

GROWING MATTERS

Oscar Peterson Rose

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*Proudly serving northern gardeners
since 1982*

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News Briefs

The NDNGA convention and trade show will be held at the Ramada Plaza Suites in Fargo, N.D. on January 25th and 26th. More information at www.ndnga.com

Landscape Manitoba is hosting a 1 day educational event in Winnipeg on Thursday, February 25th. More information coming soon at www.landscapemanitoba.com

Jeffries' 2016 Reference Guide, Price List and Order Form are all available online. Use the password: xxxxxxxxx to access protected files.

From the President

How quickly another year is closing as we plan for the year ahead.

The staff are busy confirming orders, completing bare-root grading and maintaining and modifying 40+ major pieces of equipment and 80+ trailers we use in the nursery. As a company, we spend time reviewing sales, preparing future production plans and allocating space in our fields and container pads.

Trends and demands are not easily interpreted and although some shortages are showing up in junipers and tree liners, these shortages take time to fill. Some nurseries have been reluctant to increase production due to rising minimum wage (i.e. \$15 USD promised in Oregon), the memories of oversupply as recent as 3 years ago, and the production lag for liners (1 year for rootstock and 2 more to grow a two-year top). Even Manitoba, with its small production is not immune from the larger marketplace. We will cautiously move forward with some expanded propagation of trees and shrubs while holding fruit trees stable.

We will have several new introductions in the next two years which are the culmination of many years work in R & D. The choice of a tree or shrub for Canada's 150th anniversary has not been determined even though it has been discussed by many tree-lovers and nurseries. We think a flowering crabapple or maple could generate the most interest while also being the most available plant in the nursery inventory. What do you think?

Our office will be closed for its usual seasonal shutdown from December 18th until January 4th but urgent requests will be given attention. From all the Ronald family and staff, we wish you a joyous holiday season and God's blessing as you gather with family and friends.

Wilbert G. Ronald

*For unto you is born this day in the city of David a Saviour,
which is Christ the Lord. Luke 2:11*

**Merry
Christmas**

from all of us at



OUR TOP SELLERS IN 2015





"Together we can do so much"

By Michel Touchette

This motto appeared on every Never Alone Rose picture label and is a founding principle for the Never Alone Foundation. Together, nursery growers from across Canada, our national association CNLA, the Never Alone Foundation and CFL Alumni players, supported by the garden centers and major retailers accomplished "so much". By collecting \$1.00 for every Never Alone Rose sold in 2015, \$48,000 was raised for the Never Alone Foundation.

On October 28th at the annual Never Alone Foundation luncheon I had the honor to present a cheque for \$48,000 to the Foundation. We were privileged to have rose breeder Larry Dyck from the Morden Research Station, attend the luncheon and participate in the presentation.

"Together we can do so much" was proven true and once again demonstrated our abilities to accomplish "so much" when we coordinate our efforts toward the same goal. This principle is true for a national campaign, our businesses and our families.

Reward Yourself this Coming Spring with free P-O-P Materials

Jeffries Nurseries rewards your purchases 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. Order your P-O-P Materials for spring 2016 by February 1st at www.jeffriesnurseries.com/POP_Order_Form.pdf

1. **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 plus taxes)
2. **POSTERS:** Weatherproof, 11" x 17" Corex construction with common name and photographs of the whole plant and flowers. Available for all of Jeffries' Northern Garden Introductions, Firecracker Chrysanthemums, Canadian Artists/Parkland and Explorer Roses, Morden Monarda and all new plant listings for 2016. (120 points or purchase for \$6 plus taxes)
3. **REFERENCE GUIDES:** 48 copies of our acclaimed 2016 Northern Garden Collection Reference Guide. In addition to providing details and photos for the plants we sell, this 100 page book features information on pruning, pollination and a selection of landscape plans. (3600 points or purchase for \$180 plus taxes)



My year in review

By Pete Van Vliet

Since September 1, 2014 I have been honoured to be working with Jeffries Nurseries. In the one year that I have been on staff, I have made some awesome new friends!! It's been busy, learning the ropes while on the road, but I have fantastic support! I appreciate all the help and advice I get from everyone, whether its my co-workers or you, our customers. I have learned so much from all of you, and love the thought of learning more!

My first introduction with many of you, was at the trade shows last year. Those, to be honest, were awkward moments for me. Understandably, people tend to gravitate towards Michel Touchette, Wilbert Ronald and Andrew Ronald for their knowledge in the industry. This year is most definitely better for me! Everyone has been very warm and accepting of me as their sales rep! It's so nice to be able to recognize everyone at the trade shows now, and to be able to have great conversations with you! Thanks so much, from the bottom of my heart!!

With winter upon us, my role is a bit different from the fast paced summer schedule. Instead of driving across this beautiful country, I will be working from home. The shift from road trips is well under way, with spring bookings and confirmations for 2016. I will also be re-mapping my most efficient route to visit clients next season, as my territory now also includes western Manitoba. More friends to be made!!

My plan for the 2016 season is to pay attention to the "how" and "why" of garden centers operations, and write up what I have seen. I hope to be able to share different ideas and efficiencies that work for certain people, in order to help the industry as a whole. Some of what I would like to learn:

- *How long have you been in operation?*
- *How do you retain great staff?*
- *How do you draw customers in during the summer?*
- *Is social media a major part of your advertising? Which social groups are most beneficial?*

Wishing everyone a safe and happy winter season, and looking forward to 2016 with bright optimism!

Pete