

GROWING MATTERS

Vanilla Strawberry Hydrangea

July 2010

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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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FROM THE PRESIDENT

Our early spring shipping ended on a positive note with garden centers reordering and good movement of perennials. Container tree sales were strong while wire basketed trees were off a little. The variable weather gave two or three strong sunny weekends and about the same number of slower rainy weekends.

The end of June marks the completion of our spring potting program and our container growing pads are looking very good with some spring-potted stock already saleable. Our staff have worked hard to complete potting of approximately 200,000 units of trees & shrubs and to maintain the 200 acres of field production.

Over the next few weeks we will be finishing our 2011 Wholesale Listing and brochures for several new plant introductions. This is an exciting time as new cultivars make their way through selection, propagation and production and onto the pages of our catalogue.

One new plant you will be hearing about is **Amber Jubilee**, a distinctive new ninebark with amber red spring foliage. This cultivar was featured in a planting by Queen Elizabeth when she visited Manitoba on July 3, 2010. Developed by Rick Durand here at the nursery, Amber Jubilee represents a unique foliage colour in the strong selling ninebark group. We were honoured to be approached by the Manitoba Government for a new plant to commemorate the Queen's visit and upcoming 60th Jubilee in 2012.

We will be looking to visit with summer sales visits and to hear if your spring season lived up to expectations.

Wilbert G. Ronald



Amber Jubilee®
Ninebark

Biweekly Shipping Schedule

Week 4

Order by 10 AM CST, Monday, July 26

Loads: July 27 In SK: July 29 In AB: July 30

Week 5

Order by 10 AM CST, Monday, August 9

Loads: Aug 10 In SK: Aug 12 In AB: Aug 13

Week 6

Order by 10 AM CST, Monday, August 23

Loads: Aug 24 In SK: Aug 26 In AB: Aug 27

Week 7

Order by 10 AM CST, Tuesday, September 7

Loads: Sept 8 In SK: Sept 9 In AB: Sept 10

Coming this spring...a new addition to a fantastic series!



Firecracker Mums

A Brush with Royalty

By Philip Ronald

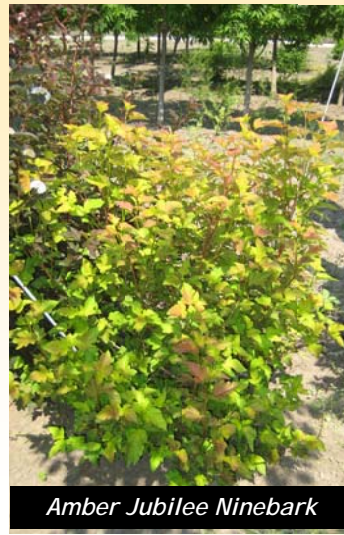
This month a new plant introduction from Jeffries Nurseries received royal acclaim. During a visit to Winnipeg on July 3rd, her majesty Queen Elizabeth took part in the ceremonial planting of a new shrub created in her honour and named the **Amber Jubilee Ninebark**. Amber Jubilee Ninebark was named in honour of Queen Elizabeth's upcoming Diamond Jubilee in 2012.

In a marketplace with many new ninebark cultivars, Amber Jubilee stands out as truly unique. It is distinct from the profusion of purple-foliaged ninebarks such as Center Glow, Coppertina, Diabolo and Summer Wine. Its golden-orange foliage is also an improvement over long-time cultivar Dart's Gold.

Amber Jubilee offers a kaleidoscope of foliage colours throughout the spring, summer and fall. It's new growth takes on shades of yellow and orange in early-summer (see photo on page 1) before turning purple in the fall. Foliage on mature sections of the plant is lime-green. Annual pruning of the stem tips will cause this plant to look its best.

A seedling of the cross 'Diabolo' x 'Darts Gold' Amber Jubilee was selected by Rick Durand during his time at Jeffries. It was the lone golden-foliaged seedling in a population of expected purple-leaved seedlings. Propagation is currently underway with the view to promote this new cultivar to garden centers and landscapers.

A plaque was unveiled at Manitoba's legislative building to mark the significance of this new plant. Amber Jubilee will also symbolize the 500,000th tree planted in Manitoba's Trees for Tomorrow Program. Jeffries Nurseries will offer container-grown stock of Amber Jubilee Ninebark this coming spring.



Amber Jubilee Ninebark



Fall foliage

Spring foliage



Queen Elizabeth planting specimen of Amber Jubilee in Winnipeg on July 3rd, 2010

Grower's Corner

By Michel Touchette

Spring is over; hopefully we have retained most of our sanity (every year I have less to lose). Our potting program is 95% completed with some 1 or 2 gallon stock requiring shifting up. Our Mexican crew is busy pruning shrubs for compactness and trees for good structure and balance. One quickly realizes the many facets involved for quality products: growing media, spacing, fertilizer, pruning, and weather to mention a few.

Many customers across the prairies were surprised at the amount of winter kill this past year. Perennials seemed to have suffered the most, but woody plants such as barberry, weigela, maple trees and even mature Green Ash showed serious winter kill. Do you remember a mid October night where the night temperature dipped into the range of -10 C to -15 C ? At this particular period most plants had not completed their fall shut down process. Consequently the plants were caught with lots of free water within their vascular system which froze damaging the cells. This is my personal opinion, but I clearly remember the days following this deep freeze and looking at the trees with freeze dried leaves hanging and never showing any fall color.

Finally a top-dressing, slow release fertilizer is available with the ability to stick to the surface of the growing medium. This will improve plant growth and reduce the amount of leaching into our environment. It is a win/win/win situation: improved plants quality, friendly to the environment and creating satisfied customers. For more information, check out: "Osmocote Pro with Fusion Technology, 19-6-9".

The Morden Rose program is to continue under the direction of C.N.L.A. (Canadian Nursery Landscape Association). Over 20,000 rose seedlings will be evaluated in the quest for potential new introductions. Some of the rose seedlings will be used in a breeding program at Vineland, Ontario. Advanced containerized rose selections stored at Morden Station are being grown at several Manitoba nurseries. I have never seen so many yellow roses. Are they cold hardy, disease resistant, with good plant form? - It's too soon for comments.

The Canadian Artists Roses Growers Consortium is selecting the next rose introduction by mid-September. Do you have a suggestion for a name? My personal guess is that the next rose selection might have bi-colour or tri-color blooms. More news will be coming soon!

