

GROWING MATTERS

December 2011

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Growing Matters is an informative newsletter for clients and associates of Jeffries Nurseries. It is published quarterly with the sole objective of assisting you in meeting the challenges of the nursery, garden centre and landscape industry.

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News Briefs

Liz Werner attended the FHOQ Expo in Saint-Hyacinthe, Quebec from November 16-18.

Philip Ronald presented a seminar titled "What is a Quality Shade Tree?" at the Green Industry Show in Edmonton.

Nursery representatives will be exhibiting at upcoming tradeshows in Fargo, ND (January 29-31) and Winnipeg (February 14-15).

Jeffries' 2011-2012 Reference Guide, Price List and Order Form are all available online at: www.jeffriesnurseries.com. Use the password: xxxxx to access protected files.

FROM THE PRESIDENT

We closed out our fall nursery season with very good October sales making up for some of the declines in spring due to weather and flooding. There is a measure of optimism for the prairie provinces, as livestock markets and natural resources are looking better. There is a strong housing market and some good landscape projects on the order book for our customers.

There is a buzz in the industry over some of the new plants we are listing including **Amber Jubilee**® Ninebark, which honours the Queen's Diamond Jubilee in 2012, the new Spire series of columnar crabapples, **Starlite**® and **Gladiator**® (Prairie Shade Nursery) disease resistant upright flowering crabapples and the new **Nobility**® White Ash.

There is strong interest in the latest roses in the Canadian Artists series: the new yellow flowered **Bill Reid** (spring 2012) and the uniquely, tri-coloured CA29 which will be released in spring 2013. We continue to expand our #1 potted perennials and grasses, a market which continues to grow.

Our new **2012 Northern Garden Collection Reference Guide**, P-O-P materials and updated tree poster are available to support your marketing endeavors. Our availability list is on-line and is being revised daily as we complete bare-root grading. As orders are being confirmed, you will receive notice of any changes that apply to stock.

The nursery office will be in Christmas shut down from December 21st to January 4th but we will still answer any urgent quote and phone messages. From the Ronald family and all our staff we extend our best wishes for good health and God's blessings in the year ahead.

Wilbert G. Ronald

**Merry
Christmas**

from all of us at



NEW FOR 2012



**COLD STARTED
PERENNIALS
IN ATTRACTIVE
1 GALLON
CONTAINERS**



The Value of Retained Fruit

By Philip Ronald

As we enter another prairie winter the value of retained fruit in deciduous trees cannot be overemphasized. For six months of the year these plants are denuded of foliage and we must savor other aesthetic features above the snowline. Retained fruit is an attractive food source to wildlife and definitely provides winter interest to human observers. The prominence of retained fruit is affected by its location on the plant, density (solitary vs. clusters), individual fruit size and colour.

Flowering Crabapple (*Malus*)

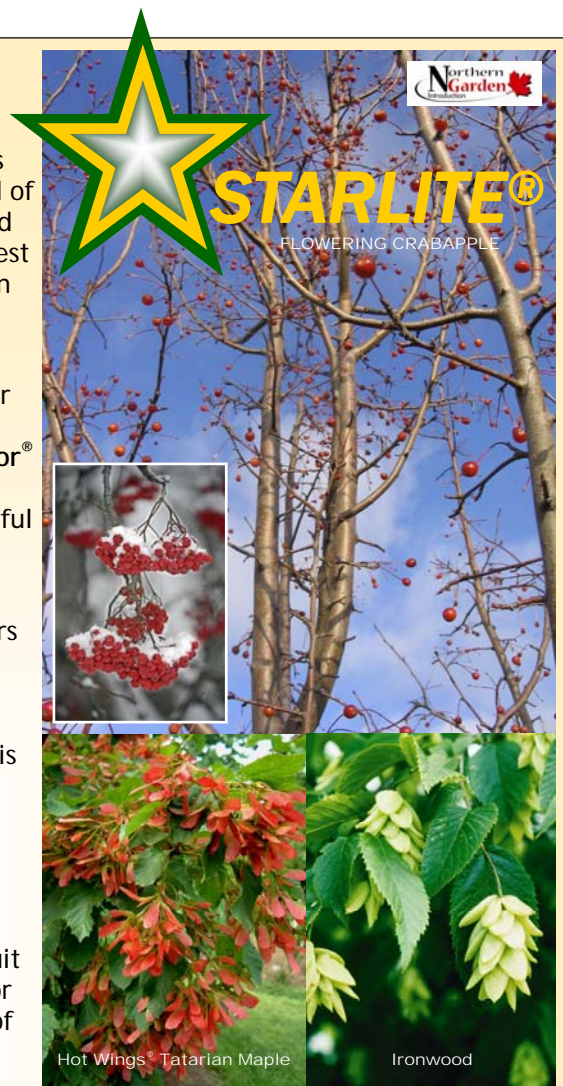
Renowned for their spring flowers, flowering crabapples are also valued for their retained fruit. Retention is the key, as older cultivars which drop their fruit in autumn often turn sidewalks into a layer of unwanted "jam". Starlite®, Gladiator® and Pink Spires are some of the very best examples of cultivars with retained fruit. Starlite® has tiny, bead-like fruits that hang from the branches like colourful Christmas ornaments.

Mountain Ash (*Sorbus*)

Like the flowering crabapples, Mountain Ash are smaller trees with spring flowers that turn into large clusters of colourful fruit. Showy Mountain Ash (*Sorbus decora*) offers exceptional cold hardiness and bright red fruit. Cultivars of European Mountain Ash (*Sorbus aucuparia*), including Black Hawk and Rossica, produce clusters of orange fruit. The density of fruit on a mature mountain ash is unmatched and is enjoyed by many species of over-wintering birds.

Dry Fruits

Hot Wings® Tatarian Maple is a showstopper in mid-summer for the wonderful colour contrast between foliage and fruit. Its unique fire-engine red samaras eventually turn brown but remain attached to the leafless branches throughout winter. Ironwood is a native species with interesting clusters of bladder-like fruit that are retained long after the leaves blow away. Paper Birch is well-known for its many retained seed catkins, pendulous cone-like structures each composed of hundreds of tiny seeds.



Silent Salespeople: Reward Yourself this Spring with P-O-P Materials

Jeffries Nurseries will reward the purchases of our customers with points that can be redeemed for an outstanding selection of Point of Purchase materials. These "silent salespeople" are extremely valuable in the garden center and will increase sales while saving your company time. For 2012, we will use the following formula based on your spring purchases of container-grown product (includes shade trees, shrubs, vines, roses, evergreens, fruit trees, small fruit and all herbaceous perennials):

Pre-tax purchases of \$20000 +	8500 P-O-P points
Pre-tax purchases of \$17500 - \$19999	7500 P-O-P points
Pre-tax purchases of \$15000 - \$17499	6500 P-O-P points
Pre-tax purchases of \$12500 - \$14999	5500 P-O-P points
Pre-tax purchases of \$10000 - \$12499	4500 P-O-P points
Pre-tax purchases of \$7500 - \$9999	3500 P-O-P points
Pre-tax purchases of \$6250 - \$7499	2500 P-O-P points
Pre-tax purchases of \$5000 - \$6249	2000 P-O-P points
Pre-tax purchases of \$3750 - \$4999	1500 P-O-P points
Pre-tax purchases of \$2500 - \$3749	1000 P-O-P points



Order Your P-O-P Materials for
Spring 2012 by February 1st

www.jeffriesnurseries.com/POP Order Form.pdf

Our Point Of Purchase materials are offered in the following formats:

- SIGNS:** Full colour, 11" x 7" signs with a glossy, weather-resistant finish. Each sign features plant name, description and photographs of the whole plant and foliage or flowers. Designed to complement our retail plant stands. Available for every plant we sell! (60 points or purchase for \$3.00 plus taxes)
- POSTERS:** Weatherproof, 11" x 17" Corex construction with common name and photographs of the whole plant and flowers. Available for Northern Garden Introductions, Firecracker Chrysanthemums, Canadian Artists/Parkland and Explorer Roses, Morden Monarda and all new plant listings for 2012. (100 points or purchase for \$5.00 plus applicable taxes)
- REFERENCE GUIDES:** 35 copies of our acclaimed 2012 Northern Garden Collection Reference Guide. In addition to providing details and photos for the plants we sell, this 100 page full colour book features information on pruning, pollination and a selection of landscape plans. (2625 points or purchase for \$131.25 plus applicable taxes)

Please note that signs and posters may be ordered only for corresponding nursery stock items purchased from Jeffries Nurseries. P-O-P materials will be shipped free of charge with your spring order or we can arrange for earlier shipment at your cost.

Go Big and BIGGER

By Michel Touchette

As a manager I am always studying the market place to identify new trends. Trends at times are easy to spot, however it is critical to comprehend the underlying reasons for why a trend is gaining popularity. This understanding allows us to separate a trend from a fad. A trend tends to have a longer shelf life than a fad. As a grower you would rather invest in a trend than a fad.

In the past ten years retail customers have been shifting their preference for shrub size toward big and bigger. As a grower I remember where 50% of our container production was in 1 gallon, then the 2 gallon became the norm.

With the arrival of the box stores, the market place has changed. The box stores have promoted the 1 gallon with a very attractive price to get noticed and the independent garden center has chosen to promote the value of a 2 gallon shrub to differentiate themselves from the box store.

The market place never remains static and soon 5 gallon shrubs appeared at the garden center. At the garden center the 2 gallon price moved toward the \$25-30 range in certain markets making the 5 gallon at \$35-\$40 a good value. During the same period the box stores adopted the 2 gallon size as their standard.

What are the underlying reasons for this big and bigger trend for shrubs? Who is fueling this appetite in the market place? The reason - the young professional homeowner, who has more disposal income and wants an instant landscape. They view owning a particular house for a 3 to 5 year period rather than their parent's 10 to 20 year time frame. They tend to be time-poor therefore the concept of watching a tree grow over the years is not in their culture, and they see plants from the perspective of decoration. The big and bigger trend does not apply only to plants; go in your living room and measure your TV.

Now **Diabolo Ninebark** and other shrubs in a 10 gallon containers with mature height and width are showing up at many garden centers and box stores. This is a new phenomenon where the box stores may in fact initiate a new trend in the industry. Why buy three 2 gallon Diabolo Ninebark to cover an area where only one 10 gallon is now necessary?

Within a period of 10 to 15 years the market has switched from a 1 gallon shrub at \$7.99 to a 10 gallon plant at \$65-\$80. Would anyone have dare predicted this phenomena 10 years ago??? Could I interest you in some 10 gallon shrubs by mid summer of 2012?



Why buy three
2 gallon Diabolo
Ninebark to
cover an area
where only one
10 gallon is now
necessary?



Planning for 2012? Where did 2011 go?

By Elizabeth Werner

Here we are with a new year about to begin and we are all scratching our heads thinking, where did the year go? For most of us in this industry by mid-July we fantasize about the time of year when we've winterized our stock, cleaned up our messes, and closed that greenhouse door for the season and let out a sigh of relief, thankful we survived another year.

I find that the nursery business is much like the fashion industry. We are always planning for one or two seasons ahead of the one we are in now. It becomes a juggling act and sometimes we drop the ball. Who wants to think of ordering annual plugs for the upcoming year when we just filled the compost pile with the stock that was left over from the current year? Who can place an order for container trees when you just covered your stock for the winter all the while thinking, how much of this do I still have left?! Even in a good year it's hard not to be disheartened when we think that after the physical tasks are taken care of we have to sit down and spend time planning the future.

Placing an order for next season can be a daunting and intimidating task. What you order now often sets the pace for a year of which you have no clue what's in store. Sometimes the varieties to choose from are endless. Yes, I'm going to say it - how many more hydrangeas do we really need? It's very easy to feel cynical when we build our order, but in reality offering choice to your customers is vital and expected in today's market. So remember, you may not like the qualities of certain plants but your customers may think otherwise.

If you feel you don't even know where to start when making your selections, simplify your technique on how you order. I like analogies because they often simplify a complicated situation and help me break down components that when left together can be overwhelming. So I'll use one here...

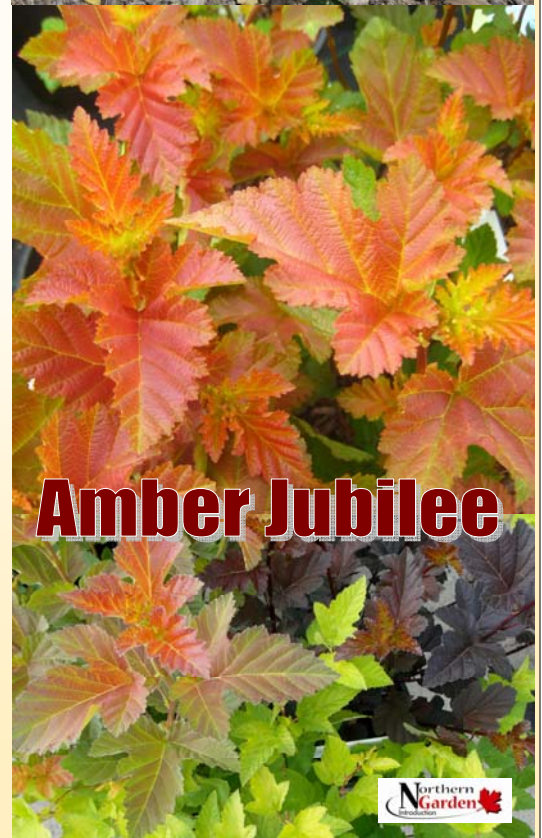
When you make a grocery list you always start with the staples like milk and bread, then the meat and potatoes, then it's the snacks and then you check the flyers for features. The same technique can be used for ordering plants. You know your "best sellers", so start with them. Next, your "meat and potatoes" - species like Spirea, Ninebark, and Ash. This category represents all the solid and reliable varieties that are unquestionably hardy to your zone, have mass appeal, relatively low maintenance and show well no matter what time of the growing season. Finally, your "snacks", this is where you get to be creative! Offering a broader choice of the "meat & potatoes" family, and items like top-grafted standards, hobby trees, and that Genista which shines in June.

Don't forget those flyers, they are very important - your new introductions for 2012! Just think of your customer's reaction when they enter your greenhouse in May blanketed in lush greenery and view the vivid apricot yellow blooms of new roses like **Bill Reid**[®]. The new plant category often generates the most questions regarding plant care and also is a key component of your spring and early summer sales. The general public won't knock your doors down in May for the **Ivory Halo**[®] Dogwood because they know they can find it in August, but they will expect to see **Amber Jubilee**[®] Ninebark on your yard the moment that winter's snow is gone.

I will leave you with this thought...When you think of your selections pick one or two cultivars that have strong visual quality (even if only for a short time) and will put on a spectacular show in a featured display in your garden center. A single, jaw-dropping display will be more effective than several ho-hum displays dappled throughout the garden center. Bold color blocks and adding whimsy are solid draws for the general public. Between now and April you have time to think creatively and collect the necessary props- so go for it!



Bill Reid



Amber Jubilee



Visit our booth at the
Manitoba Green Show
February 14th to 15th, 2012
Victoria Inn, Winnipeg

