

American Nurseryman

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September 2011

Grass Marketing **SURVEY**

Also:
Invasives and the Industry
Tags on Labels
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September 2011

Selling Grass

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A recent survey tells us which grasses are best-sellers—and which could benefit from a little marketing boost.

By Mary Hockenberry Meyer

Invasive Plants and the Nursery Industry

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Nursery personnel are in a unique position to take the lead in the invasives debate.

By Alex X. Niemiera and Betsy Von Holle

Tagging Labels

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Plant labels are no longer a one-shot means of providing information. Adding QR codes takes the marketing tool to a whole new level.

By Sally Benson

IPM at Your Fingertips

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Clip and save this handy guide to biological and chemical controls to help you in your integrated pest management program.

An American Nurseryman Report



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On the cover:

Not surprisingly, 'Karl Foerster' feather reedgrass was ranked the No. 1 seller in a recent survey.

PHOTO COURTESY OF
MARY HOCKENBERRY MEYER

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Get Your New Plant
Introductions Form Here!



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Rosa 'BAlove' (Easy Elegance® Coral Cove)

Spiraea 'Tracy' (Double Play™ Blg Bang)



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American Nurseryman

2012

Hydrangea paniculata 'Renhy' (First Editions® Vanilla Strawberry™)

New Plant Introductions

SHOWCASE YOUR OUTSTANDING NEW PLANTS in the **December special issue** of AMERICAN NURSERYMAN. The highlight of the year, this annual issue promotes *your* new plant to thousands of your colleagues and customers. Plus, we're partnering with the National Green Centre to help you strut your stuff on the Sweet Melissa Fashion Show runway!

Alstroemeria 'Tangerine Tango'

Schyzachrium scoparium 'Jazz'

Berberis thunbergii 'Goruzam' (Golden Ruby™)

Hosta 'Tropical Storm'

Coreopsis 'Galaxy'

Cyperus papyrus Graceful Grasses™ King Tut®

Echinacea 'Flame Thrower'

If your fabulous plant will be available to the U.S. nursery trade in 2012, send us the info plus a full-color image. Each entry must be accompanied by a picture and a completed submission form, which can be downloaded at www.amerinnursery.com. Eligible plants include named trees, shrubs, perennials, ornamental grasses, groundcovers, aquatics and vines as long as they are new to the market.

As always, inclusion in this special issue is free. *American Nurseryman* reserves the right to limit the number of introductions published and to edit submissions for clarity. And please be sure to provide all the information requested on the form; we want to know everything about your plant.

What's your deadline? All submissions must be received by October 31st. Don't delay!

Submission forms and complete guidelines are available from the AMERICAN NURSERYMAN Web site at www.amerinnursery.com. Entry forms must be completed to be eligible. Mail to: New Plants, AMERICAN NURSERYMAN, Moose River Media, 28 N. Regency Drive East, Arlington Heights, IL 60004; E-mail to: newplants@mrpllc.com.

Quercus x bimundorum 'Midwest' (Prairie Stature®)

Sedum 'Chocolate Drop'

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