

# GROWING MATTERS

Mandarin Tango Potentilla

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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](mailto:jeffnurs@mts.net)  
[www.jeffriesnurseries.com](http://www.jeffriesnurseries.com)**

## Office Contacts

### **President**

[wilbert.ronald@jeffriesnurseries.com](mailto:wilbert.ronald@jeffriesnurseries.com)

### **Production Manager**

[michel.touchette@jeffriesnurseries.com](mailto:michel.touchette@jeffriesnurseries.com)

### **Sales Rep**

[pete@jeffriesnurseries.com](mailto:pete@jeffriesnurseries.com)

### **Accounts / Inside Sales**

[shawna.ronald@jeffriesnurseries.com](mailto:shawna.ronald@jeffriesnurseries.com)

### **Field Manager**

[andrew.ronald@jeffriesnurseries.com](mailto:andrew.ronald@jeffriesnurseries.com)

### **Research / Marketing**

[philip.ronald@jeffriesnurseries.com](mailto:philip.ronald@jeffriesnurseries.com)

## News Briefs

Remember that Saturday, April 1<sup>st</sup> is the last day to make changes to spring orders.

Philip Ronald gave a presentation titled - "New and Favorite Plants" at the Manitoba Grow Day on February 23<sup>rd</sup>. You can access a copy of the presentation at: [www.jeffriesnurseries.com/newjnl.htm](http://www.jeffriesnurseries.com/newjnl.htm)

Jeffries' 2017 Reference Guide, Price List and Order Form are all available online. Use the password: xxxxxxxx to access protected files.

## From the President

As I write on March 4<sup>th</sup>, we are busy in greenhouse perennial production and making final confirmation changes for another busy spring shipping season. Many of the investments we are making for this year have to do with holding or reducing labour costs while increasing plant quality. These include: increasing the use of palletization in shipping, increasing use of tree and shrub metal supports, Coco mulch discs and spaghetti tube watering in container production and higher use of fiberglass stakes for field stock. While all these items are capital expensive, they do represent our continued commitment to quality nursery production.

The year ahead has a measure of economic uncertainty in the prairie provinces and North Dakota. Depressed resource prices and flat agricultural prices all point to another year of moderate growth at best. There has been a slow down in commercial construction throughout the region but hopefully housing construction will keep the retail and landscape sectors stable. A small survey here in Manitoba suggests another slower year for landscapers. One positive note is the number of young people who have entered the trade over the past few years and we welcome you to the green industry.

We have recently prepared a new booklet on 53 ornamental, fruit and herbaceous introductions developed or marketed by our company over the last 35 years. The full colour brochure, prepared by Philip Ronald, features most of the company's award winning plants, some of which are widely grown in North America and in parts of Europe. Several of the cultivars included are presently being increased for market entry in 2018 and 2019. The publication is a part of our company's 35<sup>th</sup> Anniversary activities in 2017 and is also available online at [www.jeffriesnurseries.com](http://www.jeffriesnurseries.com).

We are asking you to keep the date of August 17<sup>th</sup> open for a company field day and 35<sup>th</sup> anniversary luncheon at the nursery headquarters. We hope to welcome a number of long term customers and business associates. Weather permitting, we will see our field and container production and have time for a few brief comments from visitors and dignitaries. We are working on a brief program that will stimulate the independent nursery sector and touch on developing trends in the industry including Plant Brands, Internet Marketing, and changing demographics of the home gardener.

Wilbert G. Ronald

As of March 1<sup>st</sup>, Pete Van Vliet will be extending his sales territory to include our customers in Manitoba and northwestern Ontario.

Pete has already reached out to many of you and is looking forward to meeting you in-person throughout the growing season.

We will continue to offer full inside sales support to our landscape and garden center clients, so feel free to call the office at anytime.



## SALES UPDATE



# COLOUR OF THE YEAR

By Pete Van Vliet

Pantone has released Greenery as the Color of the Year for 2017. Pantone states, "Greenery is a fresh and zesty yellow-green shade that evokes the first days of spring when nature's greens revive, restore and renew. Illustrative of flourishing foliage and the lushness of the great outdoors, the fortifying attributes of Greenery signals consumers to take a deep breath, oxygenate and reinvigorate."

On their website, Pantone presents numerous "Greenery Color Pairings" perfect for the home landscape. Just think of all the ways we can match these colours!! From Ninebark, Spirea and Hydrangea, to *Aralia*, *Hosta* and *Heuchera*, the gardening world has a massive colour palette! Gardeners can add Greenery to any part of their landscape!

Not only is "Greenery" big this year, so is "Red and White". 2017 marks Canada's 150<sup>th</sup> year in confederation. **Canadian Shield** (red) and **Oscar Peterson** (white) roses have been paired off and work fantastic together. I also like the endless possibilities for other shrubs and perennials in this theme.

Shrubs like Barberry, Amur Maple, *Euonymus* and Dogwood (to name a few) all have red attributes, whether it's all season foliage, fall colour, or even branches for winter character! Try accenting with white-blossomed shrubs like Potentilla, Spirea, Lilac and Hydrangea, so that even small yards can get the patriotic look.

Among herbaceous perennials, Daylilies, *Echinacea* and *Dianthus* have patriotic colours within their own groups. Some even bring Pantone greenery into the mix as well. Think of *Hemerocallis* 'Pardon Me' with the deep red blossoms and lime green throat; how Canadian is that name?! In shadier spots, people can use *Astilbe* and *Brunnera* to accent with the reds and whites. Try using *Astilbe* 'Colour Flash' with 'Brunnera 'Looking Glass' to get the coloured foliage!

In the larger areas of the landscape that can accommodate trees, there are also lots of options. Our flowering Crabapples, Tree Lilacs, Hawthorns are a few with white blossoms. The red samaras of Hot Wings Tatarian Maple and the fall colour of Shooting Star Oak are fantastic ways to bring in the red and whites of 2017!

And in all things, Greenery ties it all together!!  
**Pete**



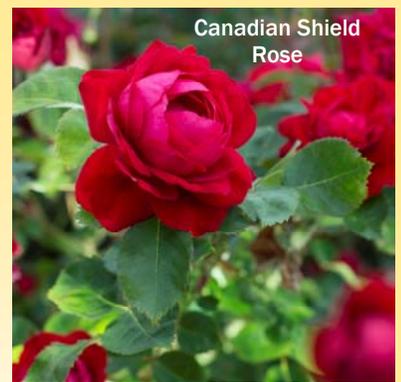
Color of the Year 2017  
**PANTONE**  
Greenery  
15-0343



Tiny Wine Gold  
Ninebark

"Greenery bursts forth in 2017 to provide us with the reassurance we yearn for amid a tumultuous social and political environment. Satisfying our growing desire to rejuvenate and revitalize, Greenery symbolizes the reconnection we seek with nature, one another and a larger purpose."

Leatrice Eiseman, Executive Director of the Pantone Color Institute



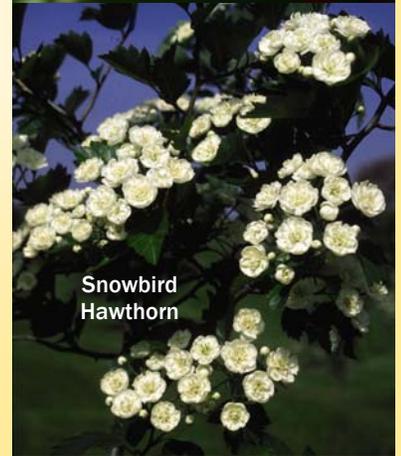
Canadian Shield  
Rose



Oscar Peterson  
Rose



Hot Wings  
Maple



Snowbird  
Hawthorn

## A NEW LOOK FOR EMERALD SPIRE

A Google search for Emerald Spire Columnar Crabapple turned up an interesting article on this new cultivar by James Barborinas of Urban Forestry Services, Inc.

In his nursery plantings at Mount Vernon, Washington, Jim has headed up caliper Emerald Spire to showcase this "truly small tree" as a unique specimen.



## GOOD NEWS ON THE EAB FRONT

The bitterly cold winters that we often complain about could be the most powerful tool in the fight against Emerald Ash Borer.

In his talk at Grow17, Dr. John Ball reminded the audience that the EAB strain in North America comes from southern China and shows high mortality at temperatures below -35 C.

Log (diameter)	Temperature (°C)			Predicted mortality (%)
	Air Temp	Warm face	Cool face	
Freezer				
F5 (10.9 cm)	NA	-34	-37	97-99
F2 (25.5 cm)	NA	-25	-33	48-96
"Grand-Rapids" area				
GR4 (10.9 cm)	-34	-36	-36	99
GR8 (35.6 cm)	-34	-32	-32	93
St. Paul				
SP2 (13.0 cm)	-28	-28	-28	73
SP17 (35.6 cm)	-28	-26	-28	57-78
Cooler				
C5 (10.2 cm)	4	NA	4	0
C1 (40.6 cm)	4	NA	3	0

COLD HARDINESS OF EMERALD ASH BORER: A NEW PERSPECTIVE. Robert C. Venette & Mark Ashburnson

<http://p.mta.org/2016/12/emerald-spire-flowering-crabapple-mtao-x-ador/rgmz-jdfgreen>