

# GROWING MATTERS

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*Proudly serving northern gardeners  
since 1982*

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## News Briefs

Rachel Giesbrecht has completed her work at Jeffries as she and her husband have moved to Winnipeg. We appreciate her years of service.

Our 2016 Reference Guide, Price List and Order Form will soon be available online. Use the password: xxxxxxxx to access protected files.

Visit our booth at the upcoming tradeshow:

**Saskatchewan Green Trades Conference**  
Saskatoon, SK - November 4<sup>th</sup> & 5<sup>th</sup>

**Green Industry Show**  
Calgary, AB - November 19<sup>th</sup> & 20<sup>th</sup>

## From the President

As we near the end of another growing season we appreciate that it has been another good growing season for both field and containers. We are busy preparing for overwintering containers, bare-root harvest (to start on October 15<sup>th</sup>) and ongoing wire-basketed tree harvest. Soil moisture is adequate and our field preparations including the addition of organic fertilizer and the removal of over-grown tree stock has proceeded well.

The 2016 wholesale catalogue has been mailed and with this October newsletter we are sending the 2016 price list. The implementation of a small across-the-board price increase helps us cover increased labour and supply costs which have risen over the past three years. Enjoy the many new plant listings we are offering for spring, including an exciting new line of premium 1 gallon annuals.

Most of you have received a sales visit from either Pete Van Vliet or Michel Touchette over the summer months. Pete now has a year of experience working with our wholesale customers and we are happy to announce that he will be taking on the Manitoba sales territory, west of Portage la Prairie.

The surplus nursery inventory of the past 6 to 7 years seems to have largely worked its way through the industry. At the present time there are actually some shortages in tree liners and certain evergreens, something we haven't seen in recent years. We recommend early order submission to ensure best product availability. Visit our website for online order forms as you prepare for spring 2016.

**Wilbert Ronald**



**CNLA Awards of Excellence**  
Winnipeg, Manitoba  
August 19<sup>th</sup>, 2015

Larry Dyck, rose breeding technician at AAFC's Morden Research center, received an award for his work with best-selling Morden roses including Campfire, Never Alone and Oscar Peterson.

**Michel Touchette of Jeffries Nurseries** won the first ever Green for Life Distinction Award for his year's of exemplary volunteer service and leadership in the industry and association.



# ROYAL MIST® ROSYBLOOM CRABAPPLE

*Malus x adstringens 'Jefmist'*

For spring 2016, Jeffries is pleased to introduce Royal Mist, a rosybloom crabapple from our own R&D program. A hybrid from a cross between the well-known cultivars, 'Thunderchild' and 'Shaughnessy Cohen', Royal Mist has been outstanding in our trials.

Nurseries in Chilliwack, BC and Saskatoon, SK. have given Royal Mist rave reviews and describe it as a fuller leafed tree compared to 'Gladiator'. Royal Mist inherited the excellent fall colour of Thunderchild and the vigor of Shaughnessy Cohen. Fruit set is heavy and the fruit drops.



# KLONDIKE® AMUR CHERRY

*Prunus maackii 'Jefdike'*

Also new for spring 2016, is Klondike Amur Cherry. This improved selection offers a regular growth rate compared to the slower growing, compact cultivar, Goldspur.

Klondike also features an upright crown with strong branching and lower susceptibility to frost cracking.

When Klondike's foliage falls in autumn, the outstanding orange-red exfoliating bark is even more visible providing desirable winter landscape value.

## Garden Centers Down Under

By Michel Touchette

Brian Duncan, previous owner of St. Mary's Garden Center in Winnipeg, and I had a chance to visit a few garden centers during our two week holiday in Port Macquarie, Australia.

We saw some very interesting marketing approaches slightly different than we see in Manitoba. I would like to touch on one aspect – labelling of product. I hope these following pictures do them justice.

The first thing that catches your eyes is that many labels are above the plant. Secondly, the marketing name for example is more predominant than the name of the plant. Example: **Nature's Décor** (for lamium), **Dam Saver** (for grass), **Chocolate Blob** (for sedum), **Always** (for bacopa) and **Veteran Honor** (for roses) only to name a few.

I hope to share with you more pictures of garden center and Australia garden in the next newsletter.

