

Digger

APRIL 2020

Mastering the merge

Nurseries share the benefits of integrating wholesale and retail in one operation

PAGE 19

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15 Visions of white

Part 1: These white-blooming perennials, groundcovers, bulbs, vines, edibles and Hydrangeas brighten up landscapes.
Part 2: White-blooming woody trees and shrubs. (Coming in June.)

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13 The lowdown on phosphorus

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On the cover: Workers move plants onto the sales benches at Oregon retailer Farmington Gardens. The plants were sourced from Farmington's sister wholesale operation, Eshraghi Nursery. PHOTO BY BILL GOLOSKI

On this page: Left: A worker at Farmington unloads a Lily-of-the-Valley shrub (*Pieris*) from a cart. Some nurseries find an advantage in serving as their own supplier of quality plant material. PHOTO BY BILL GOLOSKI Right: Bright white clusters make *Phlox paniculata* 'David' a popular perennial summer cultivar. PHOTO COURTESY OF BLOOMING NURSERY



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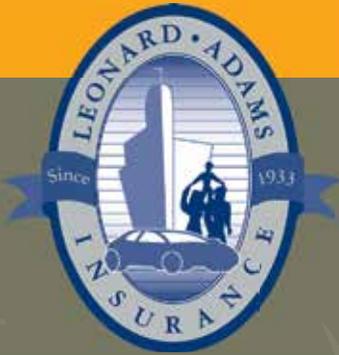
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Lending our future a hand

The nursery industry as a whole is mutually supportive.

We help each other out. There is always someone willing to assist a fellow nursery or talk with someone looking to start a career in this great industry.

One of the ways Oregon Association of Nurseries members help each year is to promote horticultural education through the Oregon Nursery Foundation (ONF). The foundation was formed in 1976 and started to build an endowment for scholarships to distribute to students. Many OAN families and individuals have also set up scholarships in their names through the ONF. This is a lasting way to help future generations of horticulture students.

In the last 30 years alone, there have been 275 student recipients. Many have gone on to become nursery industry leaders. They have given back by serving on committees and boards within the OAN. I was fortunate enough to be a scholarship recipient in the late '90s. The funds helped me pay tuition for my horticulture degree at Oregon State University.

More recently, the cost of higher education has skyrocketed. According to the Center on Budget and Policy Priorities, the average college tuition has increased 37% since 2008. There are many components that play into this increase, but a major factor is that the cost burden has shifted from federal and states paying less to public institutions.

About 30 years ago, students were only expected to cover 25% of the true cost of getting an education at a public university, with state and federal governments picking up the rest. Today, these governments have reduced this investment in an educated and skilled workforce, and student tuition must now cover 50% of the costs of an education.

So where do individuals and families go for help with educational costs? Scholarships are one important resource. The average family will use scholarships and grants to cover about 31% of tuition costs.

Since the 1990s, the ONF has given out more than \$330,000 to deserving students. The ONF makes 19 different scholarships available to qualified students who have an academic focus on horticulture. Many OAN chapters will sponsor a scholarship that may give preference to their geographical area. Other specific scholarships may give preference to a particular level of studies, such as graduate-level studies.

The ONF Scholarship Committee does an excellent job of combing through the applications and matching deserving students to the appropriate scholarship award. These awards don't just go to regional universities or specific horticulture departments. Within the last 30 years, students who received these awards have attended 40 different colleges. These scholarships can be used at any accredited educational institution, public or private university, community college, or trade school where the student can study either horticulture or related fields that impact our industry.

Now is the time for students to plan ahead for next year and get applications in. The ONF scholarship deadline is April 15. If you would like more information on ONF scholarships or the application, log on to www.oan.org/onfapply, or contact ONF staff liaison Stephanie Weihrauch at sweihrauch@oan.org.

The Oregon Nursery Foundation wants to encourage and support the students who will be the next leaders of our industry. ☺



Jim Simnitt
OAN PRESIDENT

Now is the time for students to plan ahead for next year and get applications in.



Calendar

Get the word out about your event! Email details to calendar@oan.org by the 10th day of the month to be included in the next issue of *Digger*.



Editor's note: At press time, due to the public health threat of the COVID-19 virus, Oregon Gov. Kate Brown ordered the cancellation of all public gatherings of more than 25 people through at least April 11. Similar measures are, or may be, in effect in other states. Therefore, please be advised that some of the events listed below may be postponed or cancelled. People attending events or meeting in person are urged to practice social distancing in order to reduce opportunities for transmission and spread of the COVID-19 virus. We are including the most current information below as of press time, but please check with organizers for the latest information before making plans to attend any event or gathering.



APRIL 4

GARDENPALOOZA - POSTPONED

The annual retail gardening event in Aurora, Oregon, produced by Gustin Creative Group, was postponed as a precaution to prevent the spread of COVID-19. Organizers are making efforts to reschedule the event. For more information, contact Jeff and Therese Gustin at 503-793-6804 or log on to www.gardenpalooza.com.

APRIL 11-12

HORTLANDIA - CANCELED

The Hardy Plant Society of Oregon (HPSO) has canceled the annual plant and art sale at the Portland Expo Center. The Hortlandia Committee of the HPSO board is exploring alternate ways to promote Hortlandia vendors, as the event will not be rescheduled for a later time of the year. If you have questions, email info@hardyplantsociety.org.

APRIL 11

SOIL SCHOOL 2020 - CANCELED

This annual educational event for small acreage farmers, landscapers, gardeners, grounds managers at Portland Community College Rock Creek Event Center has been canceled. They anticipate holding the event again next spring. Announcements will be made on wmswcd.org.

APRIL 14-19

CALIFORNIA SPRING TRIALS

Many leading plant breeders, growers and suppliers will showcase their newest annuals, perennials, ornamentals, grasses and vegetables at various locations across California. Attendees will get an early look at the latest plant introductions, packaging products and merchandising programs, while learning directly from producers about the recommended growing and retail strategies. Note: Sakata Seed America, Syngenta Flowers,

APRIL 25-26

OREGON AG FEST

Ag Fest is a family event that shows more than 20,000 visitors an appreciation of where their food, fiber and flora come from. The two-day ag-stravaganza takes place at the Oregon State Fairgrounds (2330 17th St. N.E., Salem). The cost is \$9 to enter. Children under the age of 12 are free to attend. Parking is free. Log on to www.oragfest.com to obtain a \$2 discount adult admission coupon and to download the daily schedule of events. For more information, visit www.oragfest.com.

Benary, and FLOREP at Windmill Nursery have canceled their participation in the event. All participating trial locations will be updated online at www.springtrialsregistration.com/List-of-Trial-Locations.

APRIL 15

ONF SCHOLARSHIP APPLICATION DEADLINE EXTENDED

Do you know any high school, college or graduate students who are considering a career as a nursery or landscape professional? If so, tell them April 15 is the last day to apply for one of the 19 different Oregon Nurseries Foundation scholarships. Awards range from \$500 to \$1,500, and are sponsored by individuals and OAN chapters. For more information, go to www.oan.org/onf, or contact Stephanie Weihrauch at 503-582-2001 or scholarships@oan.org.

APRIL 24

ARBOR DAY

The last Friday in April is nationally recognized as Arbor Day, where we celebrate the important role trees play in our lives. Reach out to your preferred garden center to purchase a tree of your own, or ask a staff member if they know of any a nearby tree planting events. Your local news and social media event listings may also have details about other tree planting ceremonies so you can join in on the tradition. The holiday gatherings are often connected with environment-related activities. For more information, visit www.arborday.org.

MAY 30-31

SPRING GARDEN FAIR - NEW DATE

The Clackamas County Master Gardeners will present their 36th annual fair at the Clackamas County Event Center (694 N.E. Fourth Ave., Canby). The event will feature more than 140 vendors, 10-Minute University™ Classes, free pH soil testing and an "ask an OSU Master Gardener" feature. Admission is \$5; kids under 16 are free. Go to www.springgardenfair.org for more details.

JUNE 11

DUFFERS CLASSIC

Save the date for the 29th annual golf tourney, which will tee off at the Stone Creek Golf Club in Oregon City, Oregon. A benefit for the Oregon Nurseries' Political Action Committee (ONPAC), the event is a great way to reconnect with friends while supporting a strong nursery industry voice in Salem and Washington D.C. Sponsorships available. Check the OAN website, www.oan.org/duffers for updates.

JUNE 17

OAN OPEN HOUSE

Learn more about the terrific programs and benefits that are available to OAN members, including Legal Access, health coverage, Trucks to Trade Shows, fuel discounts, credit card processing, discounted Farwest Show booths, OAN advertising, and much more! Keep an eye out for time and details.



Northwest News

OAN members and chapters are encouraged to send in relevant news items, such as new hires, new products, acquisitions, honors received and past or upcoming events. Email news@oan.org.



Katie Dubow to deliver 2021 Farwest keynote

Green industry trendspotter and market researcher Katie Dubow will provide a glimpse into the future when she delivers this year's free Farwest Show keynote presentation Wednesday, August 26 at the show in Portland.

Dubow will give show attendees one of the first chances to hear about hottest coming horticultural trends identified in the forthcoming 2021 Garden Trends Report, to be released in July. She is the new president and owner of Garden Media Group, after taking over for her mother, Suzi McCoy, on January 1 of this year. Her team researches and publishes the report, which is considered essential reading each year for green industry professionals.

"This trends report examines shifts in everything from eating habits to growing habits," she said. "We're never going to fully disconnect from technology, but that's not necessarily a bad thing. Technology can help us reconnect with nature."

Dubow's keynote, set to take place at 11 a.m. August 26, will kick off day one of the three-day trade show and educational conference. Farwest, the largest green industry event in the West, will then continue Thursday and Friday, August 27 and 28, at the Oregon Convention Center in downtown Portland, Oregon.

Complete details on all Farwest show events, daily schedules, speakers, and education seminars will be posted at FarwestShow.com in the coming weeks.



The Oregon Legislature failed to come to agreement on carbon legislation. PHOTO COURTESY OF PXHERE

NURSERIES NAVIGATE THE COVID-19 PANDEMIC

Efforts to prevent the spread of the COVID-19 virus, and flatten the curve of exposure, have changed what families, individuals and businesses — including nurseries — do on a daily basis.

In mid-March, the Oregon Association of Nurseries launched a coronavirus resource page at www.oan.org/coronavirus that is accessible to all nursery and greenhouse businesses, but providing information is just one part of a two-pronged approach. Speaking on behalf of growers and retailers, and consulting with state leaders, is the other.

"OAN has been in constant communication with legislators and the governor's office," OAN Executive Director Jeff Stone said. "Keeping businesses running while encouraging them to follow safe practices is the priority. We want growers to still have the opportunity to ship their plants, and we want the retail side to remain open."

On March 16, Oregon Gov. Kate Brown announced statewide cancellation of all events and gatherings larger than 25 people. Essential locations such as workplaces, grocery stores, retail stores and pharmacies were exempted from this rule, but restaurants and bars were restricted to carry-out and delivery only.

The rules were set to stay in place until April 11 at the earliest. The exemptions allowed retail and wholesale nurseries in Oregon to remain open and running, but prompted concern that stricter restrictions may be on the way.

In the meantime, the Oregon Legislature was expected to convene and consider legislation to support public health and provide economic relief from the effects of the pandemic.

DERAILED LEGISLATIVE SESSION KILLS CARBON BILL, CHLORPYRIFOS BAN

Proposed Oregon legislation to create a carbon cap-and-trade system and ban the pesticide chlorpyrifos fell victim to a derailed session of the Oregon Legislature.

Just three bills were passed by the Oregon House and Senate before the session ground to a halt. All Republican legislators walked out of the capital, save for one in each chamber, thereby denying both chambers the two-thirds of members present necessary for a quorum to do business. Republicans said they walked out because Democrats refused to work with them on the proposed carbon bill and refused to put it up for a public vote.

The carbon bill would have established a carbon cap that decreased over time, along with a market allowing businesses to pay for allowances to exceed the cap. Funds from these fees would have gone to fund mitigation projects, including the use of Oregon-grown nursery products to sequester carbon.

However, the industry had concerns about the cost impacts on fuels used to run their nurseries and transport their products, as well as natural gas that is used to heat production spaces. "We are concerned about the effects of the changes in our climate because our growers deal with those impacts regularly," OAN Executive Director Jeff Stone said. "The OAN has been working for months to create a path forward to make important climate change policies be cost neutral to the industry. Unfortunately that effort was not successful. We firmly believe that industry members can't continue to produce carbon-sequestering plant material if >>>

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Northwest News

they can't afford to stay in business.”

In lieu of a carbon bill, Oregon Gov. Kate Brown issued an executive order creating carbon reduction goals for the state and ordering several state agencies to exercise any measures within their power to reach the goals. However, the governor does not have the power to create a carbon trade system on her own, and her order contains no funding for mitigation projects.

During the session, OAN members received regular updates on these and other bills potentially affecting them, along with timely information concerning pivotal opportunities to affect the outcomes. All OAN members are encouraged to participate in the Government Relations process. Those who aren't members may join at www.oan.org/join.

USDA RESTRICTS BOXWOOD, EUONYMUS AND HOLLY IMPORTS FROM CANADA

The USDA Animal and Plant Health Inspection Service (APHIS) issued an order on March 3 requiring that all *Buxus* spp., *Euonymus* spp., and *Ilex* spp. shipments from Canada arrive with phytosanitary certificates.

The requirement is intended to prevent the introduction of the box tree moth (*Cydalima perspectalis*) into the United States. The pest was first detected in Ontario, Canada in August 2018.

All imported material must be free of the pest, come from an area where there are no reports of the moth, or show no signs on a visual inspection. Read the federal import order at tinyurl.com/wblt9db.

35,000 ADDITIONAL H-2B VISAS ISSUED FOR FISCAL YEAR 2020

The U.S. Department of Homeland Security (DHS) has released 35,000 supplemental temporary H-2B visas for the second half of the fiscal year 2020, according to a release from the federal agency (available at tinyurl.com/uc8fnmg). Along with the release of the supplemental visas, DHS also announced a series of new measures intended to prevent fraud and



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abuse of the program.

The agency is releasing 10,000 fewer visas than the 45,000 that were previously anticipated, as had been reported in *The Wall Street Journal* (tinyurl.com/uynctfdg).

Commonly used by landscape companies and others in need of seasonal labor, the visas are issued to temporary non-agricultural seasonal laborers, and are limited nationwide to 66,000 each year. The new visas include conditions to prevent fraud and abuse, and 10,000 are allocated to laborers from Guatemala, El Salvador and Honduras.

USDA TO FUND \$70 MILLION IN PEST AND DISEASE PROJECTS

The U.S. Department of Agriculture (USDA) will allocate \$70 million in fiscal 2020 to support 386 projects addressing

plant pest and disease issues, according to an agency release. Of this amount, \$15.5 million will be held for pest and plant health emergency response plans, as needed. The USDA Animal and Plant Health Inspection Service (APHIS) is funding the program to strengthen and safeguard the nation's agricultural infrastructure.

In Oregon, \$1.13 million will be disbursed to various projects conducted by universities and state government agencies. Projects listed in the spending plan include a nursery survey, outreach and education services for nursery growers on boxwood blight, sudden oak death field studies, plus several individual projects addressing thrips, azalea lacebugs, gastropods, Asian defoliating moths and others pests. Download the nationwide spending plan at tinyurl.com/tg7xj2l for more information on the funded projects.

NATIONAL GROUP LAUNCHES SURVEY ON GARDENING TRENDS

The National Garden Bureau (NGB) is conducting a survey of industry members on the future of gardening. The survey link is www.surveymonkey.com/r/K38X9VQ, and all industry members are encouraged to take it. Results will be shared with the industry at Cultivate'20, in Columbus, Ohio.

This industry survey is a follow up to an October 2019 consumer survey which received nearly 2,000 responses from home gardeners. The results painted a picture of what consumers like, dislike, and are looking forward to in the future for the horticulture industry.

Celebrating its 100th year, the NGB is a non-profit organization that disseminates basic information for backyard gardeners and those who want to garden. Based in Downers Grove, Illinois, the goal of



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Northwest News

the organization is to inspire them to spend more time outdoors, enjoying all that nature has to offer.

For questions about the survey, contact Diane Blazek, NGB executive director, at dblazek@ngb.org.

BIOWORKS RELEASES PERPOSE PLUS™ ALGAECIDE/FUNGICIDE

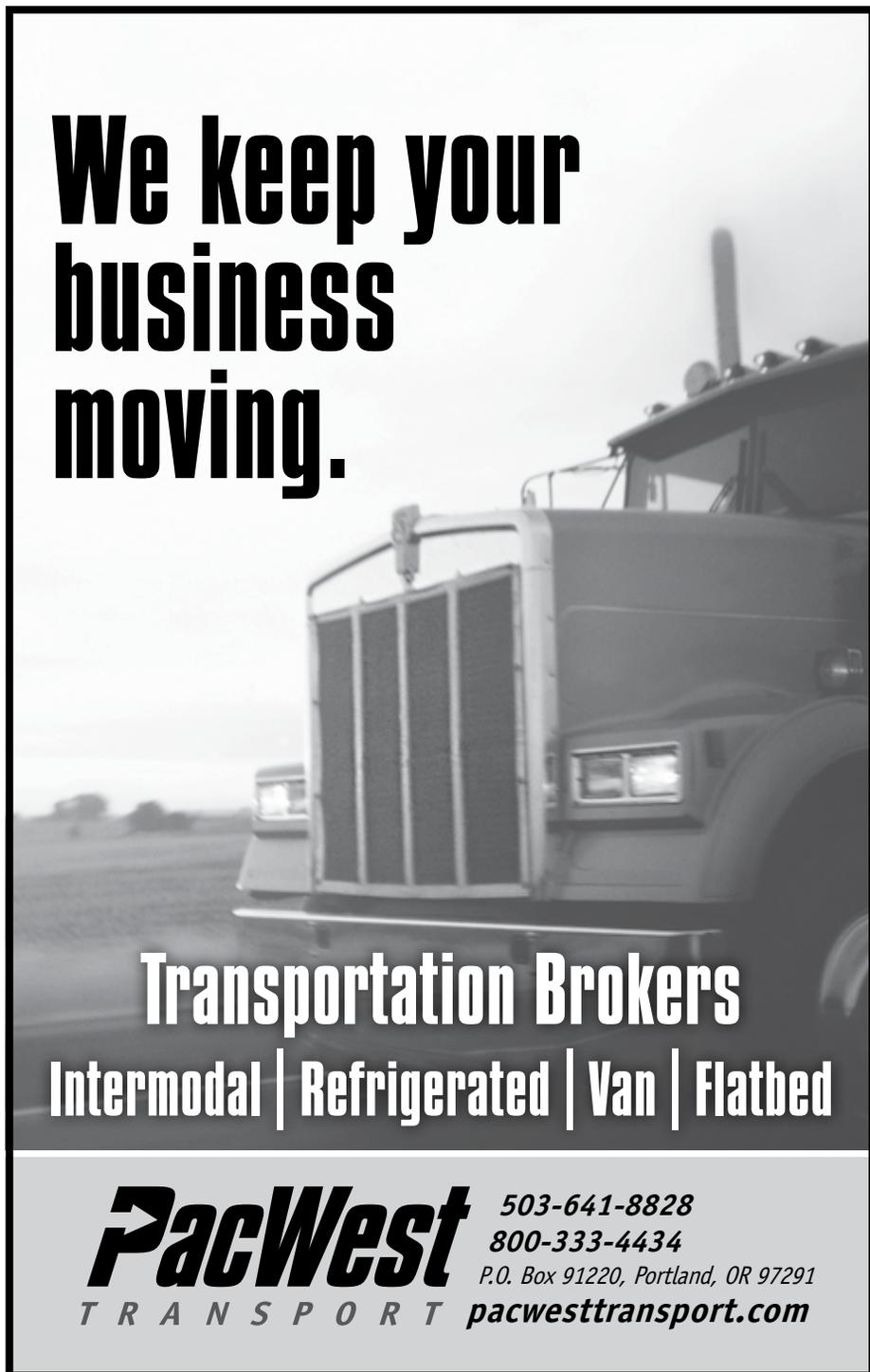
BioWorks has launched a broad-spectrum product to prevent and control fungus and algae growth in the nursery and greenhouse setting, according to a release by the company.

The product combines stabilizers and buffers to suppress phytotoxicity without using peracetic or acetic acid, which can damage plant tissue. When applied, it causes oxidation of the cell membrane of endospores, spore cells, fungi and algae.

PERpose Plus is registered for use in all states except California and Puerto Rico. It is available in 5, 30, 55, and 275 gallon sizes. Read the full product description on bioworksinc.com.

TREETOWN USA TO SELL THROUGH LANDSCAPEHUB

TreeTown USA's offerings of trees, shrubs, groundcovers, roses and BoldScape™ perennials will now be made available to order through their partnership with digital marketplace LandscapeHub, according to a release by the companies. The direct-to-contractor interface gives landscape professional and re-wholesalers access to products grown by TreeTown USA, which has facilities in Oregon. Read the full press release at tinyurl.com/raw2k8b.



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Up, down and all around

SOMETIMES POPULAR PHRASES never really disappear. They just go dormant and then come back again. We might refer to them as being recycled, but I prefer using the word “dormant” since this is a garden column.

The phrase “up, down and all around” was commonly used in garden training sessions in the 1970s and 1980s, and of course it refers to the three numbers on every fertilizer box or bag. The first number is for nitrogen (N), which promotes top growth. The second number is for phosphate (P), which promotes root growth. And the third number is for potassium (K), which is to promote the all-around vigor of the plant. I thought this phrase had gone dormant until several months ago when I saw it referred to in an article in the Salem Hardy Plant Society newsletter.

While gardening practices have not changed as rapidly as other technologies — such as computers, cell phones, instant messaging, and voice commands — technology has impacted the way we garden. University scientists are constantly researching the way plants grow, and their findings frequently impact many of our gardening practices.

Think for a moment about the fertilizer we use and how and when we apply it, the compost we add to our garden, or the soil mixes we use in our containers. Think of the sprays we use, or perhaps don't use. Think of the diversity of the plants that we grow. Think of how all of these have evolved during the past few decades.

I have been a lifelong gardener, and I am always searching for new information to improve my garden. Not only do I read new research publications, especially those from reputable local sources, but I also visit with other gardeners to learn what practices they are using. Some of those might be applicable to my garden as well.

I would be remiss not to mention that many of my longtime gardening practices might be based on myths. They still are in my gardening database, because that is

how I learned to garden.

Is added phosphorus needed?

At a recent meeting of the Portland Rose Society, the guest speaker was a representative of the society's custom fertilizer manufacturer. They use a formula of 15-10-10. He talked about why the NPK numbers are specific for different plants.

My understanding is that area soils already contain sufficient phosphorus, and we may not need to add more. I asked the speaker about that and his reply was that the issue is controversial and there was not a clear answer.

An accurate response is very dependent on the local area in which you are gardening. I pondered his reply and realized that the controversy may be more related to the effect of the phosphorus on our environment than it is to any specific plant.

Several years ago, in a conversation with Harry Landers — who at that time was the curator of the Washington Park International Rose Test Gardens, in Portland, Oregon — I commented on how beautiful the garden looked. I asked him what kind of fertilizer he was using. His response surprised me. For the past few years, they had been using a fertilizer with nitrogen only.

Harry explained that every two years, he had the soil tested from several different areas in the park. Each test indicated that the phosphorus level was extremely high. Thus, he decided to eliminate the phosphate in the fertilizer that they use. Looking around the garden on that beautiful June day, it was hard to dispute his decision.

The proof is in the soil test

The information that Harry had given me seemed to be the opposite of everything that I had learned. When I discussed this issue with others, one of the constant responses was, “Have you had your soil tested?” My answer was no, I had not.

So, last spring, I had a conversation with Brian Pickett, an arborist representative for Bartlett Tree Experts in Clackamas,



Mike Darcy

Head “plant nerd,” longtime speaker, host of gardening shows on radio and TV, and author of the In the Garden email newsletter.

You can reach Mike, or subscribe to his newsletter, at itmikedarcy@comcast.net.

Oregon, and had my garden soil tested. For the past several years, I have been using fertilizer products with no phosphorus — either blood meal (13-0-0) or feather meal (12-0-0) — so I was certain that the phosphorus level in my soil would be low.

As Brian took two soil samples from my garden, I was surprised at how deep he went to get the soil for the test. I asked about this and he said that to have a test on the top few inches would not have given an accurate reading for our purposes, since the shrubs and trees have roots that are growing well below this top layer.

Several weeks later, I received the results, and my phosphorus level was a shock to me. It was very high — almost off the chart. Brian said that he has done many soil tests and he has never had a phosphorus deficiency from soils our area.

With this new information, I am rethinking the fertilizer that I use in my garden. I continue to search for information on this topic because the research is ongoing. The phosphorus topic continues to intrigue me. It makes me wonder how many garden myths, are simply just that: myths.

The opportunity for retailers

Most garden centers sell many types of fertilizers, including ones with phosphorus. All types offer an excellent opportunity for staff members to offer educational sessions that explain why certain fertilizers work well for specific plants.

This would expand not only the knowledge base of gardeners, but also the sales opportunity for the garden center. ☺ ➤

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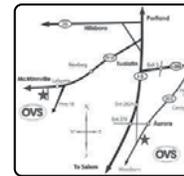
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White blooms take a strong lead in a landscape design by Kip Nordstrom, garden designer and owner of Hearth n' Soul (Lake Oswego, Oregon). PHOTO COURTESY OF HEARTH N SOUL

PART 1 OF 2

Visions of white: A series on white blooming plants

This month: Perennials, groundcovers, bulbs, vines, edibles and Hydrangeas

June: Woody trees and shrubs

Visions of white

These white-blooming plants brighten up landscapes

BY TRACY ILENE MILLER

BLOOMS COME IN ALL variations of color and hue, but there is a special place for white blooms in a garden or landscape.

“White goes with everything,” said Justin Hancock, senior director of marketing at **Monrovia Nursery** (multiple growing locations, including Dayton, Oregon). “It blends with soft colors, cools down hot colors and it’s an all-around ideal color.”

White blooms can also be important as architectural elements and for drawing attention to sunlight in both lighted and shady areas.

“I like to use white blooms for specific contrast or capturing backlight,” said Roxy Olsson, a landscape designer at retailer **Farmington Gardens** (Beaverton, Oregon). Planted in front of a window, looking from inside to outside, they can capture light in the evening glow, and for darker spaces in the garden, white blooms promote interest.

Many white blooming plants also offer fragrance and food for insects and birds and can extend seasonal interest, often as the first flowers in late winter and early spring. While white in the garden is sometimes overlooked, Hancock said, designers and growers agreed it has a multifunction that is

inescapable, including a calming, healing effect.

“It certainly can be considered Zen,” said P. Annie Kirk, owner and landscape designer at Red Bird Restorative Gardens (Woodburn, Oregon).

Given the broad range of white-blooming plants, from annuals to vines and even trees, in this Part 1 of a two-part article, we focus here on nearly half of the top-quality plants growers and designers named as strong selections — and why.

Perennials, groundcovers

As the foundation of any garden, white blooming perennials offer long-term consistency and bloom.

Eschscholzia californica ‘Alba’ (white California poppy) has two growth spurts, reseeds itself, is appreciated by native bees, pairs well with blue fescue and is extremely drought tolerant, according to Olsson.

For its architectural height and structure — highlighting the middle and back of the garden bed — she uses the 1–2 foot dwarf *Lupinus* ‘Gallery White’ (lupine). It mixes well with other flowers like poppies, and bees, butterflies, and hummingbirds love it.

Taking a little more sun, the



Chamaemelum nobile ‘Flore Pleno’

PHOTO COURTESY OF BLOOMING NURSERY



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Visions of white

Phlox paniculata 'David'

PHOTO COURTESY OF BLOOMING NURSERY

2–2½ feet *Physostegia virginiana* 'Miss Manners' (obedient plant) will grow summer to early fall in moist soil and works as a good cut flower. "It is adaptable, but not drought-tolerant," Olsson said. "It likes periodic wetness."

Lewisia cotyledon 'Alba' (white bitter-root) blooms in winter and different times of year, Olsson said. This 6-inch native succulent is meant for well-drained situations, including pots.

Leucanthemum 'Shortstop' (Shortstop™ Shasta daisy) hits the nostalgia trend, according to Hancock. It's easy to grow, resistant to some fungi, and has a long bloom time for a daisy. It is a smaller 1–2 foot size for container or garden growing, and attracts pollinators. Hancock also believes the evergreen, 1–2 feet *Agapanthus* 'Double Diamond' does not get the attention it deserves, partly because the genus is synonymous with lavender blue. "But it is fun, with double flowers, a little showier, a little more compact, good for urban spaces and a longer bloom, so more bloom for enjoyment," he said.

A more recent addition to her white blooming repertoire, *Fuchsia magellanica* 'Hawkshead' is perfect for part-shade situations that need easy care, said Kip Nordstrom, garden designer and owner of Hearth n' Soul (Lake Oswego, Oregon). She called it an "outstanding" evergreen performer with consistent blooms from summer through late fall on a hardy, fast-growing 4 foot by 4 foot plant that needs consistent moisture.

Another tried-and-true plant is *Hosta plantaginea* 'Venus', according to Nordstrom. With "gorgeous" and fragrant double-flowers on a compact 20-inch by 35-inch plant, it is good for covering shady ground.

Sometimes Nordstrom wants to tidy the 3–7 foot *Veronicastrum virginicum* (Culver's root), but she doesn't dare because the bees (and other pollinators) love it. "It only blooms once in the summer, but they last at least a month," she said.

Gardeners much watch *Anemone* × *hybrida* 'Honorine Jobert' carefully because it will naturalize and spread, but the "stunning" 2–5 foot tall plant that blooms in late



Cimicifuga 'Hillside Black Beauty'

PHOTO COURTESY OF BLOOMING NURSERY

July and lasts into October. It is Nordstrom's favorite white-flowering plant. "It always has something happening for months on end," she said.

Although she uses a lot of white pansies for customers who want a winter container garden, she turns to *Helleborus niger* 'HGC Jacob' (Christmas rose) for its months-long blooms from November through February. She later transfers it into the summer garden for permanent planting. That, or *Helleborus niger* 'HGC Josef Lemper', which is interchangeable because both cultivars perform strongly.

Kirk is also a fan of 'Jacob' for its longevity and because the flower heads face up. "You do need to be mindful of exposure; too hot will burn it; too moist, it will fail," she said.

For trouble-free flowers, Grace Dinsdale, founder and owner at **Blooming Nursery** (Cornelius, Oregon), points to *Gaura* 'So White' (Wand Flower), one of her nursery's bestsellers. "This one is 18 inches, a good medium height," she said. She likes it better than the more recently released shorter versions. "It provides more utility in combination pots and in the front of the border."

Also in the border, *Phlox paniculata* 'David' is a standout 3-foot-tall variety with a rounded dome of florets. Dinsdale recommends it for moist areas, and considers it one of the cleanest phlox she's found. "It has a wonderfully billowy element that looks good with everything, even if next to something spiky." It's fragrant, needs limited deadheading, blooms July through September and is a good cut flower.

Another fragrant flower, *Cimicifuga* 'Hillside Black Beauty' (Bugbane), loves moisture and has tall, white, narrow 4–5 foot flowers and feathery, dark-colored foliage. Mostly people include it for the foliage because there's not a huge display, according to Dinsdale. "But, it is good for cut flowers, deer resistant, attracts birds and bees, and blooms summer into fall."

Dropping back to the ground, *Chamaemelum nobile* 'Flore Pleno' (double-flowered Roman chamomile) bears one-inch wide bold flowers with finer foliage than the annual *Matricaria chamomilla* used for



Triteleia hyacinthina

PHOTO COURTESY OF FARMINGTON GARDENS

making tea. “Planted as a lawn, it needs to be mown before it’s in full bloom,” Dinsdale said. Maintenance keeps it from becoming rangy, but it is easy to care for in hot, dry and sunny locations.

At 18-inches in a shady area, *Beesia deltophylla* (false bugbane) has evergreen leaves, and small stacks of white blooms like *Heuchera*, according to Kirk. But, the leaves stay on longer. In a medium-wet area, she might pair it with *Astilbe* and *Sarcococca* spp. (sweet box), variegated *Hosta* and fern or *Fragraria* for a woodland feel.

“The sweetness of *Sarcococca*, which is blooming right now, is that you step outside and you ask, ‘What is that phenomenal smell?’” Kirk said.

Bulbs

Leucojum aestivum (summer snowflake) actually flowers in late spring, naturalizes beautifully, and is one of Kirk’s favorites — white with a touch of green, providing more than one look. And *Galanthus nivalis* (snow drops), at 5–7 inches, appears in just about every one of her designs because the white in the flowers is particularly reflective, beautiful and bright.

Triteleia hyacinthina (white brodiaea) is a lily reminiscent of *agapanthus* in flower shape but on a smaller scale. “It fantastic when planted in clusters,” Olsson said. When it bends back and forth, it gives a sense of movement and character. The bulb is also a food crop of First Nations people of the Willamette Valley.

Vines

Schizophragma elliptifolium ‘MonHart’ (Lacy Hearts™ hydrangea vine), with its gray-green heart-shaped leaves with white edges, answers the trend toward variegated foliage. It bears white lacecap flowers in the summer, according to Hancock. For adding privacy or covering an old wall, it’s a beautiful backdrop all summer long, and also tolerates some shade. *Holboellia brachyandra* ‘HWJ1023’ (Heavenly Ascent® *Holboellia*) has rich green evergreen foliage and deeply fragrant, waxy white flowers that, when pollinated, produce ornamental fruit. It is not self-clinging and needs support for its

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Sesamum indicum

PHOTO COURTESY OF BRIE ARTHUR

Hydrangea macrophylla 'Zebra'

PHOTO COURTESY OF BLOOMING NURSERY

Hydrangea paniculata 'Bombshell'

PHOTO COURTESY OF BLOOMING NURSERY

up-to-20-foot size. "It's on the bigger size, but won't get like wisteria," Hancock said.

As far as Kirk is concerned, nothing beats *Clematis armandii* (Evergreen clematis) — its fragrance, its showiness and masses of star-shaped flowers.

Edibles

"Every human being should grow sesame once," said Brie Arthur, garden designer, horticulturist and author out of Raleigh-Durham, North Carolina. "It's like a white foxglove that blooms all summer." It's a robust plant, pollinator friendly, and "would be a fantastic plant for garden centers to grow and sell a small amount."

Lagenaria siceraria (cucuzzi squash) is one of Arthur's favorite squash plants to grow for not only the fruit but also the white flowers that open at night. *Trichosanthes cucumerina* (snake gourd) also has giant

white flowers, and works as a screen or architectural element when attached to an arbor or fence.

Eruca vesicaria ssp. *sativa* (arugula) is practical to grow because it is edible, according to Arthur. A spicy deterrent for browsing mammals, the flowers are beautiful when they bolt in spring, providing nectar for pollinators at a time when it is scarce.

Hydrangea

On any list of white blooming plants, rising to the top is hydrangea, of which there are dozens of varieties. Arthur is partial to the hardy *Hydrangea paniculata* 'Bokrathirteen' SWEET SUMMER, a smaller variety at 6½ feet, bursting with large, green blooms that mature into white with strong stems that are good for cuttings. She uses it to stud her Christmas tree with flowers. Culling the stems for this use is a great

excuse to trim the shrub, she said.

Arthur also mentions the reliable bloomer (even in cold climates) *Hydrangea arborescens* 'Annabelle' (smooth hydrangea), which is adaptable nationwide. It is a rounded and somewhat compact 3–5 feet, with blooms in early summer and sometimes again in fall.

Nordstrom said 'Annabelle' is particularly good for those sun-shade locations in the garden, because a half-day of sun is the cure for it flopping over. She uses 'Annabelle' for its compactness as well as the newer varieties 'Bombshell' and 'Bobo'. "Everyone doesn't have room to put big hydrangeas in," Nordstrom said. The smaller ones work nicely even placed on both sides of a pathway.

Hancock said Monrovia's Candy Apple™ Hydrangea, at 4–4½ feet, is a much smaller version of 'Limelight'. It fits into smaller gardens, blooms on newer wood, requires no pruning like *H. macrophylla*, offers season-long interest and is a good cut flower.

The drama of contrasting colors is on display with *H. macrophylla* 'Zebra', a mop-head variety that is 3–4 feet high and wide, with sparkling white blooms on black stems. "The juxtaposition of the black and white makes it a knockout," Dinsdale said. She calls it "lustrous" at the nursery.

Another compact grower, *H. quercifolia* 'Pee Wee', is multifunctional, according to Kirk. "It attracts wildlife and has blooms that I can use in my home dried or not, and I can leave it for cover for the bushtits, while enjoying that sort of russet color that the flowers turn," she said. "When that jade leaf starts to turn in fall, stand back for orange, red and burgundy colors."

Given the great number of white blooming plants, no one article can include them all. Check back, in the June issue of *Digger*, when we continue to review the top performers, and trend-setters, and focus exclusively in Part 2 on woody plants. ☺

Tracy Ilene Miller is a freelance writer and editor who covers several topics, including gardening. She can be reached at tracyilenemiller@gmail.com.



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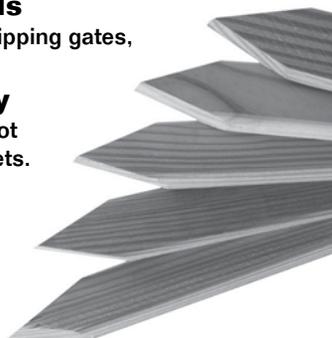
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Mastering the merge

Nurseries share the benefits of integrating wholesale and retail in one operation

STORY BY JON BELL / PHOTOS BY BILL GOLOSKI

IT WAS 38 YEARS ago and Grace Dinsdale had just launched **Blooming Nursery**, a wholesale nursery in Cornelius, Oregon; just west of Hillsboro. Her goal from the get-go had been to operate as a wholesale nursery that could supply the industry with a full spectrum of plant material, from perennials and ground covers to ornamental grasses, shrubs and vines.

But as with a lot of startup entrepreneurs, Dinsdale found herself early on in need of some extra cash to get the business up off the ground.

Her solution? Retail.

“When you start a business, it’s very tough,” she said. “We needed some cash, so we opened to retail almost right away.”

But Dinsdale’s approach wasn’t necessarily your standard retail strategy.

Instead, she found a big piece of plywood, painted it gray and then added big red letters that said “Huge Garden Plant Sale.” She put it at the end of her driveway to draw in customers, essentially kicking off her version of being a vertically integrated nursery business.

“I think I just saw that old sign around here somewhere not too long ago,” she said.

The nursery industry has traditionally found itself split largely

into two categories: wholesale and retail. For many, that sector-focused approach works just fine. But others in the business, like Dinsdale, have gone the way of vertical integration, growing their own plants that can be sold either on a wholesale basis or through a retail channel. It’s a model that’s often much more complicated than a straight-forward retail or wholesale one, but it’s also a model that can flourish when it’s done just right.

“It’s a constant balancing act,” Dinsdale said.

A popular business model

According to Sid Raisch, president of Horticultural Advantage, an Ohio-based garden and retail consultancy, vertical integration was a popular business model in the nursery industry for decades.

Prior to the 1960s, it was typical for nursery businesses to have greenhouses that they’d fire up in February to start growing. They’d begin selling as a retailer in April, May and June, and then be ready to close up shop for the season in July. Another popular model would have been a landscaping service that had its own nursery as a way to grow material to use for customers’ landscaping projects.

“The wholesale side of it was more the liner business that would grow starters and sell them to other nurseries,” Raisch said.

Consolidation in the nursery business, as well as the rise of the big box store and other changes in the market, eventually led to shifts across the industry. The result was that many nurseries ended up focusing on either the retail side of the business or the wholesale side.

But as it is with most businesses, one size does not fit all for nurseries, and while some do still find the most success sticking with a wholesale or retail focus, others have made their way through vertical integration.

In 1989, Linda Hockersmith-Eshraghi started her name-



Mastering the merge

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Previous page: Farmington Gardens operates retail locations in Beaverton (top, right) and Hillsboro (top, left), Oregon that are partially stocked with products of Eshraghi Nursery (bottom, right). Blooming Junction (bottom, left) in Hillsboro stocks many conifers from the Blooming Nursery operation.

This page: Farmington Gardens stocks a large variety of season plant products to meet the needs of home gardeners.

sake nursery, **Eshraghi Nursery**, with a single greenhouse in Hillsboro for selling plants wholesale.

According to Eric Prescott, current manager of Eshraghi's retail arm, **Farmington Gardens**, the retail side of the business literally started when passersby would see Eshraghi and her husband working at the nursery, then stop and ask if their plants were available for purchase.

A few years later, Eshraghi launched Farmington Gardens, first as a small retail booth and then as a full-fledged retail garden center to handle retail sales for the nursery. Prescott said that today, about 85 percent of Farmington's inventory comes directly from Eshraghi, which is renowned for its Japanese maples, conifers and other shrubs. The balance, in the form of bedding plants, annuals and perennials, comes from other nurseries.

Prescott said even though Farmington

and Eshraghi are different businesses, the fact that most of Farmington's inventory comes from Eshraghi — and is branded as such — resonates with customers.

"I think we are noted for carrying the Eshraghi brand," he said. "Eshraghi has a very well-known brand. We're affiliated with that, and I think customers like that and they see that they are our main supplier."

Similar to what happened at Eshraghi Nursery, Maurice Horn said people kept driving up the driveway of **Joy Creek Nursery** in Scappoose, Oregon soon after he and his business partners opened it in 1992 as a nursery focused on mail-order business.

"We had no desire to do retail," he said, "but by year two, people just kept driving up our driveway."

Joy Creek grew its gardens across four acres and did a fair amount of cutting and seed gathering to be able to offer plants

that not many others in the Northwest could. And because there was interest from customers to come out and shop retail, the nursery ended up with a retail yard in addition to its mail-order business. In addition, it also launched a landscaping business, which is supplied by the nursery, and a maintenance business.

"It's all very integrated," Horn said. "I think this is more vertical than we ever thought we'd go."

In and out of retail

After her initial go at having a retail side to her business — the one advertised by the big sign — Dinsdale decided to shut it down after about eight years. She said that the retail and wholesale businesses don't mix well on the same property. Retail customers like to come and shop leisurely, while the wholesale business can be hectic and busy.

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But shutting down the retail business didn't sit well with her customers. She shifted to a model where she'd have two big retail sales each year. That proved to be too hard on her staff, so she ended that after three or four years and went full wholesale for the next decade or so.

When the liner market shifted toward unrooted cuttings and tissue culturing, Blooming Nursery shut down its liner branch; around the same time, the company also switched to a new software system that made it less conducive for landscapers to browse the nursery's inventory on-site.

Those two factors led Dinsdale on a hunt for a second location where she could have a landscaper sales yard. She found it in 2007, about 15 minutes north of the wholesale location, but the Great Recession kept her from doing anything with the property until about 2012.

In 2013, she opened the new site as **Blooming Junction**, which has grown into a retail outlet and garden center that sells plants and produce. Dinsdale has expanded Blooming Junction's food offerings and has been developing a grocery called "Natural Grocery and Farm Store" that also has an educational component, as well.

She said that even though having both a wholesale and retail business is much more work, the benefits of being vertically integrated have been many. For starters, nurseries that are vertically integrated are able to share resources in some instances. For example, Dinsdale said her locations are occasionally able to share equipment and labor, though she tries not to move people back and forth too often.

In her early days, Dinsdale used to work the farmers' market circuit on weekends. That interaction with customers was incredibly helpful to her in her wholesale business.

"I really valued that interface with the end-users and the information I got back from them," she said. "When I quit doing that, I was concerned about losing that connection with the end-user. Now I have that with our retail operation."

On the flip side, because Blooming Junction receives plants from Blooming >>



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Nursery, Dinsdale is also able to glean some insight on what it's like to be a customer of the wholesale business.

"We understand the experience of what it's like to receive plants from Blooming Nursery," she said. "It really helps us in understanding the pain of being on the retail garden center side and what we can do to make it easier."

A dependable supply

Another benefit to integration, according to Raisch, is having access to a steady and dedicated supply of wholesale material. Growers have been shutting down, consolidating and even converting to new crops such as hemp, tightening the supply chain.

"It is very challenging to get supply if you are a retailer," he said. "The retailer has an increasingly difficult time getting the product they want, and that's not just now but those are the projections for the future, too."

On top of that consideration, Raisch said the way the nursery industry is evolving could open up some opportunities for nurseries who have been toying with the idea of vertically integrating. Specifically, he said that a lot of wholesale growers who don't have a second or third generation interested in taking over the business are looking for an exit; likewise, small independent retailers who've had a hard go of it may also be searching for a way out.

Nurseries who have been looking to vertically integrate by adding a wholesale or retail branch would be wise, Raisch said, to reach out to those operators.

"I think they'd be surprised how many might be interested in selling," he said. "Don't be afraid to ask if that's what you are interested in doing. Don't wait for them to put a sign up." ☺

Jon Bell is a freelance journalist who writes about everything from craft beer and real estate to the great outdoors. His website is www.jbellink.com. He can be reached at jontbell@comcast.net.

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(continued next column)

EMPLOYMENT

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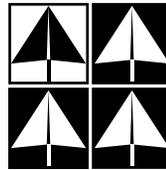
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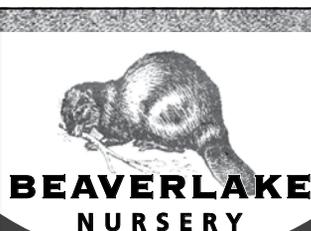
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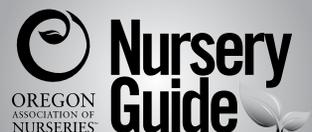
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Seeing the light on powdery mildew

Testing the efficacy of using ultraviolet spectral lights to protect greenhouse tomatoes

BY KRISTINE R. BUCKLAND, CYNTHIA M. OCAMB, LLOYD NACKLEY AND ANN L. RASMUSSEN

WIDESPREAD OUTBREAKS OF powdery mildew have been occurring in fresh market tomato crops in western Oregon over the past decade.

Disease incidence and severity tend to be greater in tomatoes produced in greenhouses or hoop houses. Growers in the Pacific Northwest often raise tomatoes in greenhouses or hoop houses to extend the growing season. Tomatoes are a high-value cash crop for many farms, with heirloom and specialty tomato varieties bringing in the highest revenues.

There has been a tremendous effort made to breed resistant varieties; however, high market value tomatoes, such as heirloom or Roma types, are currently very susceptible to powdery mildew. Both organic and conventional producers are choosing minimal (or no) pesticide use due to concerns for worker safety in enclosed areas such as hoop houses. The high cost and low efficacy of current sulfur control methods, commonly relied on in organic production, is also a factor.

New technology in the form of ultraviolet (UV) light treatments may provide a solution to help control powdery mildew.

Symptoms, effects and control

Powdery mildews can cause serious damage to a diverse host of crops, causing the deformity or death of leaves. Entire plants eventually may die if left untreated.

Light green to bright yellow, irregular-shaped blotches first appear on upper leaf surfaces and are typically accompanied by the development of whitish, powdery fungal growth on the upper and lower leaf surface (Photo 1). The fungus can be spread through the air, especially when in close contact with infected plants.

To control a pathogen, you must understand the conditions that foster its growth. The same warmer temperatures that make using a greenhouse for tomato production desirable can also lead to higher relative humidity levels that can fuel the spread of powdery mildew.

Ambient light conditions also play a critical role in the survival of powdery mildew pathogen. The fungus has evolved to thrive in low light conditions, such as dense canopies or on the undersides of leaves. Hoop house plastic generally reduces

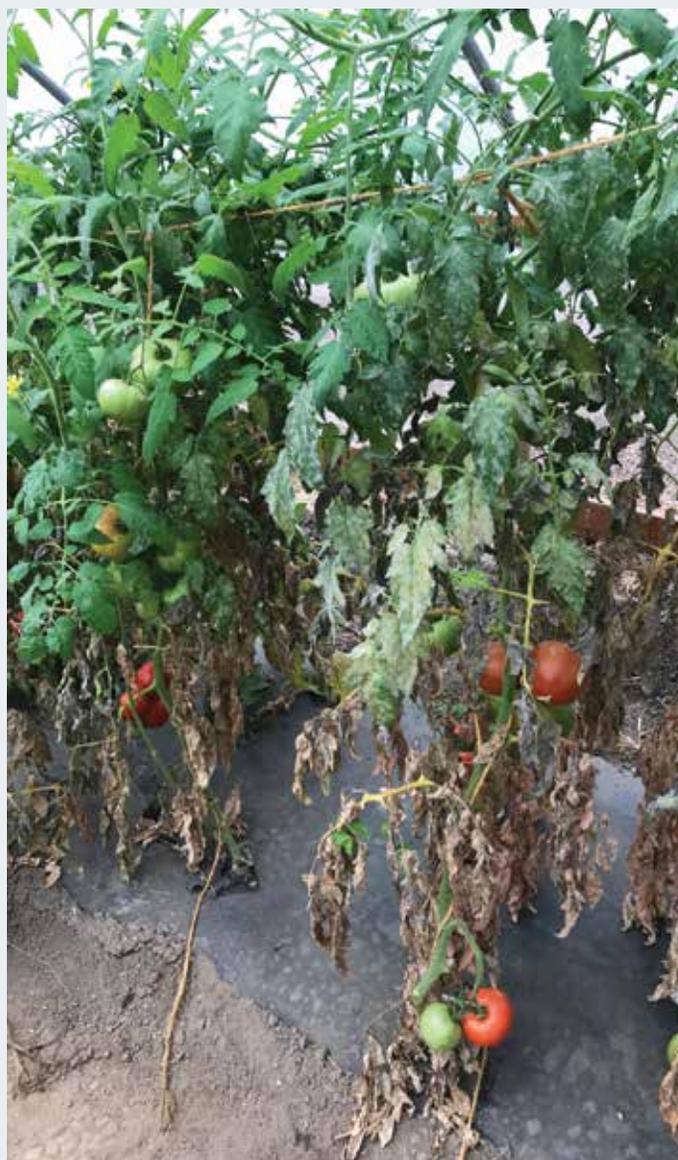


Photo 1. Tomato plant with extensive leaf damage from powdery mildew. PHOTO COURTESY OF C.M. OCAMB.

Using ultraviolet lights for powdery mildew control in greenhouses

Top: UV-B treatment of tomato with light positioned horizontally above the canopy.

PHOTO COURTESY OF K.R.BUCKLAND

Bottom: A late season greenhouse tomato, variety Caiman.

PHOTO COURTESY OF OSU EESC.

incoming UV light, and many farms use shade cloth in summer as well to help moderate greenhouse temperatures, which also significantly reduces incoming UV light.

Cultural controls such as increased plant spacing and ventilation can help to reduce powdery mildew severity and are important management tools for limiting disease build-up. Plant spacing and pruning can reduce leaf shading and result in thicker plant cuticular waxes on leaf surfaces, which can, in turn, reduce powdery mildew infection rates.

Due to the high incidence and lack of effective control options for powdery mildew, and the importance of tomato crops for farm income, additional management strategies for powdery mildew control are needed.

Researchers in other areas of the country working in other crops like strawberry or cucumber have shown that exposing powdery mildew to short intervals of UV light can also reduce populations (Suthaparan et al. 2014, Janisiewicz et al. 2016, Suthaparan et al. 2016).

We tested the efficacy of UV light treatment to help reduce powdery mildew in greenhouse tomato production. It is important to note that just like the sun's rays, UV light from a lamp source can cause serious harm to skin and eyes. The use of protective equipment such as UV blocking goggles and clothing is therefore essential. Even short periods of exposure from a UV light source can cause burns or other harm.

Seeing the light

In the first year of a two-year trial, we compared the effects of UV spectral lights, with no treatment and with an organically certified fungicide. We hope to find options for use in an integrated approach to reducing powdery mildew in tomato high tunnel production within our region.

The tomato variety 'Caiman' (Vitalis Seeds) was transplanted on June 6, 2019 into a double-walled poly hoop-house located on the North Willamette Research and Extension Center near Aurora, Oregon (Photo 2). The hoop house had no supplemental lighting or environmental control systems.



Transplants were arranged in two rows with two feet between rows and one foot between plants within each row. UV-B treatments were made using an off-the-shelf light system that has six 9-watt bulbs emitting 0.005 W per cm² over the 525 cm² treatment area at 311-312 nm wavelength. We mounted the light on an adjustable stand and positioned the light as close as possible to the top part or sides of the tomato canopy.

We applied UV-B treatments to the plants from either the side of the canopy (positioning the light vertically) or from the top (positioning the light horizontally above the canopy — see Photo 3). UV-B treatments were applied in the evening between 5:30 p.m. and 10 p.m. on three- to four-day intervals, beginning on August 24 and continuing through September 17.

Applying UV treatments has been shown to be most effective and least likely to damage plants when applied at



night (Suthaparan et al. 2017). Each plot received four 7-minute applications of UV light per treatment, distributed over the plot. The UV treatments were compared with the potassium bicarbonate fungicide formulation Kaligreen, which was applied on a weekly basis per the labeled directions. Plots were examined weekly for disease and the percentage of leaf area colonized by powdery mildew was determined by visual observation.

As is common in western Oregon, powdery mildew developed on tomato plants in late August. The disease was detected at initially low levels (1.2% or less of the leaf area) on at least one leaf of 39 percent of the plants on the first evaluation date, August 23. Rapid spread of powdery mildew occurred, fueled by the hoop house growing conditions and the dense tomato canopy.

By the second evaluation date (September 3), powdery mildew was detected on all but one plant of the 128 plants evaluated. Disease severity on this date was greater in the nontreated control as well as plants receiving UV-B as an overhead treatment relative to plants treated with Kaligreen.

On the third evaluation date (September 10), plants receiving Kaligreen had a lower disease severity compared to the other treatments; nontreated plants and plants in both UV-B treatments began to exhibit premature defoliation due to the severity of powdery mildew.

By the fourth and final evaluation date (September 17), defoliation was severe enough on the UV and nontreated plants that no further evaluations were made due to the impending severe loss of leaves. Under the conditions of our study, Kaligreen was a more effective disease management tool relative to the UV-B treatments utilized for tomato powdery mildew.

This preliminary study showed a small window of efficacy of the UV treatments when powdery mildew was less severe. We think the limited range of UV light coverage with our off-the-shelf lamp was not adequate to effectively treat the whole canopy.

Next year's trial will include a larger

UV treatment area to increase the light coverage. We also will need to look carefully at the costs associated with each treatment to understand if employing UV lights on-farms is reasonable. ©

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Rationality is our friend

The COVID-19 virus will most certainly impact families, friends and businesses.

It is already causing tremendous disruption in the economy, not to mention knocking our daily lives off auto-pilot.

In mid-March, I communicated with our membership the need to embrace that fear is not our friend — rationality is. We provided reliable resources people can draw on to inform decision-making, and will continue to do that. We created a resource page on our OAN website pulling together the best information we can find for all who need it.

Your association is a leader in the state of Oregon. We have shared our collective best advice with dozens of sectors within our agricultural community. This is not a time to be stingy on common sense.

Adapting to a pandemic

Our industry is already very familiar with the concept of stopping a dangerous pathogen from spreading. Our experience with *Phytophthora ramorum*, which causes sudden oak death, has given us a head start. In response to that threat, we were key collaborators in creating the systems approach to pest and disease management.

The key to the systems approach is preventing transmission from plant to plant. This is done by reviewing your production system, from propagation and sourcing to final shipment, and eliminating opportunities for the spread of disease. Our key tactics include isolating incoming material until it is confirmed clean, and visually inspecting plants for signs of disease.

The systems approach is fundamentally different from the traditional end-inspection approach of inspecting plants just before shipment and diverting the infested ones. The problem with that approach is that by the time the problem is detected, the entire load may well be compromised.

Our familiarity with the benefits of the systems approach opens awareness for how we can cope with the COVID-19 virus.

With plants, one must know the pest or pathogen you are scouting for — how it manifests, how it is transmitted, how long it takes symptoms to be visible, and what to

do if symptoms are observed. With coronavirus, the same principles apply. It's important to know the symptoms of the disease, but it's even better to know how the pathogen transmits in the first place.

The virus incubates for a long period before symptoms manifest. The best solution is social distancing to stop it from spreading. Handwashing, surface cleaning and sneezing into the crook of your elbow are important steps — but keeping your distance is key.

Protecting our workforce

Protecting your business legally is also a consideration. Peter Hicks of Jordan Ramis PC has suggested the following approach:

- Tell employees to stay home if they are sick. Tell employees you will send them home if they show up sick.
- Make employees aware that there is no penalty for taking leave they are entitled to by law. This includes employee sick leave if you offer it, or it may include leave taken through the Oregon Family Leave Act. Leave entitlement varies depending on the size of your business and whether you offer leave benefits that exceed the minimum legal requirements in your jurisdiction.
- Be particularly careful with workforce reductions (seasonal or otherwise). Under these circumstances there is an increased risk of possible sickness-related retaliation claims. Given this risk, we recommend you consult with counsel before taking any such actions.

OAN members are entitled to 30 minutes per month of legal advice on a non-continuing issue through our Legal Access benefit. If you are an OAN member and wish to use this benefit, feel free to contact Peter at peter.hicks@jordanramis.com. Be prepared to provide your membership number.

In March, Oregon Gov. Kate Brown announced the cancellation of all gatherings in the state of 25 people or more well into the month of April.

While COVID-19 will not be lethal for most of the population, we must recognize the danger that it poses for vulnerable individuals. We urge every nursery business to implement logical, common-sense practices to reduce transmission between people, thereby making the public health response the most effective it can be.



Jeff Stone
OAN EXECUTIVE DIRECTOR

Nursery and greenhouse operators utilize an abundance of common sense, so I am sure we are already adapting.

The relationships that define us

The nursery and greenhouse industry has always done business on a handshake. Employees work shoulder to shoulder to produce top quality plants at their nurseries, and nursery leaders likewise work hand in hand to move the industry forward. We are still built on relationships, even if we are reducing and changing our person-to-person interactions for the time being.

Late this summer, the 2020 Farwest Show will take place August 26–28 at the Oregon Convention Center. This is our industry's showcase to the nation. We are planning for the show to take place as scheduled, and hopeful the threat will have passed by then. However, we will continue to monitor the situation.

Universal advice from a nurse

As this pandemic plays out, I hear the calming words of my mother, Sandy Stone, a nurse and aid worker who traveled to dozens of countries and encountered a plethora of nasty viruses and pandemics.

First, be aware and understand what is going around you and use common sense. Second, wash your hands, and avoid picking your nose (that was for my brothers). Third, if you are starting to feel poorly, you will be taken care of — but separate yourself to not infect others. And finally, take care of each other.

Good advice and stay safe. ☺

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