

GROWING MATTERS

Strawberry Sundae Hydrangea

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*Proudly serving northern gardeners
since 1982*

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News Briefs

Take a moment to watch a new promotional video about our company under **What's New** at our website.

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

Nursery tradeshow take place in Saskatoon and Edmonton next month, see details on page 2.

From the President

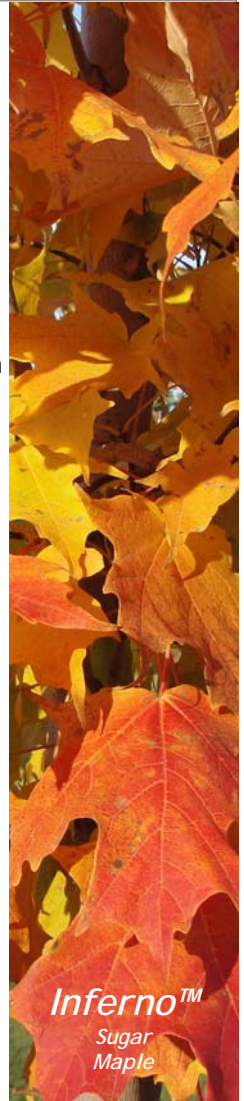
We have passed through a period in early September of wet cool weather and now have more hot windy weather, perfect for harvest. Landscapers have been busy catching up with a backlog of jobs. Our August wholesale shipments set an all time record for that month.

We enjoyed hosting 70 visitors and 30+ staff on a great summer day in August for our customer appreciation day. Our new catalogue, price list and order form was recently placed in the mail and the updated reference guide is in hand. A new short promotional video has been produced about our company and this has been posted to our website.

I would like to introduce Peter Van Vliet, our new Regina based sales representative for Saskatchewan and Alberta. Peter has extensive nursery and floricultural experience and is enjoying his visits with our customers. We hope you find his unique knowledge helpful to your own nursery, garden centre and landscape situations.

We are enjoying the early stages of fall colour and are appreciating the beauty of several new trees that have been added in recent years. These include Lord Selkirk and Inferno Sugar Maple, Nobility White Ash, Autumn Splendor Buckeye and Shooting Star Northern Pin Oak. Coming next will be some Freeman maple hybrids (Red x Silver) suitable for zone 2 and soil pH of 8.0. The alkalinity of prairie soils and limited cold hardiness have limited the use of current Freeman maples, such as Autumn Blaze. These new plants are long awaited items for prairie landscapes.

Wilbert G. Ronald



SHADE & FLOWERING TREES

Caliper sizes in
easy-to-use Amaroo
box pots

Check out our
outstanding selection
for spring 2015



Introducing our new SK & AB sales rep

Peter Van Vliet is Jeffries Nurseries new Regina-based sales representative for Saskatchewan and Alberta. Peter was born and raised in Fenwick, Ontario, the youngest of 8 children. He worked in the family greenhouse growing tomatoes and cucumbers, as well as an apple/pear orchard after school and on weekends.

Peter has worked in cut flower greenhouses with freesia, lilies, chrysanthemums, iris, asters and gerbera. He also has greenhouse grower experience, specializing in finishing potted plants and geranium propagation. Peter has experience on the "woody" side including nursery propagation, shipping & receiving and field work.

Peter honed his sales skills when he wholesaled cut flowers from the Niagara region into adjacent New York state and Pennsylvania. Most recently, Peter owned and operated his own landscape business in Edenwold, Saskatchewan. A shoulder problem caused him to shift his career focus back to sales.

Peter was hired as Jeffries' Alberta/Saskatchewan sales representative in August. He looks forward to meeting many of you, our valued customers, in the months ahead.

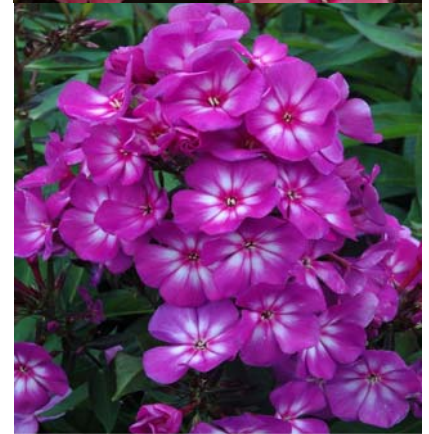


Cotton Candy FIRST EDITIONS
NEW PLANTS. NEW SOLUTIONS.

Jeffries Nurseries Ltd. AVAILABLE IN #1 POTS FOR 2015



CORAL CRÈME DROP



Grape Lollipop FIRST EDITIONS
NEW PLANTS. NEW SOLUTIONS.

Wife/kids? Cherie, Hayden 10, Haylie 8

Favorite place in Canada? Niagara region...

Favorite place in the prairies?

After being on the road and seeing so much...home

Favorite local shrub?

Snowball Viburnum

Favorite local tree? Flowering crabapple

Favorite local perennial? Stella d'oro daylily

Favorite restaurant?

Bushwackers in Regina

Favorite family activity?

Tenting and hiking in Cypress Hills

Extracurricular activities?

Cub scout leader, soccer coach

Why work with JNL? Cutting edge company, pro-active operation, great family and values



SEE YOU AT THE PRAIRIE TRADESHOWS

SGGA Tradeshow Saskatoon, Saskatchewan
November 6th & 7th, 2014 www.sgta.ca

Green Industry Show Edmonton, Alberta
November 13th & 14th, 2014 www.greenindustryshow.com

Manitoba Green Show Winnipeg, Manitoba
February 9th & 10th, 2015 www.landscapemb.com

Growing to Give: Never Alone Rose

By Michel Touchette

On occasion, the stars, moon and sun all line up for a positive experience. This is very much what is happening with the Never Alone Rose introduction for spring 2015.

1st Star: In fall of 2010 the rose genetics from Morden and St-Jean Research Station were transferred to the CNLA rose group. These roses were planted at Prairie Shade Nursery in Portage la Prairie. Rick Durand was hired by the CNLA to evaluate cold hardiness, bloom and growth of these rose genetics.

2nd Star: The Never Alone Foundation approached the CNLA rose growers in the fall of 2011. Brian Duncan a volunteer at the Never Alone Foundation (and a previous owner of St. Mary's Garden Center in Winnipeg) made the presentation to the growers suggesting a rose could be used to collect funds (\$1.00 per rose) to improve the lives of people affected by cancer. Brian suggested the name Never Alone Rose to appeal to the public.

3rd Sun: A three way partnership was developed between Never Alone Foundation, the CFL Alumni Association and the Canadian Nursery Landscape Association. The selection of the Never Alone Rose was done at the Portage la Prairie trial site by CNLA rose growers and the Never Alone Foundation.

4th Star: CFL Alumni Players have agreed to promote the Never Alone Rose. A Garden Center marketing program was formulated where CFL players are accessible for a two hour period at different garden centers to promote the Never Alone Rose. (for more details and a request form send an email to rose@neveralonefoundation.ca)

5th Star: The official launch of the Never Alone Rose will take place at the CFL Alumni Association Grey Cup banquet, November 1st, 2014 in Vancouver. Members of the Never Alone Foundation and CNLA representatives will be attending the function to promote the Never Alone Rose to the media.

1st Sun: The Never Alone Rose is an exceptional rose. Its compact form, continuous blooms, excellent shiny foliage with purple new growth and good leaf disease resistance make it a fantastic patio rose. Brian Duncan and Rod MacDonald (previous owner of Lakeview Garden Center in Regina) both had the Never Alone rose growing on their decks this summer. Needless to say, both were very impressed with this new rose!

1st Moon: It is my estimate that over 15,000 Never Alone Roses have been spoken for as of October 1, 2014. The growers are confident and excited with this rose, the unique partnership and most of all making a difference for people facing cancer.

Together we can do so much!! Please don't wait, order your Never Alone Rose for spring 2015.
Available in 1,2 gal, patio container, dormant or greenhouse forced.



A new way to look at cold hardiness

By Philip Ronald

I recently ran across a most interesting article titled: "Beyond Traditional Hardiness Zones: Using Climate Envelopes to Map Plant Range Limits". This scientific publication by Daniel McKenney and collaborators lays out a unique way to map the potential growing ranges of plant species in North America. The focus of their initial research is Sugar Maple (*Acer saccharum*), a tree species that has been of considerable interest to me personally.

A **climate envelope** is the range of climatic conditions within which a tree species can survive, or the land area within which these conditions occur. The region defined as a species climate envelope can be substantially larger than the species native range. This is not surprising since there are many factors that restrict the native range of a tree species, not the least of which is seed dispersal. In fact, seed dispersal allows a migration rate of only 1-10 km per century for most trees!

The authors used six climate variables to define four climate envelopes for Sugar Maple pictured in figures **a** and **b** below. The **core** range for Sugar Maple is a subset of the full climatic range within which trees of the species could maintain optimum rates of survival, growth and reproduction. The full climatic **range** represents the maximum area in North America where cultivars or seed sources of Sugar Maple could be successfully grown.

Figure **a** incorporates the following six temperature and precipitation variables. Figure **b** incorporates only the three temperature variables, based on the consideration that most landscape planting sites offer potential for irrigation.

- Annual mean temperature
- Minimum temperature of the coldest month
- Maximum temperature of the warmest month
- Annual precipitation
- Precipitation in the warmest quarter
- Precipitation in the coldest quarter

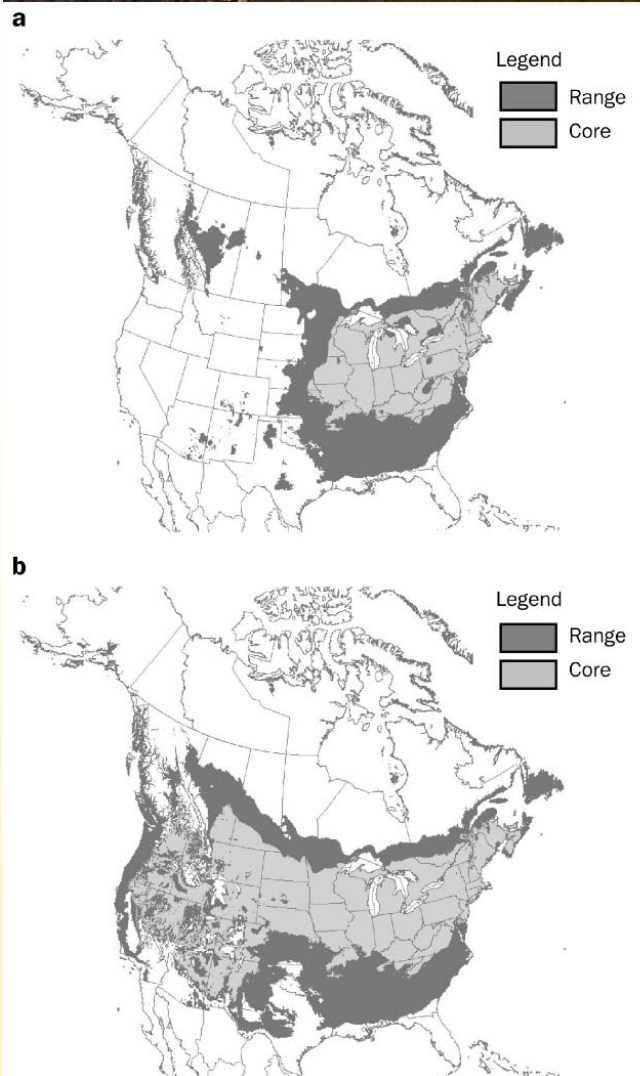
The potential distribution range for Sugar Maple based on temperature and precipitation variables (figure **a**) covers much of southeastern Canada, as well as southern Manitoba and west central Alberta. These would be the areas where Sugar Maple could be used with the greatest confidence. However, a distribution range based only on temperature variables (figure **b**) expands the possible growing area for Sugar Maple to take in most of the southern prairies.

It is important to note that these distribution models do not take prevailing soil conditions into account. We know how important soil factors such as pH, texture and drainage can be to the long-term survival of our trees. Nevertheless, the climate envelopes developed for Sugar Maple suggest its practical usage throughout the southern prairies, particularly where supplemental water can be supplied.

Jeffries Nurseries has released hardy cultivars of Sugar Maple including Unity® and Inferno™, as well as the Lord Selkirk seed strain. We continue to evaluate germplasm collected at the northwestern limit of Sugar Maple's native range in Minnesota. There appears to be several outstanding selections in this material that combine good summer growth rate with early, red fall colour. With time, we expect this species to be well entrenched in the prairie nursery trade.



Sugar Maple selection - October 1, 2014



Climate envelopes for sugar maple, based on (a) temperature and precipitation variables, and (b) temperature variables only