

Growing Matters

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Growing Matters is an informative newsletter for clients and associates of Jeffries Nurseries Ltd. It is published quarterly with the sole objective to assist you in meeting the challenges of the nursery, garden centre and landscape industry. Enjoy!

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Staff Highlights

Wilbert and Sharon Ronald attended the CANWEST Trade Show in Vancouver in mid-September. They also visited family and nursery growers in the area.

Michel Touchette and Philip Ronald attended "Flornamentech", a conference in Hamilton in August. Michel has recently completed sales trips in Ontario, Saskatchewan and Alberta.

Rick Durand presented a poster at a research conference on agroforestry in Regina in mid-August. Rick also attended the ISA Prairie Chapter Conference in Winnipeg in September.

Staff Contacts

Sales – Michel Touchette/ Wilbert Ronald
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From the President

The next four weeks will be extremely busy as we complete our fall digging and winter protection of container stock. We have enjoyed an excellent summer season with adequate rainfall and good growing conditions. Your support has helped our business hold its own in what has been described as a more challenging economic year compared to the last two years.

We have upgraded our web-page (www.jeffriesnurseries.com) to include an updated availability list for all of our container nursery stock as well as field-grown caliper trees. By now most of you will also have our 2001/2002 Wholesale Listing in hand. The pictures in this year's catalogue provide a closer look at the quality nursery stock you have come to expect from our company. We have also highlighted 67 new plants, as well as 31 collector plants that should do well in sheltered sites

We hope to see many of you at *Booth #95* of the Prairie West Trade Show in Edmonton (November 8th and 9th) and *Booths #63 and #64* of the Prairie East Trade Show in Winnipeg (November 14th and 15th). Jeffries Nurseries Ltd. is a gold sponsor of the Prairie East show. We have revamped our company backdrop and prepared a virtual tour of the nursery that will be on display at both shows.

As I write this report, we are just 10 days away from Thanksgiving day. In spite of the tragic events of September 11th, there is much to be thankful for in Canada and the U.S.A. We wish to express our sympathy to our American friends who have suffered great loss in the senseless terrorist attacks. With Abraham Lincoln, we would say that it is not a question of God being on our side, but of us being on God's side. May this be so.

Wilbert Ronald



Features

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Growing Top-Grafted Standards

The gardener who wants to achieve a special look in the landscape can do so by planting a top-grafted standard. A standard is like a lollipop, the best part is on top (attractive, hardy, tree or shrub cultivar) and the stick (standard) is intended to be a non-descriptive part that is hardy and strong enough to hold up the top. All our standards are prairie-hardy and we recommend the following:

- Prune annually to maintain the neat and compact shape on top, remove the basal sprouts at the ground and on the standard stem, and take out any broken branches.
- Keep the top-grafted standard as the focal point in your landscape by planting low-growing shrubs, evergreens or perennials below.
- Protect the standard's stem from mice, rabbits and sunscald in the winter by wrapping the stem with a white plastic wrap.
- Use a stake to hold up the top-grafted standard until the standard is sturdy enough to hold up the top on its own.

We have added four new hardy standards to our wholesale catalogue this year, so be sure to check them out.

Autumn Leaves in the Landscape

Autumn is a time to enjoy nature's display of vibrant and changing colours. There are a number of trees and shrubs that are noted for their outstanding fall colour. These plants should be strategically located in the landscape so that they can be easily viewed from a deck or driveway. Spectacular autumn colour is like the renaissance of spring flowering; it is remembered not only by the resident, but also the whole neighborhood. Some of the plants with memorable fall colour include:

ORANGE-RED	YELLOW	REDDISH-PURPLE
Amur Maple	Northern Treasure Ash	Northern Hi-lights Azalea
Autumn Blaze Maple	Northern Gem Ash	White Lights Azalea
Pin Cherry	Fallgold & Mancana Ash	Cardinal Dogwood
Mountain Ash	Green Ash (all cultivars)	Cistena Cherry
Ohio Buckeye	Early Gold Pear	Schubert Cherry
Autumn Magic Chokeberry	Swedish & Sabre® Aspen	Anthony Waterer Spirea
Prairie Fire Dogwood	Basswood	Dakota Goldcharm Spirea
Redosier Dogwood	Golden Cascade Linden	Dart's Red Spirea
Siberian Pearl Dogwood	<u>Harvest Gold® Linden</u>	Guincho Purple Elder
Siberian Red Dogwood	Sutherland Golden Elder	Diabolo Ninebark
Dwarf Winged Euonymus	Willow	Royal Purple Smokebush
Cmpt American Cranberry	Siberian Larch	Miss Kim Lilac
<u>Highbush</u> , Garry Pink, Wentworth Cranberry	Nugget & Dart's Gold Ninebark	Thunderchild, Selkirk, Royal Beauty Crabapple
Goldflame Spirea	Discovery® Elm	<u>Tango and Wine & Roses®</u> Weigela
Magic Carpet Spirea	Birch	Nannyberry
Smooth Sumac	Hackberry	Prince of Wales Juniper



Sales Talk

Jim Wotherspoon (Cheyenne Tree Farm Ltd.) and Ken Riske (Millcreek Nursery) almost lost their eye sight while visiting Quebec Multi-Plant near Quebec City. They could not believe the size of their perennials. The market in Quebec seems to be requesting 3 and 5 gallon perennials. Imagine Autumn Joy Sedum with a flower over 24" in a 5 gallon container. Spectacular!! One interesting combination was a 3 gallon *Hemerocallis* with three different colours in the same pot. Large perennials were also evident at Pierre Villeneuve close to Montreal. If Jim and Ken are wearing glasses now, you know why.

Dominique Savio in Quebec Eastern Township has an interesting marketing program for trees. They have combined their efforts with a grower in Quebec City who does all their growing. The quality of these trees is extremely high and a 30% premium is attached to the retail price of these trees. Growing them in a blue pot identifies all the trees. Dominique Savio has trademarked the name "D'ici" which means "from here". Savio mails postcard-type advertising in the area surrounding the Garden Center. If a customer brings back the postcard, then a certain amount is deducted from the retail price. Dominique Savio also provides promotional banners to participating garden centers. This program sells close to 12,000 trees in the Quebec market.

Growers Talk

Early fall is the opportune time of year to implement a plan for rodent control. Are the fields surrounding your nursery or garden center free of tall grass and weeds? Here at Jeffries Nurseries, container fields were treated with rodent control in early August and mid-September. Remember that it is wise to change your bait chemical from year to year so that the rodents do not develop resistance to the bait.

This summer I had the opportunity to visit some Quebec growers along with the Western Growers Group. Quebec Multi-Plant Nursery near Quebec City with the cooperation of the University of Laval is trying a new irrigation system for container plants, which may have potential application for all garden centers. The area was a typical container field with a small slope toward the side. Resting on the gravel was a modified water barrier with small channels every 2 to 3'. Resting on the water barrier was a spongy material about 0.25 to 0.5 inch thick. Covering this spongy material was a common weed barrier. The 1 or 2 gallon containers are placed on the weed barrier. When water is applied with ordinary overhead sprinklers the spongy layer fills up with water. The pot receives water from above (sprinklers) and from below (drainage hole). Early results indicate the positioning of the drainage hole may play an important role in water absorption and that this system may reduce water requirements by 50%.

U&K Greenhouse at Indian Head, SK. use a very similar system, albeit in a greenhouse environment. An ordinary 6 ml plastic sheet rests on the greenhouse table. Resting on the plastic is a spongy material about 0.25 to 0.5 inch in thickness. Covering this spongy material is a common weed barrier. The crop is placed on the weed barrier. Karl mentioned this system reduced the frequency of watering.

"Growing Matters" is also available online at www.jeffriesnurseries.com