and have someone contact you in as little as a few hours!



Please call or visit our web site for more information.

229-532-2905 / 800-346-9902  
WWW.ATLASGREENHOUSE.COM

ATLAS MANUFACTURING, INC.  
9596 US 82  
ALAPAHA, GA 31622

## Sunset Western Garden Collection

### Salvia 'Amistad'

The exquisite dark purple flowers with nearly black calyces appear constantly from early spring until frost. 'Amistad' has many advantages over other *S. guaranitica* cultivars. It is sterile, meaning more blooms and no chance of seedlings in the garden. 'Amistad' is also more compact and has a fuller habit than other *S. guaranitica* types. The flowers are a magnet for butterflies and hummingbirds.

### Suntory

#### Mandevilla 'Sun Parasol Red Emperor'

Suntory Flowers has introduced its showiest Giant mandevilla yet – 'Red Emperor.' As part of the Giant group of Sun Parasols, 'Red Emperor' boasts even more large flowers than 'Giant Crimson,' in a vibrant, bright red. The Sun Parasol Giant series boasts the biggest flowers (3 to 5-inches each), vigorous growth and superb disease resistance. These premium beauties are perfect for trellises and are the most heat-tolerant. Additional colors include 'Giant White,' 'Giant Pink' and 'Carmine King.'



#### Mandevilla 'Sun Parasol Pretty Deep Pink' and 'Sun Parasol 'Pretty Deep Red'

Double your pleasure with Suntory's Sun Parasol Pretty mandevillas. The series has expanded from two colors to four. Two new additions include 'Pretty Deep Pink' and 'Pretty Deep Red,' which join 'Pretty Crimson' and 'Pretty Pink.' The flower size is the same as the original Sun Parasol mandevillas, but the foliage is glossy, thinner and more vining. As a result, these plants offer superior branching, dense growth and the highest flower count. Pretty varieties are also more cold-tolerant.

## Perennials perform best in soil with STOCKOSORB®

Advanced HydroGel Technology



Maintain consistent soil moisture, reduce plant mortality and increase profitability. Plus, STOCKOSORB® stays at the root zone for up to three years, saving you more.

For a free consultation, call or contact our industry experts at [Stockosorb@evonik.com](mailto:Stockosorb@evonik.com).

**Evonik Corporation**  
2401 Doyle Street  
Greensboro, NC 27406, USA

PHONE 888 533-7764  
FAX 251 443-4872  
[www.Stockosorb.com](http://www.Stockosorb.com)

**STOCKOSORB®**  
Water + soil management

Evonik. Power to create.



## RELIABLE Ventilation Equipment Since 1937!

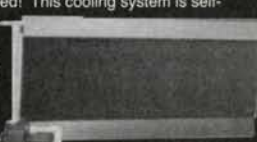


#### Quietaire's Angle Flow

Aluminum or Galvanized Angle design incorporates all of the excellent qualities of the standard box design plus it increases fan performance which lowers cooling costs.

#### Quietaire's Stainless Steel Trough Cooling System

No sump required! This cooling system is self-contained, highly efficient and has a long life expectancy.



#### Quietaire's HAF 18 Fan

Efficiently improve conditions in your greenhouse with horizontal air flow fans. The fans push air in greenhouse continuously causing mass air movement.



Rely on Quietaire to manufacture long lasting, low maintenance, durable and dependable ventilation products. The type of products that you can count on for years to come!

[www.quietaire.com](http://www.quietaire.com)

[info@quietaire.com](mailto:info@quietaire.com)

713-228-9421

or 866-228-9421

Fax 713-228-9425

505 North Hutcheson

Houston, TX 77003

# Quietaire





# GREEN HOUSE

## CONTROLS

*A solution to  
all your needs*



**HIGH-END**  
CONTROL SYSTEM



**ENTRY-LEVEL**  
CONTROL SYSTEM



**IRRIGATION**  
COMPUTER

# DAMATEX<sup>®</sup>



Tel.: 1-888-351-3345  
<http://www.damatex.ca>



### Terra Nova

#### *Agastache 'Kudos Mandarin'*

Cheery, bright-orange plumes that last and last as well as extra hardiness and a neat appearance all make 'Kudos Mandarin' a terrific addition to a sunny garden.

#### *Heuchera 'Galaxy'*

'Galaxy' has very large, thick, leathery foliage that's heavily variegated with spots of color on a dark background. The leaves emerge a startling bright-red, and turn darker as they age; the variegation on the other hand, grows lighter in color and more noticeable as the season progresses. 'Galaxy' loves heat and humidity, but performs well in cool climates too. It is 14 inches tall in flower.



### Thompson & Morgan

#### *Cosmos 'Pink Popsocks'*

Cosmos 'Pink Popsocks' joins 'White Popsocks' in this unique series. 'White Popsocks' is a unique mix of fully double, anemone- and single-white flowers on a compact, 24-inch tall plant. It is short enough for pot production but also has great garden performance.



#### **Rudbeckia Sahara Mix**

Meet a new rudbeckia mix with semi-double flowers ranging in color from caramel to a soft pinkish-red. As with other rudbeckia this mix exhibits has great heat tolerance and is good as an amateur cut flower. Plants will grow to about 24 inches and flower from mid-summer to frost. **GG**