

GROWING MATTERS

Center Glow Ninebark

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*Proudly serving northern gardeners
since 1982*

**P. O. Box 402
Portage la Prairie, MB.
R1N 3B7**

**Toll Free: 1-888-857-5288
Fax: (204) 857-2877
e-mail: jeffnurs@mts.net
www.jeffriesnurseries.com**

Office Contacts

President

wilbert.ronald@jeffriesnurseries.com

Sales Manager

michel.touchette@jeffriesnurseries.com

Accounts / Inside Sales

shawna.ronald@jeffriesnurseries.com

Field Manager

andrew.ronald@jeffriesnurseries.com

Reception / Order Entry

candice.perkins@jeffriesnurseries.com

Research / Marketing

philip.ronald@jeffriesnurseries.com

News Briefs

Jeffries Nurseries has a position available for a western Canada sales representative. Details are available under "What's New" at our web site: www.jeffriesnurseries.com

Each week over the summer, our web site is updated with fresh **Picks of the Week** and new availability lists for your convenience. You can also access an availability list with pricing.

Jeffries' 2014 Reference Guide, Price List and Order Form are all available online. Use the password: xxxxxxxx to access protected files.

From the President

Throughout the prairie region it has been a late spring with many of our customers getting a late start. We were able to complete our spring tree digging and are just now finishing up our potting of shrubs and have moved to propagation. Evergreen sales have been strong this spring as our northern stock wintered well. We still continue to see less adapted spruce tree strains coming in from the west coast and a winter like we had has shown the value of prairie-grown adapted strains. In our fields, the winter kill was limited to Autumn Blaze® maple which is more of a zone 4/5 plant and for which we are working on a replacement more suited to zone 2/3.

We are in the throes of constructing additional areas for our larger potted trees. This area will have a more automated efficient watering system and individually staked trees with lots of growing space. We also constructed a new holding area for wire basketed trees which enables in-ground storage of several hundred trees for summer landscape sales. Both of these areas have room for future expansion.

We continue to see a strong interest in new introductions such as Parkland Pillar® birch, Campfire® rose, and Amber Jubilee® ninebark. All three cultivars lead sales in their respective categories in our company. We continue to see the market grow for Starlite® flowering crabapple and the new columnar cultivars: Emerald Spire® and Purple Spire® crabapple.

You are invited to our Customer Appreciation Day on August 15th. We will show plants and growing systems that will help grow your business. Our sales staff plans to visit many of you over the summer and fall. We continue to search for additional sales staff and will update you as to any new developments.

Wilbert Ronald



*Annabelle
Hydrangea*

NEVER
ALONE
ROSE

"A rose
with a cause"

Available
spring 2015



**Northern
garden
Collection**

Stable Growing

Amaroo boxes allow nurseries to container-grow caliper trees up to 2.5" in diameter and 10 to 12 feet tall (depends on variety). Jeffries' tree boxes have an inside diameter of 21" wide and 16" deep (volume approx. 25 gallon). Each box has an easy grip on top for carrying. On the inside of each pot, multiple root directors help to avoid root circling.

This summer Don Hofer has been working on a new system to ensure the stability and proper spacing of Jeffries' tree boxes. A combination of wooden posts, taut guide wires and individual tree clips guarantees that each of these trees will look its best on delivery. A smaller version of this system may be relevant in garden centers. Customers will have a chance to view this new area at the appreciation day planned for August 15th.



Tree Box Growing Area
June 27, 2014

Lessons from the past winter

By Michel Touchette

The winter of 2013-14 was the coldest and longest since 1898 according to the Winnipeg Free Press. No one would disagree with this statement. Over 1,000 Winnipeg homeowners had frozen water supply lines, meaning the frost line was 6-8 feet below the surface. Despite the relative warmth of recent weeks, some of these homes have yet to see water flowing into their homes.

Our customers who own and operate garden centers are sharing with us the fact that the numbers of plants replacements are above average this spring again reflecting the severity of winter. Early tabulation by the garden centers suggests that the use of prairie-grown nursery stock led to fewer replacements. Many factors come in to play for plant hardiness: winter average cold temperature, amount of snowfall, proper fall shut down, fluctuating cold temperatures after growth initiation, plant location within a yard site, rootstock selection and the genetics of a plant.

Let me give you an example: Autumn Blaze® Freeman Maple rooted under sod in a backyard in Portage la Prairie versus the same sized tree field-grown at Jeffries Nurseries rich river soil 5 km away. One survives while the second is winter killed. Guess which one? Unfortunately the enriched field soil prevented the Autumn Blaze® Maple from a proper fall shut down. When combined with the frigid intensity of a test winter, the results were disastrous. While Autumn Blaze® can survive in the landscape in zone 3, it is at best a zone 4 cultivar for B&B production.

Jeffries Nurseries remains a humble student of Mother Nature despite all our years of experience. This past winter some of our container fruit trees experienced winter damage. Our pooled knowledge suggests improper fall shut down combined with our overwintering blanket system. For fall 2014, our watering practices will be monitored more diligently and a double blanket is being considered for overwintering protection of some areas.

I believe it is time for our industry to have an honest discussion concerning hardiness zone classification. Many new trees and shrubs have been introduced in the last five years with limited hardiness testing. Jeffries is addressing this concern by continuing the WNGG tree cultivar trial and establishing a extensive shrub cultivar trial to collect the necessary hardiness information. All of our customers are invited to see both trials at our Customer Appreciation Day on Friday, August 15th, 2014.





CUSTOMER APPRECIATION DAY

August 15, 2014



On August 15th, Jeffries Nurseries is pleased to host an Appreciation Day for wholesale customers. This event represents an excellent opportunity to visit our growing facilities and network with industry partners. At company headquarters, tours will be offered of new greenhouse and growing areas. Customers will be able to view recently developed areas for growing trees in Amaroo box pots and storing trees in wire baskets.

In addition, a field tour to Jeffries' Young farm will provide an opportunity to view new plant introductions, Jeffries shrub cultivar trial and the WNGG tree cultivar trial. The shrub trial installed over the last two springs features 150 new and commonly used deciduous shrubs for the prairie landscape. The WNGG trial has been expanding since 2008 and many conclusions can now be drawn as to the usefulness of particular cultivars in our climactic zone.

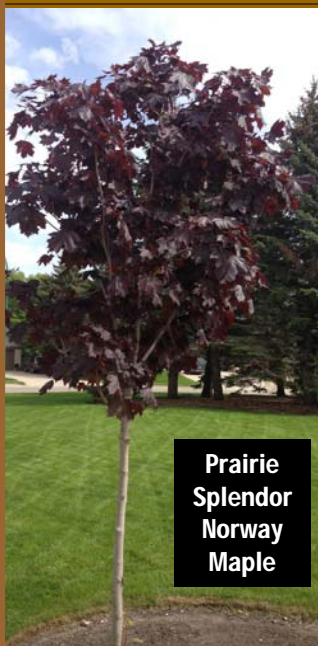
In the middle of the day join us for a tasty lunch served at company headquarters. Over the lunch hour, take time to browse a colourful selection of new and soon-to-be released plant material. Plan to participate in a lunchtime discussion of "Plant Hardiness". Learn the science behind cold hardiness, listen to comments from a garden center manager and bring forward your own opinions on the matter.

Finally, Jeffries Nurseries is pleased to offer a special one-day discount of 20% off regular wholesale prices on select items for orders placed in-person at this event. Please take a moment to confirm your attendance by filling out the enclosed postcard and returning it to us by August 5th. Don't forget to bring your camera and your notepad!

9:00 am	Registration and light breakfast	
9:30 - 11:30 am	<u>Tour Group 1</u> - Greenhouse & Facilities Tour (30 minutes) - Container Tour (30 minutes) - Tree Box area (30 minutes)	<u>Tour Group 2</u> - Young Farm Field Tour (30 minutes) - WNGG Tree Cultivar Trial (30 minutes) - JNL Shrub Cultivar Trial (30 minutes)
11:30 - 1:00 pm	<u>Lunch</u> - Discussion panel on Winter Hardiness - Browse new plant displays - Order submission (20% off select items)	
1:00 - 3:00 pm	<u>Tour Group 2</u> - Greenhouse & Facilities Tour (30 minutes) - Container Tour (30 minutes) - CNLA Roses (30 minutes)	<u>Tour Group 1</u> - Young Farm Field Tour (30 minutes) - WNGG Tree Cultivar Trial (30 minutes) - JNL Shrub Cultivar Trial (30 minutes)
3:00 pm	Order submission & pick-up / adjournment	



Inferno® Sugar Maple



Prairie Splendor Norway Maple



Nannyberry Treeform



Amber Jubilee® Ninebark Treeform



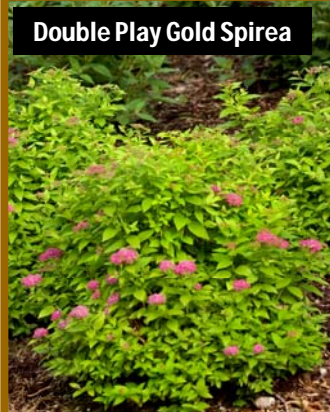
Phantom® Hydrangea



Strawberry Sundae® Hydrangea



Bloomstruck® Hydrangea



Double Play Gold Spirea



Golden Glitter Spirea



NEW PLANT LISTINGS FOR SPRING 2015



Never Alone Rose



Debbies Gold Apricot



Indigo Treat Haskap



Red Mammoth Raspberry



Evening Glow Lily

