

# GROWING MATTERS

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*Proudly serving northern gardeners  
since 1982*

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## News Briefs

Andrew and Georgia Ronald welcomed their third child, Matthew George, on February 16<sup>th</sup>.

Pete Van Vliet attended LANTA's annual spring workshop and awards banquet in Calgary on March 11<sup>th</sup>.

Jeffries' 2014-2015 Reference Guide, Price List and Order Form are all available online. Use the password: xxxxxxxx to access protected files.

## From the President

It is good to step back from the daily inputs of greenhouse start-up and our 'full out' spring days. Our company belongs to the AmericanHort organization which evolved out of the American Nursery Landscape Association and the Professional Flower Growers. They publish a monthly newsletter from which I gleaned a few insights to share this quarter.

1. The newest consumer segment known as 'Milleniums' wish to associate our industry under the terms of 'Plant Lovers' rather than 'gardeners'. Seems the term 'gardeners' carries the thought of work whereas 'Plant Lovers' carries the thought of fun! I am not suggesting we rename our retail stores 'Plant Lovers Centre' but it is a thought we should emphasize more in advertising and approach to consumers.

2. A second insight from AmericanHort is a take-off on the climb and descent of Mount Everest. Apparently 80% of deaths happen on the way down after the climb is completed, not on the more difficult ascent. The application is that many successful businesses can fail due to exhaustion, euphoria, failure to plan and complacency or relaxation. Just like a climber who has conquered his goal, the business owner must keep focused and sharp for the changing conditions of business.

3. Now for an insight from our own company. We have been putting together ideas to generate traffic at a time when the increasingly popular Hydrangea's are at their best (July 15<sup>th</sup> - Sept 15<sup>th</sup>). Michel has written in this newsletter about some ideas to increase traffic flow to your garden centres during this critical period which can greatly increase impulse purchases of summer-flowering hydrangea. Perhaps you can adopt some of these ideas. We offer our full support and will help you with vibrant, fresh summer stock to make these events successful. After all, that's what we all want as we begin another year in the green industry.

Wilbert Ronald

*Amber Jubilee  
Ninebark*



# Season of Festivals Passport 2015

## CELEBRATE GARDENING EVERY SEASON

### Spring Festivals

Take a walk in  
our greenhouse

### Rose Festivals

Take time to smell a rose

### Grand Festivals

Leave a legacy –  
plant a tree with your  
grandchildren

### Hydrangea Festivals

Poinsettia of the summer

### Fruit Festivals

Plant a fruit tree

### Fall Festivals

Celebrate the colors of Fall

## A Festival - The Perfect Reason to Come Back

By Michel Touchette

Every garden center hopes their customers will keep coming back during the growing season and even right up to Christmas. Why not promote increased foot traffic at your garden center with a season of festivals?

For example, why not have a **Festival of Hydrangea** from early July until the end of August. At Jeffries we now grow 17 cultivars of hydrangea, all blooming during these two months of summer (see chart on page 3). Am I am suggesting we start promoting the Hydrangea as the "Poinsettia of July" or the "Easter Lily of August"? Yes, after all, why not?

Just like the Poinsettia and Easter Lily bloom at the appropriate season, our hydrangea shrubs are in full bloom during July and August. Why not go the extra step and have your blooming hydrangea in a decorative patio pot? Could the hydrangea not spend the summer months on the patio then follow the Poinsettia and Easter Lily into the recycle bin?

As a matter of fact why not have more festivals throughout the entire growing season? Why not send out a **Festival Passport** to all of the customers on your garden center's mailing list. Here are some examples of possible festival themes:

- |   |   |                                     |
|---|---|-------------------------------------|
| 1. <b>Spring Festival - mid-March to end of April</b> | "Take a walk in our greenhouse"                           | "Plan your garden holiday"          |
| 2. <b>Rose Festival - late May to mid-June</b>        | "Decorate your patio with a Never Alone Rose"             | "Take a moment, smell the Rose"     |
| 3. <b>The Grand Festival - mid-June to July</b>       | "Plant a legacy! Plant a tree with your grandchild"       | "My grandchild's patio planter"     |
| 4. <b>Hydrangea Festival - July &amp; August</b>      | "Snowflakes on shrubs"                                    | "Serenity on your patio"            |
| 5. <b>Fruit Festival - September</b>                  | "Come enjoy the taste of Manitoba, Saskatchewan, Alberta" | "Plant your apple tree"             |
| 6. <b>Fall Festival - October</b>                     | "Let's carve your pumpkin"                                | "Discover the magic of fall colour" |

Mark your customer's passport every time they attend a festival. Imagine if your garden center's Festival Passport ends up on the fridge since it is so valuable! Reward your customers for every Festival attended. Let's help our customers celebrate plants with us!

Have a good spring! Michel

## SHRUBS WITH ATTRACTIVE BLOOMS

May	June	July	August	September
<ul style="list-style-type: none"> <li>• Dwarf Broom</li> <li>• Double Flowering Plum</li> <li>• Rose Daphne</li> <li>• Forsythia</li> <li>• French Lilac</li> <li>• Spirea (white)</li> <li>• Weigela</li> </ul>	<ul style="list-style-type: none"> <li>• Dogwood</li> <li>• Mockorange</li> <li>• Ninebark</li> <li>• Preston Lilac</li> <li>• Spirea (pink)</li> <li>• Viburnum</li> </ul>	<ul style="list-style-type: none"> <li>• False Spirea</li> <li>• Potentilla</li> <li>• Spirea (pink)</li> <li>• Hydrangea:                             <ul style="list-style-type: none"> <li>• Annabelle</li> <li>• Endless Summer</li> <li>• Incrediball</li> <li>• Quick Fire</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Potentilla</li> <li>• Spirea (pink)</li> <li>• Hydrangea:                             <ul style="list-style-type: none"> <li>• Bobo</li> <li>• Little Lamb</li> <li>• Little Lime</li> <li>• Pinky Winky</li> <li>• Vanilla Strawberry</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Potentilla</li> <li>• Spirea (pink)</li> <li>• Hydrangea:                             <ul style="list-style-type: none"> <li>• Limelight</li> </ul> </li> </ul>






### Hydrangea Blooming Chart

July		August		September	
Endless Summer					
Quick Fire					
Incrediball					
Annabelle					
Fire Ice					
	Little Lamb				
	Bobo				
	Pinky Winky				
	Little Lime				
	Vanilla Strawberry				
				Limelight	






## SHRUBS WITH ATTRACTIVE FOLIAGE

June 1-15	June 15-30	July 1-15	July 15-31	Fall Colour
Sem False Spirea	Golden Variegated Dogwood	Amber Jubilee Ninebark	Morden Glow Elder	Amur Maple Aronia Barberry Little Rebel Dogwood Burning Bush Tiger Eyes Sumac Nannyberry Viburnum
Center Glow Ninebark	Ivory Halo Dogwood	Lemon Candy Ninebark	Thundercloud Elder	
Golden Mockorange	Morden Amber Dogwood	Darts Gold Ninebark	Black Lace Elder	
Goldflame Spirea	Concorde Barberry	Diabolo Ninebark	Flaming Mound Spirea	
My Monet Weigela	Rose Glow Barberry	Tiger Eyes Sumac	Magic Carpet Spirea	



## Parkland Pillar Birch

By Wilbert Ronald

Parkland Pillar® Asian White Birch (*Betula platyphylla* 'Jefpark') is perhaps the most distinctive new birch cultivar in a generation. In an age when smaller yards call for compact plant materials, this columnar tree can play a distinctive accent role and it requires a very small footprint in which to make an architectural impression.

The plant was discovered as a variation among tissue-cultured trees of the Dakota Pinnacle® cultivar in a field at Parkland Nurseries and Landscape Services in Red Deer, AB. It has been commercialized by Jeffries Nurseries and also introduced in the U.S. under the First Editions® brand. The plant is genetically stable and has been propagated by tissue culture and occasionally by rooted cuttings. It forms a dense columnar tree with dark green foliage and golden fall colour. The bark turns white at an early stage and plants at six years of age are about a meter (3') wide and 5 m (16') tall.

Parkland Pillar® is not resistant to bronze birch borer or leaf miner so it is recommended to use it with care and as an accent tree rather than a dense hedge planting which would place stress upon the trees. With adequate moisture and mulching we have had good success in the landscape. It has very attractive green foliage, white bark, and golden fall colour. It is protected in Canada (CPBR #4513) and the United States (USPPAF). Jeffries Nurseries will have fresh stock of Parkland Pillar® established in containers by mid-summer.

## A Primer on Pollination

By Philip Ronald

After another winter, we are all anticipating the first blooms of spring including the colourful blossoms on our fruit trees and berry plants. Every year consumers bring their questions about fruit pollination to garden centers. Nothing is more frustrating in the home orchard than for those long awaited blooms to yield little or no fruit.

Most of our small fruit plants do **not** require cross pollination, including: blueberry, tart cherry, currant, gooseberry, raspberry and saskatoon. However, haskap or honeyberry do require a genetically distinct cultivar to serve as pollinizer. Such a pollinizer can be worked into a orchard design at a ratio of 1:4 or 1:8 while maintaining higher numbers of a preferred cultivar. Sea buckthorn are dioecious with male and female plants, so both genders are required in close proximity for fruit set to occur on the female.

Most fruit trees require cross pollination by another cultivar of the same group.

- All apples, crabapples and applecrabs are closely related and can be used to cross pollinate each other. Ornamental crabapples can pollinize fruiting cultivars.
- An apricot can be pollinated by a different apricot cultivar or by Nanking cherry.
- A cherry plum can be pollinated by a different cherry plum cultivar or sandcherry.
- A pear can be pollinated by a different pear cultivar or a Ussurian pear seedling.

Plums are in a class by themselves when it comes to pollination. It is true that plums also require cross pollination by a **compatible** plum cultivar or native plum species. However, hybrid plum cultivars (*Prunus salicina* x *Prunus nigra*) are usually not cross compatible. For example, 'Brookred' is unable to serve as a pollinizer for 'Pembina' and vice versa. Fortunately, plum cultivars such as **Brookgold** (*Prunus salicina*) and **Toka** (complex *Prunus* hybrid) can serve as pollinizers for both 'Pembina' and 'Brookred'.

There are several factors required for successful fruit set in cross pollinated species. Firstly, the fruit tree cultivars in question must be cross compatible as well as show overlapping flower times. Furthermore, the trees must be in close enough proximity to allow pollen flow through typical insect visits. Jeffries Nurseries will continue to offer the **Double Play Combination Apple**, where two compatible cultivars are planted in a single pot. This unique product eliminates the need for separate planting sites and presents insects with compatible flowers in very close proximity.

Speaking of insects, honey bee colonies have been devastated in many areas of the world in recent years. Some backyard fruit growers are turning to solitary pollinators including Mason bees. Mason bees are active at lower temperatures than other bees and easy to care for. Mason bee larvae and nest boxes can be purchased from reliable seed companies such as West Coast Seeds. ([www.westcoastseeds.com](http://www.westcoastseeds.com))

