

Growing Matters

Cool Splash Diervilla

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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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News Briefs

Shawna and husband Jonathan celebrated the safe arrival of their second child, Molly Kathleen, on July 10th.

Cool Splash Diervilla, a shrub introduction from the Landscape Plant Development Center won the Silver Medal award at Planterium in Holland.

Nursery tradeshow take place in Saskatoon and Edmonton next month (see back page for details).

Please make the following correction on page 10 of this year's wholesale listing. Mature size for Escot Poplar should be 50' x 12' (15 m x 4 m).

Jeffries' 2009-2010 Reference Guide, Price List and Order Form are all available online at: www.jeffriesnurseries.com. Use the password: xxxxxxxx to access protected files.

From the President

By now most of you will have our 2010 Wholesale Catalogue in hand. The Northern Garden Collection has been enhanced with the addition of new trees, shrubs and perennials. We have held the prices on most stock throughout with only a small increase on selected items including our 3.5" and 5.5" perennials.

Along with the catalogue we publish our Northern Garden Reference Guide which features Incrediball Hydrangea on the cover. Over the last three years, many garden centers have proven the usefulness of this colourful guide to their customers. Pick up a sample copy when you visit our booths at the Alberta and Saskatchewan trade shows.

We are busy now (Oct 6th) digging caliper evergreens and deciduous trees and preparing for bare-root harvest to start about October 17th. Conditions are good with recent rainfall of 20 mm and a slight frost to hasten fall maturity. This fall we will be working with a new bare root digger that features improved clearance and shaking action. We have a nice supply of fruit trees and ornamental liners for fall harvest.

Encouraging news about employment recovery in the Canadian economy follows 12 months of dismal economic trends. We are hopeful that this trend will continue and it will be seen in improved sales and optimism in our industry.

Wilbert G. Ronald

Goldflame
Spirea



Autumn Brings New Ideas & New Plants

By Michel Touchette

The above average temperatures in September provided excellent growing conditions for our container nursery crops. The extra heat compensated for the cooler summer and the plants responded by sizing up nicely. Our new 5 gallon shrubs are trimmed, full and ready for any garden center or landscape job. Our crop of container-grown trees are staked and pruned with tree guards installed. Within a few weeks all container nursery stock will be laid down and covered for the winter. With over 47 years of combined nursery experience our Mexican crew is doing an excellent job growing quality plants.

At Jeffries we are constantly looking for new methods of over-wintering container stock. This year insulation blankets will be added to our over winter system. Over 2,000 linear feet of blankets were purchased (15% of our area) for use this winter. The efficiency of these blankets will be compared with our straw system using WatchDog temperature sensors which measure ambient temperature every two hours throughout the winter months.

Hopefully you have received our 2010 Wholesale Catalogue. I am very impressed with the plant form of **Incrediball Hydrangea**. Unfortunately due to the juvenility of our plants we did not see any blooms this year. **Golden Spirit Smokebush** survived last winter in my garden and its beautiful gold to yellow foliage is a welcome addition to any garden. I invite you to peruse our catalogue and get familiar with our new plants for this season: **Honeybelle Honeysuckle**, **Autumn Revolution Bittersweet** and **Autumn Splendor Buckeye** to mention a few.

In my summer travels, many garden center owners have mentioned the continued popularity of fruit trees such as apples, plums, pears as well as small fruits like cherries and haskap. To avoid disappointment please consider placing your spring order soon. Even though Philip and Don containerize more fruit trees every year we inevitably fall short on a few varieties.

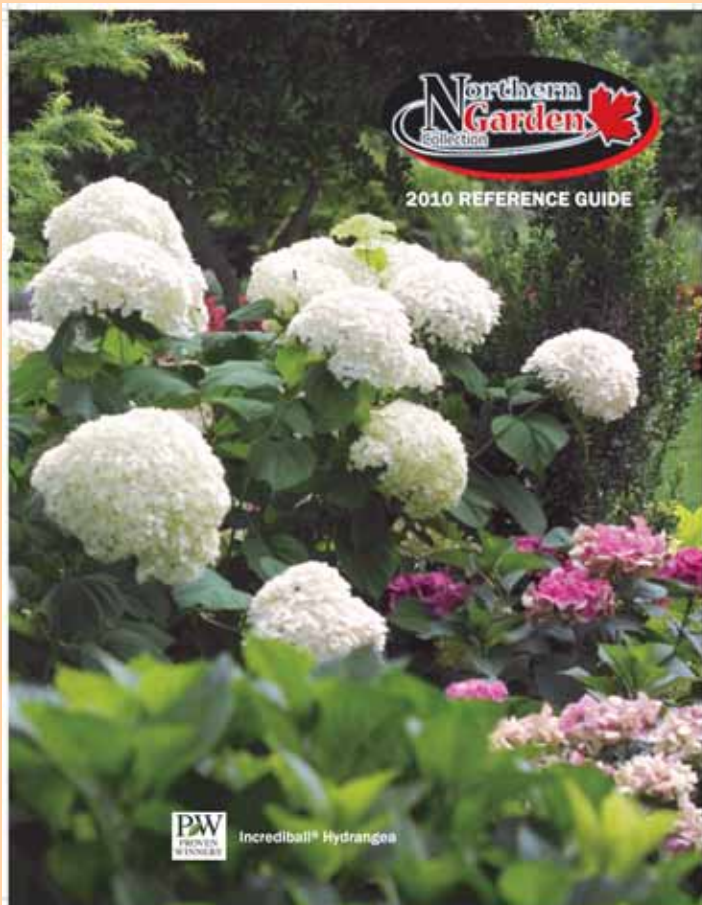
We look forward to meeting many of our customers at the coming fall tradeshow in Edmonton and Saskatoon. Until then, enjoy autumn!



Autumn Revolution Bittersweet



Odyssey Apple



Northern Garden Reference Guides

By Philip Ronald

Many of you have implemented the Northern Garden Reference Guide as a sales tool in your garden center or landscape planning sessions. Placing a copy in the hand of a potential customer consistently translates into increased buying.

Cases of the new 2010 edition contain 55 copies and are available at a cost of \$3.95 per book. You can also redeem POP points from spring container purchases for cases of reference guides. Quantities are limited so order now. You can complete the enclosed order form or access this order form online at www.jeffriesnurseries.com/ngcguide.pdf

Another option for larger garden centres is a customized version of the reference guide. Last year we worked with several of our clients to design unique cover sections featuring photographs of their choice, company site map/logo and retail pricing. There is a minimum order of 1000 copies required, however pricing is more favorable given the larger quantities printed. Contact me for further details.



Trees to Consider in our Quest for Diversity

By Philip Ronald

We are constantly in pursuit of shade and flowering trees that will expand our limited prairie pallet. Through initiatives like the WNGG regional tree trial, many candidate cultivars are being examined for their response to our challenging growing conditions. The following trees are worthy of renewed attention.

Freeman Maple continues to draw interest as a fast-growing species that tolerates alkaline soils. While we work to increase improved northern selections of this hybrid species we continue to produce container-grown stock of **Autumn Blaze** and **Sienna Glen**. These two American cultivars can work in the southern prairies when grown under sod and provided well drained soil. The adjacent photograph of Autumn Blaze was taken in my backyard on October 17th of last year. So yes, these cultivars do turn red; we only wish it was a few weeks sooner.

In flowering crabapples, our recent introduction, **Starlite** is an outstanding new selection with upright branching; abundant white spring flowers; crisp, disease resistant foliage; and tiny candy-like fruit. Purple foliated selections including **Gladiator** and **Purple Spire** were in short supply in 2009 but expect that to change in future years as current field production reaches the marketplace.

Goldrush and **Goldspur** are clonal selections of Amur Cherry from Jeffries Nurseries that are quickly replacing seedlings of this species. Goldspur has a truly unique, compact form with short internodes producing a canopy with extremely dense foliage. Goldrush is the fast growing "thoroughbred" selection with excellent vigour and rapid crown development.

Princess Kay Plum is a selection of Canada Plum (*Prunus nigra*) from Itasca State Park in northern Minnesota. This small ornamental tree produces an abundance of double-petaled flowers that are a showstopper in early spring. In fall leaves turn an attractive orange-red before falling to reveal this cultivar's attractive winter form.

Russian Mountain Ash is an outstanding cultivar of European Mountain Ash (*Sorbus aucuparia*). Its dense, pyramidal crown is ideal for smaller spaces. The showy orange fruit contrasts wonderfully with dark green foliage in late summer. This cultivar offers superior resistance to fireblight, a challenging bacterial disease.

In the Linden genus, we continue to produce reliable cultivars such as **Glenleven** and **Harvest Gold**. Glenleven is a hybrid between our native basswood (*Tilia americana*) and it's European cousin (*Tilia cordata*). Introduced by Sheridan Nursery, Glenleven has a moderate growth rate and an attractive upright form. For those in zone 2, consider setting aside cultivars and working with **American Linden (Basswood)**. Our field and container production of Basswood is derived from local seedlings known to offer excellent cold hardiness.



Autumn Blaze Maple



Starlite Flowering Crabapple



Princess Kay Plum



Goldspur Amur Cherry



Glenleven Linden

Make an **IMPACT** this Spring



QUALITY
**Plants
that Work**

Diervilla 'Cool Splash'
Diervilla sessilifolia 'LPDC Podaras'



**CONVENTIONAL #2
CONTAINER**

Jeffries Nurseries Ltd. #5 CONTAINER

See more photos at www.jeffriesnurseries.com/impact2010.htm

**SEE YOU AT THE PRAIRIE
Tradeshows**

SGGA Tradeshow
Saskatoon, SK.
November 13th & 14th,
2009

**Green Industry
Show**
Edmonton, AB.
November 19th & 20th,
2009

**Manitoba Green
Show**
Winnipeg, MB.
February 9th & 10th,
2010