

GROWER TALKS

May 2013
Volume 77 Number 1

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Dümmen's cutting-edge El Salvador cutting facility

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Employees at Dümme's Las Mercedes facility in El Salvador carefully take vegetative petunia cuttings. Read the full story of Las Mercedes on page 48.

Photo by Chris Beytes

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In celebration of *GrowerTalks*' 76 years in business, we'll occasionally feature an industry supplier to reveal little-known details about its birth, growth, challenges or successes. This month: Everyone knows Peace rose, the single most-popular plant ever introduced by Conard-Pyle. But few know of the strawberry that was their single worst introduction.
- 48 | **Kicking the Tires at Las Mercedes** | Story & photos by Chris Beytes
As a busy grower or retailer, you don't always have the time to travel to see the latest industry technology and trends. Which is why we at *GrowerTalks* consider it our duty to travel on your behalf to anyplace on the globe where horticulture is happening. One recent destination was El Salvador, in the center of Central America, to visit "Red Fox Las Mercedes," the newest offshore facility of German vegetative breeder Dümme.
- 58 | **20 Products That Will Help Your Bottom Line** | Compiled by Jennifer Zurko
We've found the latest products to help you save money on everything from labor costs and energy efficiency to adding a little time to your schedule.
- 68 | **Signs and Retail Displays** | by Gerry Giorgio
This six-part series from MasterTag will give you info for all of your frequently unanswered questions (FUQs) about POP and other marketing materials. Gerry offers good examples of how to merchandise your brand.
- 70 | **Conducting Onsite Greenhouse Trials** | by Paul Fisher, Rosanna Freyre & John Erwin
It's easy to run an onsite experiment in your greenhouse/field; however, it's hard to run a *useful* trial you can rely on to improve crop management practices. Being organized and following the scientific method are essential. In the Floriculture Research Alliance, we often help grower partners run onsite trials and have developed the following tips for a successful trial.

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A Friend Remembered
G. Victor Ball, Editor from 1949-1997

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GreenProfit Supplement Enclosed



PEST MANAGEMENT

74 | **Make Your Own Nematode Bubbler**

by Julie Graesch

The method you use to prepare and mix your application solution can play a large role in the efficacy of the nematodes. To maximize nematode viability while keeping nematodes suspended throughout the solution during application, your best option is air circulation.

CULTURE NOTES

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The Big 3: Downy Mildew, Botrytis and Thrips, Oh My! This is the time of the year when the "Big 3" problems tend to pop up and get out of control.

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I'll Take Scheduling for 1,000 It's all a big juggling act—making sure things are ready, and where they need to be, when they need to be.

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by Jessica DeGraaf

Grown more for its foliage characteristic than for its flowers, Glamouflage Grape is spectacular in monoculture pots or as an accent in mixed containers.

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A refined version of the original, Ligularia Bottle Rocket grows into a densely compact clump of very large, thicker leaves that stand up to the summer heat.

COLUMNS

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Reach Them When They Least Expect It Instead of wasting our advertising dollars on targeting the Generation X and Y consumer at Cole Gardens, we decided to attract young families to the garden center indirectly.

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"On this harvest moon ..." After looking at more than two dozen properties, Bob and Jen Borchardt became enamored with 35 acres in Viroqua, Wisconsin, nestled in the bluffs and valleys of land untouched by the moving glaciers for Harvest Moon Farms.

78 | **Growers Talk Business** | by Abe Van Wingerden

The Rush of Spring There's no bigger payout than an efficiency improvement in spring, so this is the best time to analyze your work processes and practices and make improvements.

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Be Crunchy Today's marketplace rewards risk. There are plenty of soggy businesses out there, but few crunchy ones.

FLIPSIDE



GP15 | **Hort Calendar**

Your guide to upcoming industry events.

GP24 | **Get To Know the Garden Celebrities** | by Ellen Wells

Just who are these local, regional and national gardening celebrities who are espousing the joys of landscaping and gardening to the masses? We spoke to just a few of them to find out what makes their flowers bloom.

GP32 | **A Happy Medium** | by Jennifer Polanz

Consumers these days are looking for manageable sizes and color, color, color with a side of fruit in their trees and shrubs. Here's how breeders and growers are serving it up.



▲ Ball Seed

Ball WebTrack helps you work faster, easier and smarter. Browse and order from the industry's broadest online inventory 24/7 ... anytime, anywhere. Reduce your paperwork as you manage orders, deliveries, invoices and statements electronically. Less time behind your desk and more time in the greenhouse! Best of all, Ball WebTrack is free. Log on at www.BallSeed.com to learn more.

Reader Service Number 150

Interested in products listed here? Turn to the Product Information card and insert the product's Reader Service number in the box in the lower right-hand corner. Mail it in, and we'll make sure the information is sent your way!



▲ Becker Underwood Inc.

Nemasys and Millenium beneficial nematodes help provide biological control of fungus gnats, Western flower thrips and shore flies. Beneficial nematodes are microscopic worms that attack and kill targeted insects, without affecting any other organisms. Used as a stand-alone program or in rotation with conventional insecticides, Nemasys and Millenium nematodes are naturally occurring, extremely effective and important tools in your IPM program for resistance management, worker safety and environmental responsibility.

Reader Service Number 151

▼ Suntory Flowers Ltd.

Suntory's compact version of Lofos is easy to grow and maintain, as well as naturally resistant to insects and diseases. Plants are self-branching and self-cleaning, significantly more compact, easier to handle and earlier to bloom. While the original Lofos in Wine Red and White trails to 7 ft., Lofos Compact Lophospermum reaches a length of 2 ft. Gorgeous flowering vine features elegant leaves and trumpet flowers in Compact Rose (pictured) and Compact White. Perfect in hanging baskets or cascading from patio containers. Reader Service Number 152



▼ Danziger "Dan" Flower Farm

Danziger has expanded its popular heat-tolerant Sun Harmony New Guinea Impatiens series with three new colors: Deep Orange (pictured), Pink and Violet. All varieties in the series feature highly branched, mounded habits with beautiful, large, rounded flowers. Blooming profusely and continuously from early spring through fall, they offer excellent garden performance in full sunlight or partial shade. Plants grow 10 to 12 in. tall and wide. Sun Harmony is a clear choice for gardening, containers and patio planting. Reader Service Number 153



▲ BioSafe Systems LLC

AXXE Broad Spectrum Herbicide is an organic certified, non-selective, contact herbicide labeled for greenhouses, nurseries, commercial turf and landscapes. AXXE provides a quick burn-down and doesn't volatilize or migrate through soil. AXXE biodegrades quickly, leaving no harmful residue behind. Control grasses and broadleaf weeds, mosses, liverworts and lichens. Tank mix AXXE with a compatible systemic herbicide for total weed control.

Reader Service Number 154



▲ Terra Nova Nurseries Inc.

Echinacea Big Kahuna has large, informal, honey-mango colored flowers that sit atop strong stems. The sweet scent of the flower goes right along with its Hawaiian name. Big Kahuna is perfect for garden borders and makes for a beautiful cut flower. It requires full sun and prefers to be moderately dry between waterings. With a sturdy, upright habit, its average size includes a 21-in. width, 20-in. height and 27-in. flower height. It grows well in Zones 4 to 10 and has a finish time from six to eight weeks. Reader Service Number 155

SMALL GIANTS

We're looking for our next set of small giants—products that choose to be great instead of big. Send us your product: ahykkila@ballpublishing.com