

Growing Matters

Quickfire Hydrangea

July 2009

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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

You can view our updated container availability list and colourful [Picks of the Week](#) online.

We are offering bi-weekly shipments to Alberta and Saskatchewan over the summer months. There are five remaining ship dates: July 14 & 28, August 11 & 25 and September 8.

After 5 years with the company Rachel Giesbrecht is phasing out of her office staff position while Kerri Vandenberg has begun training to fill the position. We will miss the friendly presence of Rachel who has contributed so ably to company growth.

Our 2010 Wholesale Catalogue and Reference Guide are in the development stage and should be sent out in early September.

From the President

We have had a pretty good year up to July 4th when I am penning this column. Sales are down slightly from 2008 but we did regain some of this with our June shipping and the better weather for landscape contractors. Growing conditions have been good for moisture but a frost and cooler weather have held back growth until warmer weather arrived in late June. We are completing our potting and spacing of container stock and in our field operation we are staking our budded liners, cultivating and irrigating. There always seems to be work for the 35+ employees that we carry at this time of the year.

There are some changes in our family as Philip has moved to a fruit growing (saskatoon berry) farm nearby and will reduce his time at the nursery to 50% or so. Shawna is expecting her second child any day and will also be working reduced hours. However in this day of computer links she is able to carry on her essential duties of payroll and accounting from home. Thankfully we have some very capable staff and this enables us to continue to service our customers with very little disruption. You probably agree that a family business has its good measure of twists and turns as we move forward.

Now that the potting is mostly complete, Michel will be visiting a number of you and looking at your operations and programs for next year. Our 2010 catalogue is in preparation and our inventory is being updated on our web site. We hope it has been a good year for each of you and we look forward to the balance of the growing season.

Wilbert G. Ronald

Tor Spirea



**Champlain
Rose**

Check our updated availability list at www.jeffriesnurseries.com

Michel's Ramblings

By Michel Touchette

When I asked my good friend Garfield Marshall (Advance Orchards, Grand Forks, B.C.) to summarize this spring he stated, "This Industry is simple - it is weather related - way, way more than economically related." "Weather was the major hit, not the economy" offered David Hiebert from Lacoste Garden Center in Winnipeg. From the eastern prairies to the Rockies most garden centers would likely agree.

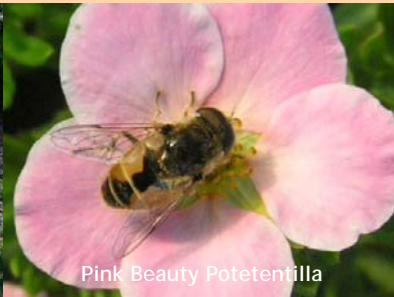
Even though the weather was uncooperative, customer appetite for our products remains strong. Kent Mulholland from Patmore Nursery in Brandon, Manitoba mentioned the birth of a landscaping renaissance in small towns. Customers are taking advantage of government programs to remodel their outdoor living space, replace windows and complete other home improvements. Home landscape improvement and the perception of a poor economy, garden centers have experienced increased sales of vegetables, fruit trees, and small fruit; all part of the "cocooning phenomenon".

When I visited garden centers in the Toronto area in mid-June the trend was "the number of visits to the garden center are up but the number of sales transactions is down". Some prairie garden centers are also sharing this observation. Are the transactions per visit slightly down because customers are simply visiting more outlets? Some garden centers are reporting the annual pack sale is stable or declining but gift wares and large annual baskets are up. Are customers purchasing annual packs somewhere else (no names mentioned) or has a shift in purchasing habits taken hold.

Very interesting times we are living and I hope like myself you are able to enjoy a few days off in the coming weeks. After all the Prairie summers are short so lets enjoy them!



Tor Spirea



Pink Beauty Potentilla



Alexander Mackenzie Rose



Coronation Triumph Potentilla

A Spring Review of the WNGG Tree Trial

By Philip Ronald

In May of 2008, 92 cultivars and species of shade trees were planted at the Jeffries' Young farm as part of the WNGG's regional trial. After a summer of establishment, they faced their first prairie winter with low temperatures exceeding -40 C. An assessment of the trial this spring revealed a number of cultivars that lack sufficient cold hardiness for the prairie region (specifically southern Manitoba). Trees of these cultivars showed extensive winter kill at the Portage trial site and will not recover.

Acer - Autumn Flame Red Maple

Acer - Sensation Boxelder Maple

Aesculus - Fort McNair Horsechestnut

Fraxinus - Autumn Blaze White Ash

Maackia - Summertime Amur Maackia

Malus - Dreamweaver Crabapple, T-1

Quercus - Regal Prince Oak

Sorbus - Cardinal Royal Mountain Ash

Syringa - Beijing Gold Tree Lilac

May 2009 saw the addition of another 70 tree cultivars to the trial site, many donated by nurseries in Canada and the U.S. We are confident there will be some surprising "graduates" in the years ahead.

SUMMER SPECIALS

Froebelli Spirea #2

Tor Spirea #2

Champlain Rose #2

Alexander MacKenzie Rose #2

Pink Beauty Potentilla #2

Coronation Triumph Potentilla #2

On sale until the end of July

10+ price: \$8.40 each

50+ price: \$8.25 each