

Digger

JULY 2021

LOOK INSIDE



New Varieties Showcase Preview
and
Farwest Show Planning Guide

TREE FARM
PLUGS

The trade show is back

Make a good first impression at Farwest with these tips

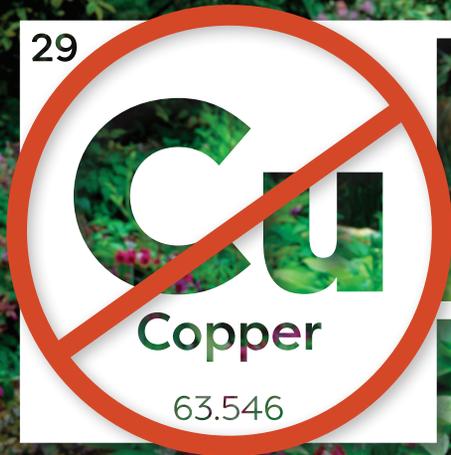


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July 2021 Vol. 65 No. 7

Digger



17 Catching eyes – and customers

FARWEST
PORTLAND 2021

An engaging trade show booth, with attentive staff working it, is a lifeline for businesses.

SPECIAL
INSERT

Farwest Show New Varieties Showcase

Preview the new plant varieties coming to the Farwest Show.

SPECIAL
INSERT

Farwest Show Planning Guide

Plan your route through this year's line up of Farwest Show seminars!

21 A hotter trend

Widespread wildfires prompt greater demand for fire-safe plants and landscaping.

33 Setting up for spray success

Growers of variable crops can reduce chemical waste and ensure coverage by systematically adapting their approach.

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On the cover: Brooks Tree Farm uses a vintage car in their booth at the Farwest Show to draw customers into their booth. PHOTO BY BILL GOLOSKI

On this page: Left: Networking opportunities at trade shows are a great way to reach new business contacts. PHOTO BY CURT KIPP. Right: The Intelligent Sprayer with LIDAR saves growers from excessive pesticide use. PHOTO COURTESY OF OREGON STATE UNIVERSITY



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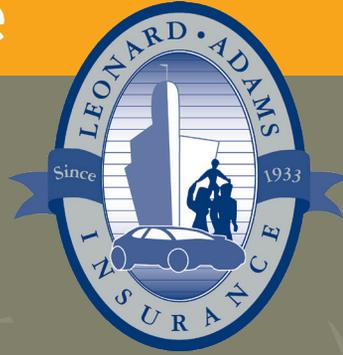
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Kyle Fessler

**Stop and smell
the roses**

The annual chaos of spring has slowed down a bit the past few weeks here in Nursery Country.

It's almost a mirror image of the chaos curve we see in the Fessler household each year.

Flower season has its big push through Mother's Day. The weekly yardwork around the house is in full effect at this point. The kids are wrapping up the school year and we're headed in two opposite directions nearly every night to softball and baseball games, all while trying to make sure the kids have had at least three meals each day. (Of course, there is always at least one that refuses to eat what is served on any given night.)

Luckily, we have our trusty smartphones that help us navigate every little detail, like which of the dozen baseball fields we are supposed to be delivering the little sluggers to.

Computers and smartphones have become fantastic tools to help us navigate the daily issues we face in our industry. We can have a live video chat with a customer across the country while walking through the greenhouse, or diagnose a pest issue in a matter of minutes with a quick Internet search on a smartphone.

A simple text message can relay an important piece of information to another employee in just a few seconds. How did people ever operate without these things?

How well would we thrive if we were still using the same equipment and technology that we did 25 years ago?

Back in 1996, sending this column to the editor wasn't so easy. The first 10 columns of my dad's OAN presidency were typed on a typewriter. From there, they were faxed to the OAN office for editing and eventually passed on to print. Progress was made on his final two columns, when the tool of choice to upload his column became a computer with a dial-up modem.

How well would we thrive if we were still using the same equipment and technology that we did 25 years ago?

I got to experience this question firsthand a few weeks ago, when several generations of our family went on a weekend fishing trip, far from the range of any cell tower. It was a great weekend, filled with daily limits, tranquil nature, and great company. Our smartphones weren't good for much more than photographing the daily catch.

It made me realize that I don't need that little screen within arm's reach at all times. We're lucky to operate in such a unique industry. Most people go to work with a plant in the corner of their office. Our office is surrounded by an abundance of them.

We can't forget why we enjoy doing this work. It's important to shut the phone off every once in a while, and take a moment to enjoy the beauty that we put so much effort into creating, each and every day.



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*.

JULY 10-13

CULTIVATE'21

Presented by AmericanHort, Cultivate offers educational and networking opportunities and exhibits featuring technology, new products, services and plant varieties. Cultivate'21 is set to take place at the Greater Columbus Convention Center in Columbus, Ohio. The association is working with city, state, and government officials, as well as the Greater Columbus Convention Center, on the proper protocols for having a safe in-person event. More details on these protocols will be available in the coming weeks. For information, visit www.cultivateevent.org.

JULY 27-29

PERENNIAL PLANT ASSOCIATION NATIONAL SYMPOSIUM

The Perennial Plant Association will host the 2021 Virtual National Symposium under the theme, "Celebrating Perennials: People, Place and Purpose." The hybrid format will include virtual speakers – from Italy, Britain, Brooklyn, Denver and more – and smaller, outdoor regional pop-up events around the nation. Topics will include trial reports, native plants, foliage, biodiversity, and garden design inspiration. Visit tinyurl.com/6bxddyk8 for more information.

AUGUST 5-7

NURSERY/LANDSCAPE EXPO

"Find Your Greatness at EXPO" is the theme of the 2021 Texas green industry trade show. Registration for the show is open. Safety precautions are being developed for attendees and exhibitors heading to the in-person show at the Henry B. González Convention Center in San Antonio, Texas! For registration and further details, go to www.nurserylandscapeexpo.org

AUGUST 10-12

THE GARDEN CENTER SHOW

The first Garden Center Show will be held for independent garden centers at the Wisconsin Center, 400 W. Wisconsin Ave, Milwaukee, Wisconsin. The trade show and networking event includes an education program sponsored by Garden Centers of America (GCA). Exhibitors and attendees will be able to meet face-to-face and network with leaders in the industry. GCA also will host a tour of local garden centers on August 9. For more information, visit www.gardencentershow.com

AUGUST 27

CNGA 2021 BUYERS EXPO

The Colorado Nursery and Greenhouse Association (CNGA) is hosting an outdoor Buyers Expo on August 27 at the Jefferson



AUGUST 18-20

FARWEST SHOW

The biggest green industry trade show in the West is set to take place at the Oregon Convention Center, 777 N.E. Martin Luther King Jr. Blvd. in Portland, Oregon. Produced by the OAN, Farwest attracts exhibitors and attendees from across the country and the world. OAN leaders are monitoring current health and safety protocols to ensure a safe and successful show for all. Log on to www.farwestshow.com for more information.

County Fairgrounds, 15200 W. 6th Avenue, Lakewood, Colorado. The association canceled the annual ProGreen trade show earlier this year, and created this showcase for wholesalers, growers, brokers and other plant material suppliers. Attendees will be able to place orders onsite to source plants and supplies. Registered exhibitors will be offered a 10-foot-by-10-foot outdoor space on a grass field on a first-come-first-serve basis. Wifi is available, but there will be no electricity. Registration includes two staff exhibitor staff member lunches and two invitations to the Happy Hour and BBQ after the expo. Go to www.coloradonga.org to register.

SEPTEMBER 15-16

GROW WEST COAST

The BC Landscape & Nursery Association's CanWest Horticulture Expo has been rebranded as the Grow West Coast. Western Canada's premier horticulture show will be presented as an outdoor market trade show experience at the Surry Civic Plaza, 13450 University Drive, Surrey, British Columbia. Landscape professionals, municipalities, garden centers, suppliers and wholesale nursery and greenhouse growers from across the region will be exhibiting following Provincial

and health guidelines. For more information, go to <https://growwestcoast.com>

OCTOBER 8-10

PORTLAND FALL HOME & GARDEN SHOW

Taking place at the Portland Expo Center, 2060 North Marine Dr., Portland, Oregon, the official show of the Home Builders Association will entertain and inform homeowners about the freshest garden designs and themes. There will be a plant and nursery marketplace, competitions, and other great show features. Visit www.homeshowpdx.com for details.

NOVEMBER 2-4

OAN ANNUAL CONVENTION

Save the dates for the annual Oregon Association of Nurseries Convention, which will take place Tuesday–Thursday at the Grand Wailea, a luxury oceanfront resort on Maui, Hawaii! The agenda includes hospitality suites reception, Annual Membership Business Meeting and General Session, and President's Awards Banquet. Registration and room reservations are open at www.oan.org/convention. Contact Allan Niemi at aniemi@oan.org or 503-682-5089 for details about sponsorship opportunities. ©

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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.

Garden centers find themselves short of inventory

Some garden centers in the Portland area and elsewhere have reported problems sourcing enough plant stock, according to a report from KATU (Portland, Oregon). Managers report 150-200 phone calls from people asking for early spring plants or common houseplants that are usually always available. *Edgewartha* or *Daphne* are as examples of products that garden centers can't get from local wholesalers, who have already shipped their nursery products out of state.

Pomarius Nursery and Livingstage, both garden centers in the Portland area, were among those reporting these difficulties. Peter Lynn, general manager at Pomarius, believes that many nursery plant products will not grow as large as they usually would during the dry summer we're expecting. The drought could add further limitations to the supply line, and possibly close nursery businesses.

"When those go out of business, there becomes gaps in certain plants. You feel it a year, two years, or even eight years later, you'll feel those effects. But, it happens, and you just kind of work through it and wait for the next crop to come around," Lynn said.

Watch the report at tinyurl.com/ym7rmp8



Cydalima perspectalis, known as the box tree moth, is a destructive nursery pest. PHOTO COURTESY OF WIKIMEDIA

BOX TREE MOTH PROMPTS SUSPENSION OF CERTAIN IMPORTS

USDA Animal and Plant Health Inspection Service (APHIS) suspended all importation of boxwood (*Buxus* spp.), *Euonymus* and holly (*Ilex* spp.) plants for planting from Canada into the United States, issuing Federal Order DA-2021-11 (PDF available at tinyurl.com/6fu7jwrk).

The three genera are recognized hosts for box tree moth (*Cydalima perspectalis*), a serious plant pest that recently was detected at a plant nursery in St. Catharines, Ontario, Canada. The insect larvae can feed on the leaves and bark of these plants, leading to the death of the plants. U.S. trade groups, including AmericanHort and the Oregon Association of Nurseries (OAN), support the move.

"Box tree moth is considered a high-consequence defoliating pest of boxwood, with other possible hosts," stated officials with AmericanHort, the national nursery trade group, in an update to members. "We fully support the efforts of federal and state regulators to prevent this pest from establishing in the U.S. AmericanHort and HRI proactively worked

to get several major research projects funded to get 'ahead of the curve' on this threat.' We are hopeful that the regulatory response efforts are successful, giving more time for the ongoing research agenda to better equip the industry with tools to manage the pest if it establishes in the U.S. in the future." Read the full update at tinyurl.com/78axu6tc

USDA officials are conducting trace-forward investigations at some 25 customer facilities in six states where affected plants may have been shipped. Those states include Michigan, Ohio, New York, Connecticut, Massachusetts and South Carolina so far, but additional states may yet be identified.

A fact sheet from Cornell, Rutgers and North Carolina State universities outlines pest identification and treatment options for the trade. Download the PDF from tinyurl.com/46znzjmy

The OAN and AmericanHort are monitoring developments on this issue closely, and will continue to work together with federal officials for the good of our industry, and to ensure best outcomes for members. For more information, contact Jeff Stone at jstone@oan.org. 

More COVID-19 coverage online

Further updates on how the COVID-19 virus is impacting the greenhouse and nursery industry is online at www.diggermagazine.com/category/coronavirus. We are reporting on the most current information as of press time, but please check online for the most up-to-date information.



INVASIVE TREE FROGS FOUND IN OREGON

The Oregon Department of Fish and Wildlife (ODFW) advises retail nurseries and customers to look for potentially invasive frogs in their plants, according to a release from the agency. Two non-native Cuban tree frogs (*Osteopilus septentrionalis*) were found May 17 on nursery plants — one from an Oregon location, and one from an online sale.

Wildlife officials haven't determined if this particular species could survive an entire year in Oregon, but the Cuban treefrog has threatened native frogs and amphibians in other areas. They have unfortunately been established in Florida, which will lead to an overpopulation that will out-compete native species for food and space. People are asked not to release any specimens into the wild, but rather check with ODFW for specific

identification of the species. Any such species found should be reported to the Oregon Invasive Species hotline (1-866-INVADER).

"[Cuban tree frogs] secrete a mucus that may irritate your eyes and nose and cause allergy-like symptoms and possibly trigger an asthma attack," Rick Boatner, ODFW invasive species supervisor, said. They prey on other frogs, tadpoles, small lizards and snakes. Read more at tinyurl.com/3c8jr2f4

identifying and managing their lifecycle. The article provides practical advice for destroying egg masses in fall, winter and spring, as well as how to use circle traps in spring and summer. Residents in the area are also asked to remove *Ailanthus* (tree of heaven), which is a popular draw to SLF.

More information about the SLF's life cycle and management techniques is available at the Penn State Extension spotted lanternfly website. Or, download a fact sheet about the SLF from the Oregon Department of Agriculture (ODA).

The invasive pest feeds on nearly 70 different plant species, including apples, cherry, chestnut, hops, maple, peaches, pear, pine, plum, poplar, oak, rose and walnut. The ODA has not offered any control suggestions, but is focused on preventing establishment in Oregon. In the event of a suspected sighting, people are asked to >>

PENN STATE OFFERS SPOTTED LANTERNFLY MANAGEMENT TIPS

Egg-hatching season has begun in the 34 Pennsylvania counties that have detected spotted lanternflies (SLF), according to a release by PennState Extension. Grape, hardwood and ornamental tree growers may encounter the invasive pest for the first time this year, and are being offered advice for



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NEW *P. RAMORUM* OUTBREAK FOUND IN CURRY COUNTY

Three strains of *phytophthora ramorum* — the pathogen that causes sudden oak death (SOD) — have been found in one county on the southern Oregon Coast, according to a report from *Capital Press* (Salem, Oregon). NA2 has now been detected 21 miles outside of Oregon’s 515-square-miles quarantine area. Douglas firs and other commercial conifers can be infected or fail due to the disease.

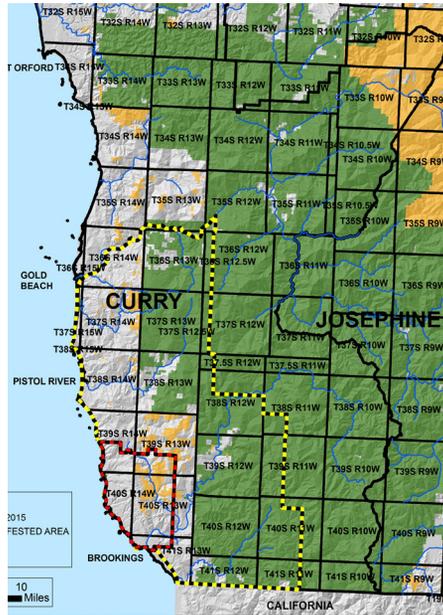
NA1 was previously known to be present in the quarantine area. The recent discovery is separate from the EU1 strain outbreak that occurred this spring in the Rogue River-Siskiyou National Forest, which follows the natural spread of the pathogen. EU1 spreads faster than NA1, but researchers will need to test NA2 to determine how much of a threat it poses to Oregon forests.

“We do have boots on the ground looking every day where this disease could be,” Sarah Navarro, sudden oak death pathologist with the U.S. Forest Service, said.

Chris Benemann, nursery and Christmas tree program manager at the Oregon Department of Agriculture, noted that more information is needed to figure out if the 2021 outbreaks are isolated incidents or if the regulated quarantine area needs to be expanded. The quarantine area is located hundreds of miles away from Oregon’s prime nursery production areas. Read the full story at tinyurl.com/9ewzmkbe

USDA AND NCPN SEEK PEST AND DISEASE PROJECT IDEAS

The USDA Animal and Plant Health Inspection Service (APHIS) will allocate approximately \$75 million to support projects addressing plant pest and disease programs and is looking for project suggestions, according to a release from the agency.



Projects are most likely to receive funding if they enhance plant pest/disease analysis and survey; target domestic inspection activities at vulnerable points in the safeguarding continuum; strengthen pest identification and technology; safe-guarding nursery production; conduct targeted outreach and education; and improve mitigation and rapid response capabilities. Suggestions can be submitted to APHIS until July 23.

At least \$5 million of the funding will go to the National Clean Plant Network (NCPN) for the fiscal year 2022. The network is focused on projects to strengthen their diagnostic and pathogen elimination services, which are available across the nation. They will accept suggestions until August 27.

Templates, helpful webinars, frequently asked questions and other resources are available on www.aphis.usda.gov/ppa-projects.

CALIFORNIA VINEYARD TRIALS SMART SPRAYER TECHNOLOGY

Smart Guided Systems irrigation technology is being trialed on wine grapes, according to a release by *Wine Business Monthly*. The Central Valley California vineyards of Trincherro Family Estates (TFE) is using the technology developed by a team of USDA-ARS researchers studied by the USDA Application Technology Research Unit (ATRU), Ohio State University, **Oregon State University** and the University of Tennessee. TFE is the

first California vineyard to use the system.

The system uses a LiDAR (light detection and ranging) high-speed scanning unit to create a 3-dimensional rendering of the canopy and its size. The information activates the spray nozzles only when needed, and reduces the pesticide application anywhere from 47% to 73%. The first early-season spray trials at TFE reduced the need for fungicide spray from 50 gallons per acre (gpa) to just 23 gpa — more than a 50% reduction in chemical application. Read the full story at tinyurl.com/y32zk8e

Announcements OREGON WOMEN FOR AGRICULTURE HONORS TWO

The Oregon Women for Agriculture (OWA) honored two individuals for their performance and commitment to agriculture, according to a report from *Capital Press* (Salem, Oregon). Both awards were presented during a virtual annual meeting on February 27.

Dona Coon, vice president of the OWA Linn-Benton county chapter and county director for the OWA state board, was given the Leaven Award for 38 years of work with the organization. She has helped run state conventions, annual auctions, and Oregon State Fair booths since 1983. Coon also moved Oregon Ag in the Classroom (Oregon AITC) program materials to her home office after the former sponsor pulled its support for the program in the 1990s. Still today, more than 200,000 students and 270 teachers across the state use the program.

Anne Marie Moss, communications director for the **Oregon Farm Bureau** (OFB), was honored with the OWA Service to Ag Award for her joyful yet forceful advocacy on behalf of farmers and ranchers. The award recognizes individuals who share the message of agriculture with others, and Moss provides outreach to students, consumers, and state lawmakers on behalf of OFB farmers every day. She’s also a graduate of Resource Education and Agricultural Leadership (REAL Oregon), a leader- ➤



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ship training course for the agriculture and natural resources sectors. The full story is available at tinyurl.com/y674stbn

EASON HIRES NEW WEST COAST NURSERY MANAGER

Vinny Grasso has been hired as the West Coast nursery manager for **Eason Horticultural Resources (EHR)**, according to a release from the company. He previously served as a sales manager at A&R Spada Farms (St. Paul, Oregon) for 24 years, and also worked at FlowerTime and Frank's Nursery & Crafts for a combined 17 years in retail management and purchasing.

Grasso earned a bachelor's degree in ornamental horticulture from the State University of New York (SUNY) Cobleskill.



MA HIRES NORTHEAST/MID-ATLANTIC ACCOUNT MANAGER

Jeff Gabric has been appointed Northeast/Mid-Atlantic sales account manager for **Mycorrhizal Applications**, according to a release by the company. He has more than 30 years of sales experience, primarily in green industry chemical and biological solutions. Gabric earned a bachelor's degree in agricultural economics from Ohio State University and extensive knowledge of agriculture markets.

Gabric will help growers and distributors in Main, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, Delaware, New Jersey, Maryland, Washington D.C. and Virginia access mycorrhizal soil inoculant products.



BAILEY HIRES BRAND AND BUSINESS MANAGER

Layci Gragnani has been hired as a brand and business development manager for **Bailey**, according to a release from the company. She previously worked for Star Roses and Plants and has more than 10 years of experience in public relations, sales, marketing, and brand management.

Gragnani will be a part of the company's brand marketing team to help strategically manage the branding and sales of Bailey products through sales teams and licensed growers.



GO SEED HIRES HEAD OF RESEARCH

Dr. Shannon Cappellazzi has been >>

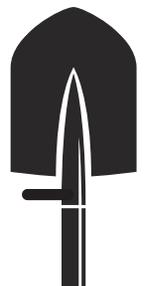
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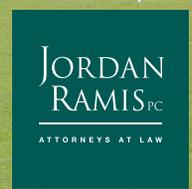
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hired by GO Seed to lead the company's sustainable seed solutions research, according to a release from the company. The company is focused on regenerative agriculture research, and she will work collaboratively with company partners, researchers and customers to shift turf, forage, and crop management practices to be less harmful to the environment. Cappellazzi will help develop sustainable seeds that use less water and grow into vegetation that require less mowing — ultimately reducing greenhouse gas emissions associated with maintaining turf, and mitigating climate change.



She previously served as the Soil Health Institute's lead scientist for the North American Project to Evaluate Soil Health Measurements, and as a manager

of the Oregon State University Central Analytical Laboratory. She was also an equestrian manager for Wheelbarrow Creek Ranch and an agricultural commodities trader for Wilbur-Ellis Company. Cappellazzi is a member of the Soil Science Society of America and serves as a board member of the Oregon Society of Soil Scientists and the Oregon Forage and Grassland Council. She earned a bachelor's degree in animal science, and a master's and doctorate in soil science from Oregon State University. Learn more at tinyurl.com/bmr7ps58

NUFARM APPOINTS VP OF MARKETING

Tracy Rich has been appointed vice president of customer and brand mar-



keting at **Nufarm Americas**, according to a release from the company. Her recent work to improve customer communications, launch several new crop protection solutions, and open the company's new manufacturing plant has greatly helped the company grow. She has more than 20 years of experience in marketing from agricultural, manufacturing, health care, and biopharmaceutical companies.

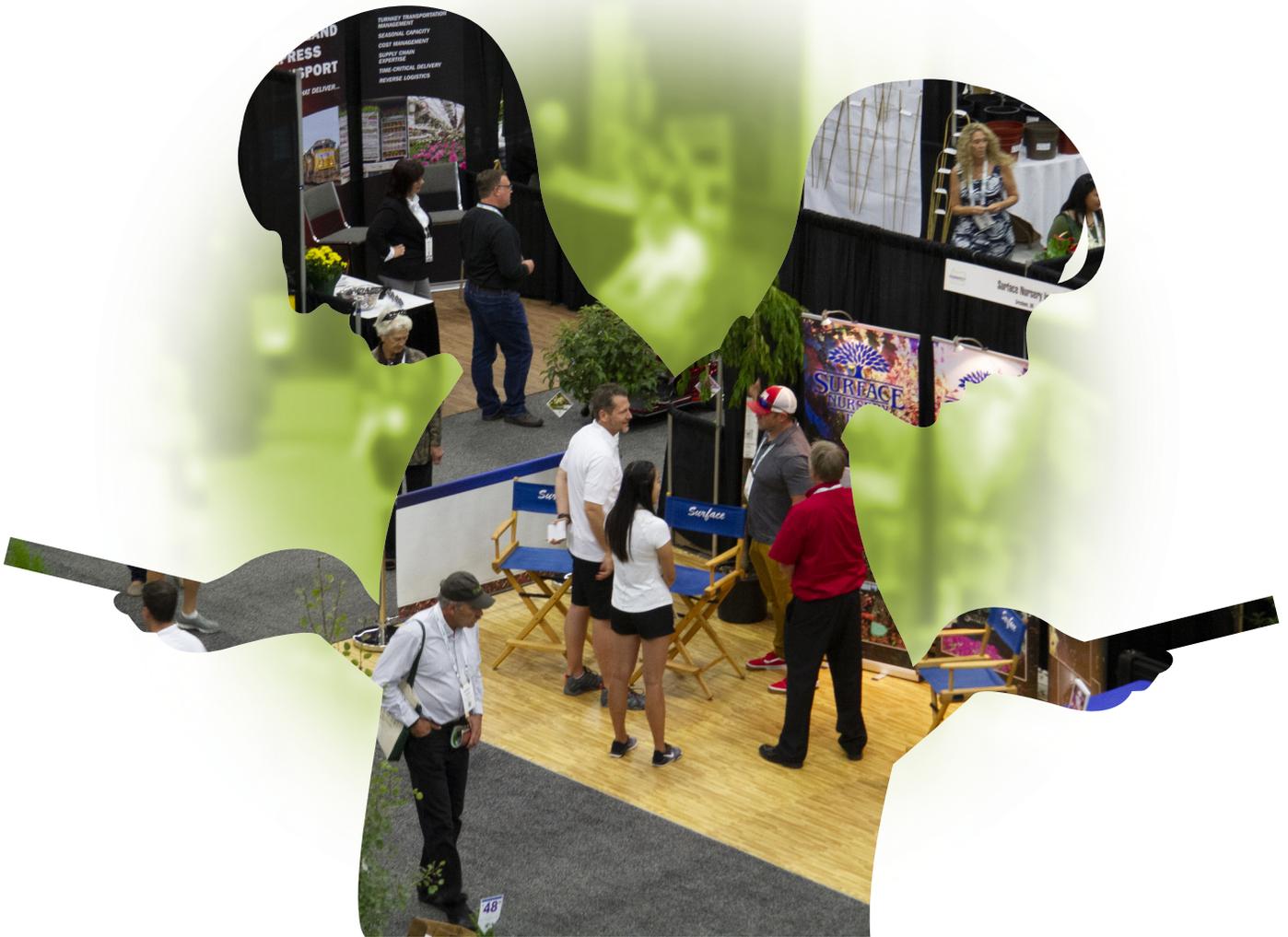
Rich previously served as the director of communications at Nufarm, focusing on branding and communications for North America. She was also a strategy director for Nufarm's marketing and communications agency, a marketing director at Campbell Alliance (now Syneos Health), and held other director-level positions at various agencies. Learn more at tinyurl.com/mhbyknac ©

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Catching eyes — and customers

An engaging trade show booth, with attentive staff working it, is a lifeline for businesses

BY KYM POKORNY

THE FARWEST SHOW is back in 2021, and for exhibitors, that means one thing — time to prepare your “A” game.

Whether the booth is offering plants, supplies or something else, anyone involved in nursery trade shows knows a good booth when they see it. It’s the one with people crowded around asking questions and getting an eyeful of new products.

Why that one and not the one down the aisle? Attitude, said Mark Leichty, director of business development for **Little Prince of Oregon Nursery Inc.** (Aurora, Oregon). He suggests thinking of your booth as entertainment and your customers as a fan base.

“We’ve become entertainers, so we try to do things to keep our fans engaged,” Leichty said. “We give them something new each year. Something that has the ‘wow’ factor. But we’re also careful not to try something that’s going to be a flop. No actor wants to be in a bad movie. We want a hit.”

That approach has worked for Leichty. He’s been part of six Best in Show winning booths, while also garnering a dozen or so

other awards since he started working the Farwest Show for Fry Road Nursery in 2006 and then Little Prince since 2014. To get there, he’s dressed up as an ’80s rock star, worn a *Sedum* beard and handed out “collectible” cards that won people a free lunch if they managed to gather all of them.

Don Sprague, owner of **Garden Gallery Iron Works** (Hubbard, Oregon), knows the value of designing a booth to catch the eye of showgoers. For 30 years, he and his crew have designed and built booths, taken them down and rebuilt them at various trade shows, including the Farwest Show sponsored by the Oregon Association of Nurseries (OAN).

It’s a lot of work, but he’s committed to supporting the OAN, an organization that’s championed nursery people for more than 85 years. “We need to support it,” he said. “I’ve been in this business for a long time and the industry has been very good to me.”

Sprague finds it counterintuitive that participants don’t **>>**

Catching eyes — and customers

use the promotional materials provided by the OAN. The organization hands out ready-to-send invitations that just need to be stamped and sent to customers and potential customers.

“They make it very easy,” Sprague said. “I send out maybe 1,000 a year. If you’re XYZ nursery and you get invitations from multiple people, pretty soon they start thinking, ‘We need to take a look at this. Maybe I need to attend.’ If they don’t get an invitation, it’s easy for them to think, ‘Why should I go? Farwest is the same every year. But it isn’t.’”

Nursery owners and suppliers who change their booth every year know show-gers react positively. Kathy LeCompte of **Brooks Tree Farm** brings in a different antique car each year. Like Leichy, she draws people in with drama and then captures their attention. As she talks about

the cars, she gracefully turns the subject to the seedling trees they sell for post-harvest timber replanting.

Their booth used to have just the seedlings, displayed in small, clear glass jars. The presentation was so simple, bordering on boring, that they decided to do something new.

LeCompte’s husband collects antique cars. He got his first fixer-upper as a teenager and had to push it home. What better way to get more attention, they thought, then to put one of the cars on display. So far, a 1954 MG, a Model T truck and a 1935 rusty school bus have had the honors. This year, word is the LeComptes will display his hot rod Model T. Plants get a place around and in the car, drawing the attention of people walking down the aisle.

“It’s a way to switch things up, to use something we already have to provide inter-

est to our plants and our general booth area when our actual product isn’t very interesting,” LeCompte said. “Our plants are barely finished growing for the season. In a trade show where large, lush blooming or new plants are everywhere; our small, ordinary plants can be lost.”

Instead, people stop for the antique vehicles, but end up with information about Brooks.

Same at the Little Prince space where they design their 10-foot-by-10-foot booth by themes. One year it was Christmas, one year the theme was fishing and another it was baseball. Back when he was with Fry Road, they experimented with shabby chic, tropical and rock ‘n’ roll themes.

Every year, thousands of people crowd around Little Prince’s booths, taking selfies and lining up to have their photos taken with Leichy and Little Prince owner Keith de Kanter, who pose patiently, knowing some of those “fans” will become customers.

Making connections with customers

Writing orders is not as common as it once was. Instead, it’s a time to make connections. Farwest provides an opportunity for networking, a major impetus for participating.

“We like the contact with people,”



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said Lorne Blackman, owner of **Walla Walla Nursery Co. Inc.** “It’s an excellent place to gauge reactions to new products, formats and ideas. There’s more focus on new varieties and signage and less focus on lots of paper and availability.”

Treda McCaw of **Kraemer’s Nursery Inc.**, loves the networking. “I love Farwest,” she said. “It’s like going to a family reunion but I actually like the people I see.”

McCaw has been working trade shows for about 20 years, first for J. Frank Schmidt and Son Co., then Leo Gentry Nursery and Bailey Nurseries. In that time, she’s come to feel strongly about how the sales team works a booth.

The bottom line: Be attentive. Don’t sit, don’t eat and put your phone away. For larger booths, she puts the kibosh on having the table front and center. There

should be a way for customers to walk through without impediments.

“I see people who sit there and don’t even look up,” McCaw said. “There’s none of the welcoming things that say, ‘I’m really glad you’re here.’ You should be standing in the aisle greeting people and asking if there’s something I can tell you about my company. We just need to be aware that they’ve spent money to be there. They are our lifelines.”

Leave potential customers with a good feeling, she said. Don’t immediately try to sell them something. Engage them and then turn the conversation to your company. Instead of telling them what you have to offer, first ask them what questions you can answer. Let them lead the conversation.

Never ignore a customer. If you’re engaged with someone and see another

person hovering, tell them you’ll be with them soon.

“It’s so important that if we’re putting money into the show that we should be engaging,” McCaw said. “Otherwise you’re spending your money on nothing.”

She recalls a visit to a large home appliance store when she was doing some remodeling. Several salespeople were chatting at the cash register. After 20 minutes of browsing, no one asked if she needed help. “Finally, I walked up to the counter and one of them asked if they could help me with anything,” she said. “I told them ‘not a damn thing. I have \$5,000 to spend and it’s not going to your store.’”

Not all vendors make money from a trade show. It’s more about getting their name out and meeting prospective customers. But Little Prince and Kraemer’s make at least enough to pay for their >>



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Catching eyes — and customers

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Kraemer’s pays \$2,400 for a 10-foot-by-20-foot booth on an end cap and considers it a good deal. They always pick up customers. “It pays the bills,” McCaw said.

It takes only seconds to catch someone’s attention, Sprague pointed out, so design your booth well. “If you can’t make a good presentation, don’t do the show,” he said.

Sprague’s booth always stands out. He changes the design and brings in truckloads of iron — arbors, obelisks, tables, benches and plant stands, just a fraction of his inventory but it gets noticed and has won him a wall full of awards.

“We’ve never gone in with the idea of winning awards,” Sprague said. “We go in to win customers. You have to keep that in mind.” ☺

Kym Pokorny is a garden writer with more than 20 years' experience writing for The Oregonian (Portland, Oregon) and other publications. She is currently a communications specialist with Oregon State University Extension Service.





A hotter trend

Widespread wildfires prompt greater demand for fire-safe plants and landscaping

BY KYM POKORNY

AS THE WILDFIRES OF Labor Day 2020 tore through Oregon, the impacts on homes and forests were severe. The flames devoured a million acres of forestlands, and destroyed more than 4,000 homes.

The impacts are something foresters, landscape professionals and nursery operators must pay attention to. For the nursery industry, that devastating event brought a boom in potential sales, but a scarcity of supply.

It's especially so for the portion of the industry that grows seedlings for reforestation. Though figures aren't final yet, estimates put the number of seedlings needed for non-federal land at between 80 and 140,000 million — that's above and beyond the usual demand, according to the Oregon Department of Forestry. Growers, who rely on orders rather than speculation, can't keep up.

Complicating the equation, seedlings bring only one cent in profit. "That's not a high enough profit margin," said Glenn Ahrens, assistant professor and forestry specialist for **Oregon**

State University Extension Service, "You can see why nurseries are not going to invest in small orders on spec when it's such a small profit. But with market pressure and orders up front, nurseries can afford to expand inventory."

Even then, it takes two years for seedlings to grow big enough to plant. Since small woodland operations are at the mercy of the market, landowners don't know how many trees they'll need. If nurseries take the risk of growing on spec, they have to dump seedlings that didn't sell. After the recession of 2008–2009, many nurseries moved away from growing on spec and now only grow by order.

In 1957, the state mitigated the supply-demand issue by opening Phipps Nursery, which grew forest seedlings for family-owned woodlands on spec. But after 50 years, the nursery closed in 2007. Privately owned nurseries selling by order stepped into the fray, but they aren't growing enough trees and are ill-equipped for unpredictable events like wildfires.



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A hotter trend

To make matters worse, appropriate seed must be used — seed that's adapted to the place where it will be grown. The correct species will grow into a tree with the same needs, Ahrens said. To assure the right seed, it must be ordered two-years in advance of when landowners would need trees.

But even taking that into consideration, seedlings planted today will mature in climate conditions different than exist today, so they may not thrive.

“What should I plant considering climate change?” Ahrens said. “Normally, we'd plant seed locally adapted to the climate. But what should we plant if we're thinking about the future? Should we take seedlings from Roseburg, considering temperatures will be hotter in the next 30 years? Assisted migration is what it's called. Natural migration has happened on its own. 10,000 years is enough time for trees to migrate, but now we're talking about people migrating them.”

Nurseries that don't grow forest trees weren't impacted as much, said Gary

English, owner of **Landsystems Nursery** in Bend, Oregon.

Wildfires aren't uncommon in the community he serves. The biggest change he saw during the Labor Day wildfires was a drop in customers because of evacuations and smoke. But the design arm of his business was as busy as usual and many of his customers are asking for fire-resistant landscapes.

“People are more aware of fire here than in western Oregon,” he said. “Many live in the urban-rural interface. There's a lot of information in the media with suggestions of fire-resistant plants so people come in for them. And we address it in our design work.”

So does Bonnie Bruce, owner of Celilo Gardens design studio in Portland. Clients don't come to her for fire-wise designs but when she suggests it in appropriate situations, she gets positive responses.

“I know there's an interest that's slowly growing,” said Bruce, who gives a presentation on fire-wise gardening at nurseries and other events. “Concern has built, especially in the



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last two to three fire seasons. Urban areas have been impacted by wildfires. People with property that sits on the edge of a grassland, wild park, ravine or on top of a grassy hill are in danger's way."

Creating a defensible space

Bruce talks about designing a defensible space around homes. To slow fire, she uses gravel paths, concrete or paver patios and inorganic mulch close to the house. The hardscape becomes a protective design — think patios, but not decks that add more fuel close to the house.

Obviously, water is a huge issue. Rural residents may need additional sources and Bruce will sometimes suggest a putting in pool with a generator and pump. She also recommends sprinklers.

"If you've got a lawn and let it go dry in summer, then even if you've mowed, it will be a fuel source," Bruce said. "If they've got a larger property, I talk about perimeter irrigation systems so if you have to wet down the perimeter really fast, you have the ability. And many sprinklers can be operated by your phone."

Defensible space is broken into three zones — immediate, intermediate and extended, said **Amy Jo Detweiler**, horticulturist for Oregon State University Extension Service and co-author of *Fire-Resistant Plants for the Home Landscape*. The immediate zone covers the five feet closest to the house, intermediate is five to 30 feet from the house and extended is a distance of 30 to 100 feet.

In the 5-foot space, there shouldn't be any plants or combustible material like bark mulch. Instead, use gravel or larger stone, or as Bruce suggested, build hardscape next to the house. In the 5- to 10-foot intermediate area, well-watered lawn can act as a field break. Shrubs should be separated by two times the width of the plant; so, if the plant is 3 feet wide, the next should be 6 feet from the shrub at maturity. The space between plants will help slow down the fire.

Vertical spacing is important, too. Trees should be limbed up to three times the height of understory plants — 9 feet above a 3-foot plant. Keep tree cano- ➤

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A hotter trend

Kinnikinnick (*Archostaphylos uva-ursi*) is a low growing fire-resistant option for gardens.

PHOTO COURTESY OF WIKIMEDIA

The Oregon Garden Fire Safety House uses landscaping that resists wildfire spread.

PHOTO COURTESY OF THE OREGON GARDEN

pies or drip lines 12 feet from each other, Detweiler said. Avoid “laddering” when plants too close to the canopy allow fire to easily jump into the tree.

In the extended zone past 30 feet, plants can grow closer to each other, 3 feet rather than 6. Space between tree drip lines can measure 6 feet rather than 12. Organic mulch is OK, but should be watered.

Using the right plants

When designing a firewise garden, it's essential to use fire-resistant plants, everything from low-growing kinnikinnick (*Archostaphylos uva-ursi*) to towering Oregon white oak (*Quercus garryana*). Many trees are considered fire resistant, Detweiler said, especially deciduous trees that don't build up debris as much as conifers. Dogwood (*Cornus florida*), eastern redbud (*Cercis canadensis*) and crabapple (*Malus*) are just a few examples.

On the whole, fire-resistant plants have supple, moist leaves that are easily crushed and their sap is thin like water and doesn't have a strong odor. The plants tend to self-clean and don't need a lot of pruning. Only two conifers make it onto the research-based list Detweiler wrote – western larch (*Larix occidentalis*) and ponderosa pine (*Pinus ponderosa*).

Many shrubs and perennials are on the list, which has more research-based plants coming soon. Some currently listed popular plants include Russian sage (*Perovskia atriplicifolia*), dwarf burning bush (*Euonymus alatus* 'Compactus',



mock orange (*Philadelphus*), vine maple (*Acer circinatum*), *Daphne* × *burkwoodii* var. 'Carol Mackie', lupine (*Lupinus*), penstemon (*Penstemon*) and hosta (*Hosta*).

But plants are only one piece of the fire-wise puzzle, Detweiler pointed out. Maintenance is a priority. It does no good to create a defensible space if it isn't maintained. Plants grow back. Some trees resprout. Invasive weeds like cheatgrass, blackberries and Scotch broom quickly grow. Debris builds up and all of it becomes fuel for a wildfire.

Homeowners should keep their landscape clean and regularly clean the roof and gutters; put screens on openings like attic and crawl spaces and the undersides of decks; and use fire-resistant building materials. Firewood shouldn't be stored next to the house and tree branches shouldn't touch the roof.

Setting an example

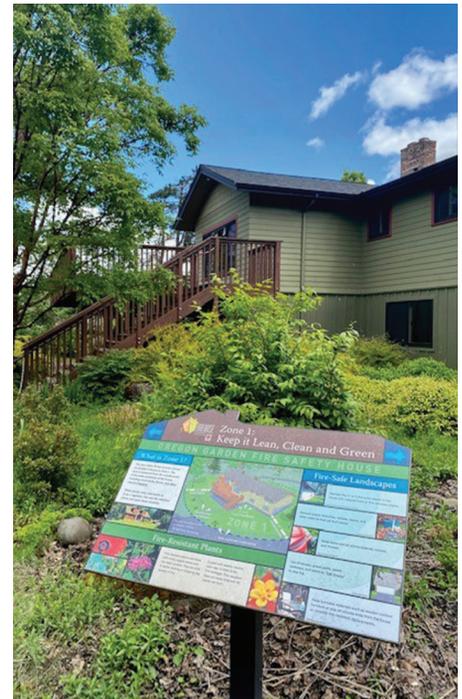
Delen Kitchen, director of operations at The Oregon Garden in Silverton, Oregon, knows all about defensible space. She once

lived in San Diego where people consider wildfires when landscaping their homes.

“It's huge,” Kitchen said. “It's common to have defensible space or awareness of incorporating it into landscape. In western Oregon most people don't think about it yet. We never thought it would come so close to us. Now, we're having conversations we never had five years ago.”

At the garden, they've converted a mid-century house on the property into an example of a fire-wise landscape and how nice it can look, even among the abundance of the Pacific Northwest.

The Fire Safety House features eight interpretive learning stations that provide the public with the tools and landscaping ideas that will help protect their home



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Dahpne × burkwoodii var. 'Carol Mackie' is a fire resistant shrub.

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in the event of a wildfire. Designing a fire-wise garden just takes a different sensibility, Kitchen noted. She appreciates the minimalist look and, like Bruce and English, hasn't had anyone complain that there aren't enough plants.

How growers can help

It's not just the responsibility of homeowners to create defensible space, said Nicolas Staddon, spokesperson for **Everde Growers**, a national grower supporting all segments of the nursery profession. Nurseries need to prepare. First up is communicating with neighbors, especially farmers, and arrange cutting an open space between the farm and the nursery.

"Having these types of conversations gives us the opportunity to get to know neighbors, to work together," Staddon said. "Whether you're in a fire zone or not, I hope people have read or heard about defensi- ➤

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A hotter trend

Vibrant shrub *Euonymus alatus* 'Compactus' is listed as a fire-resistant variety.

PHOTO COURTESY OF MONROVIA

ble space and are looking to make changes.”

Those changes include cleaning up flammable products and keeping them in one area, put in driveways for each section of the nursery, provide radios for communication if cell towers get destroyed and be sure to have fire insurance.

Developing an evacuation plan should be a priority. Staddon lives in a Zone 11 fire zone where he and neighbors are tied into the local emergency response team. They work closely with the firehouse and police. They meet regularly and have a procedure for evacuation.

“If you don't have evacuation plan you need one,” Staddon said. “Job No. 1 is the safety of employees. Everyone's life is the most important.”

Posters illustrating the evacuation plan in English and Spanish should be posted around the nursery, particularly next to the time clock and in the break room. Plans



should include helping employees who don't have their own transportation. Evacuation plans should be practiced.

“Don't just put it out, put it into being,” Staddon said. “Evacuate the nurs-

ery, whether it's five or 500 people. How do you get people out of harm's way?”

Staddon mentioned an airline accident several years ago when the pilot landed the plane on a small airstrip. The



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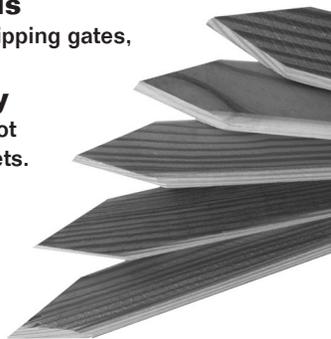
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Customers looking for fire-resistant trees can look to *Cercis canadensis*.

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reason more people didn't die was that the airport manager had recently had an exercise that mirrored the same accident.

"Practice, practice, practice," Staddon advised. "Not once. Several times."

Just like homes, nurseries need adequate water, Staddon said. There needs to be a watering plan so things get watered when it's time to evacuate. Having irrigation around the perimeter can make a difference.

Doing well by doing good

Wildfires are an opportunity to market fire-resistant plants and your commitment to help homeowners make changes. It's also a time do good, Staddon said.

"Yes, it's a marketing opportunity, but also an opportunity to do the right thing, and opt to help people understand how to use plants. What's the main question in retail: How do I use that plant? It's crucial that as an industry we give people the information they need. Do they need to worry about petunias and marigold in a wildfire? Probably not, but if they have conifers, it's a different story."

There are many ways to educate. Videos on websites or showing in stores will draw customers. Offer classes. Add information to labels if possible and offer brochures. ➤

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A hotter trend

Another angle of the Oregon Garden Fire Safety House and its' fire-resistant options.

PHOTO COURTESY OF THE OREGON GARDEN

For example, let people know that rosemary is a great plant but not up against a house because they explode in a fire.

Climate change will continue to bring hotter temperatures, which correlate with more fires. With everyone working together, some damage can be mitigated.

"It's got to be a community effort," Bonnie Bruce said. "If you don't talk to neighbors, you're in trouble. If they don't do the same maintenance as you, you're in trouble. Have work parties, drink beer, listen to music, have a potluck. Get to know your neighbors. You can help each other." ☺

Kym Pokorny is a garden writer with more than 20 years' experience writing for The Oregonian (Portland, Oregon) and other publications. She is currently a communications specialist with Oregon State University Extension Service.



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EMPLOYMENT

SPRAY (IPM) TEAM WALLA WALLA NURSERY, WA

A spray team member applies chemicals that work as pesticides, herbicides, and fungicides to various surfaces around the nursery.

Responsibilities: Installing and repairing application equipment. Maintaining records in compliance with EPA, OSHA, and State and Federal regulations. Maintaining safe workspace in compliance with OSHA. Scheduling pest control activities and responds to pest management issues. Mixing chemicals or materials according to directions. Instructing team members on applications, and other duties as assigned.

Requirements: Pesticide Applicator Certification desired but not required. Experience with horticulture, agriculture, retail or wholesale nursery. Experience with spray and application equipment. Weekend work and flexible hours as required.

To apply, please send cover letter and resume to rose@wwnc.net

ASSISTANT SHRUB GROWER WALLA WALLA NURSERY, WA

In Coordination with the Woody Grower this assistant position will perform all tasks associated with the production of woody shrubs and vines to produce retail ready plants of uniform and high quality.

Responsibilities: Coordinating placement of potted plants. Straightening, centering, shearing and spacing of new shrubs to promote fullness. Tying vine crops. Maintain inventory count. Monitoring irrigation equipment. Scheduling irrigation. Delegating growing, potting, order pulling to crew. Communicating with the shipping department for order fulfillment. Fertilizing overwintered crops.

Requirements: High school diploma or equivalent. Strong verbal and written communication skills. Basic computer skills and strong math skills. Strong time management and task prioritization skills. Some horticultural knowledge.

To apply, please send cover letter and resume to rose@wwnc.net

ASSISTANT ANNUALS GROWER WALLA WALLA NURSERY, WA

The Annual Grower assists the Greenhouse manager and Greenhouse coordinator in the daily maintenance, upkeep and care of all annuals, herbs, vegetables and other species in the annual program.

Responsibilities: Providing nutrients and irrigation for quality plants. Consolidating crops inventory. Planting or transplanting seeds, bulbs, seedlings, plugs and cuttings. Pruning and spacing. Scouting for pests and disease. Pulling annual orders for sales team. Training other team members. Other related duties as assigned.

Requirements: High school diploma or equivalent. Strong verbal and written communication skills. Basic computer skills and strong math skills. Strong time management and task prioritization skills. Some horticultural knowledge. Bilingual a plus.

To apply, please send cover letter and resume to rose@wwnc.net

PROPAGATION TECH WALLA WALLA NURSERY, WA

Assist the Propagation Coordinator with activities related to growing hardy landscape plants, including trees, shrubs and perennials. Other duties involve planting, pruning, potting, staking, grading, sorting, preparing and sticking cuttings, grass division and processing, and weed control.

Responsibilities: Harvesting or propagating crops as instructed by Coordinator. Performs other related duties as assigned.

Requirements: Botanical knowledge, including of plant care, harvesting, and managing air, soil, and water quality. High level of attention to detail. Strong verbal and written communication skills.

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EMPLOYMENT

NURSERY PRODUCTION ASSISTANT MANAGER

KG Farms is accepting applications for a Production Assistant Manager. We are a family owned 400 acre field grown and container nursery located in the heart of the Willamette Valley. This position will work closely with the Production Manager in all aspects of growing, harvesting and shipping throughout the year. We have an exciting career opportunity for a hard working self-motivated individual.

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Provide leadership of company while performing nursery activities to include growing, irrigation, transplanting, pest management; crew management, shipping and maintenance. Demonstrate and role model company safety policies and safe work practices. Assist with supervising and scheduling work plans for crews daily. Active part of team working with office management to implement production plan based on sales plan and production schedules. Ability to identify plant health issues and have knowledge of remedies. Must be a strong leader with good communication and organizational skills and also be a goal oriented team player. Prefer B.S. degree in horticulture or minimum basic knowledge of plant identification. Valid and an insurable driver's license. Bilingual in English/Spanish preferred. Wages depend on experience. This position provides medical benefits; 401K with matching employer contribution; paid holidays; PTO and vacation pay. Please mail or email cover letter and resume to:

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EMPLOYMENT

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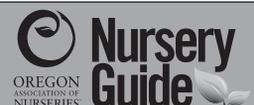
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EMPLOYMENT

GARDEN CENTER HARDGOODS BUYER

Farmington Gardens is looking for a hardgoods and houseplant buyer. This is a full-time year-round position. Full Job Description: Responsible for planning, purchasing, and ensuring availability of all hardgoods, soils, Mulch, and/or related products for a large, well established garden center as well as its other locations while monitoring and managing inventory levels.

Duties: • Responsibility as Hardgoods buyer for Farmington Gardens, including traveling to industry trade shows, and other sources to select and purchase top quality products as approved. • Determine types and quantities of products to be purchased, based on budgets, projected sales volumes or executive directives. • Build and manage relationships with key suppliers to maintain quality of goods, timely delivery and compliance with the organization's terms and conditions. • Review inventory levels regularly and make adjustments in pricing as needed to sell through seasonal products in a timely manner. • Oversee and direct where product is merchandised throughout the garden center. • Effectively communicate potential supply disruptions throughout the organization. • Work with Garden Center Manager's to organize and arrange garden center layout. • Support continuous improvement throughout the organization.

Minimum Requirements:

- Experience in retail nursery/garden center preferred.
- Experience in using point of sale systems (NCR CounterPoint preferred).
- Proficient in Microsoft Word and Excel.
- Degree in horticulture preferred.
- Detail oriented and able to manage competing priorities and multiple deadlines in a fast-paced environment.
- Must have a high level of attention to detail and accuracy.
- Excellent communication skills, both verbal and written.
- Be available to work weekends.
- Willing and timely execution of other duties as delegated by leadership.

Physical Responsibilities: • Ability to kneel, crouch, squat, climb, stand, sit, balance, reach, bend, pull and walk for prolonged periods. • Must have the ability to work in an outdoor environment, including sun, heat, cold, wind, and rain. • Ability to perform repetitive tasks with accuracy.

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Email eric@farmingtongardens.com for more details. Interested candidates may apply at our website <https://farmingtongardens.com/employment/>

EMPLOYMENT

PRODUCTION ASSISTANT DAYTON OREGON

Large wholesale nursery is seeking a responsible candidate to carry out specific jobs assigned by Department Managers and Supervisors. These jobs will be carried out in accordance to or beyond company standards in efficiency, quality, and safety. Our nursery's goal is to develop an individual with profound work ethic and knowledge, allowing continued growth and becoming part of a dedicated production team.

Responsibilities:

- Shipping liaison.
- Updating GIS files and exploring additional usage for this software. Field acreages, pump sites, wells, precision agriculture development, irrigation system mapping & other misc. projects.
- Computer system & process development. Learn current system with the intent to adapt and make changes to data & communication flow for efficiencies.
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- Precision Agriculture
 - o Developing protocols for GPS tractor usage.
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- Conservation Practices
 - o Research & development as well as implementation.

Requirements:

Candidate should be familiar with common nursery practices, must have a valid insurable license, and a degree in Horticulture with basic knowledge of plant identification. This is a FT position with a competitive benefit package that includes health insurance, 401k retirement plan, paid holidays, PTO, plus additional optional benefits. To apply, send cover letter & resume to: attnhr@jobsbc@baileynursery.com

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EMPLOYMENT

YAMHILL PROPAGATION DEPARTMENT HEAD

Large Yamhill County nursery and greenhouse operation seeks a strong candidate to oversee the daily production at our propagation facility. The qualified applicant will work with numerous departments including staffing, hiring, labor planning, training while developing programs and production scheduling, coordination, and continued communication within propagation.

Responsibilities:

- Manage, develop, train, and motivate departmental staff to ensure high quality liners.
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- Track and report departmental metrics for transparency and management decisions.
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- Maintain professionalism with vendors, customers, coworkers, and organizations.

Requirements:

- Comprehensive knowledge of nursery operations including production, scheduling, labor management, seasonality, cultural practices, planning and timing.
- Strong communication skills both verbal and written.
- Proven leadership skills with ability to make decisions, supervise and train.
- Experience working through personnel matters from interviewing, coaching or disciplinary action while being cognizant of company policies.
- Possess a minimum 2-year degree in agricultural sciences, business field or equivalent experience.
- Valid & insurable driver's license.
- Bilingual English/Spanish a plus.

This is a FT position with a competitive benefit package that includes health insurance, 401k retirement plan, paid holidays, PTO, plus additional optional benefits.

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bgoloski@oan.org

EMPLOYMENT

PRODUCTION COORDINATOR / INVENTORY MANAGER

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Candidates may send a cover letter and resume to:

Alicia Fernandez
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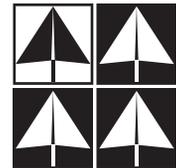
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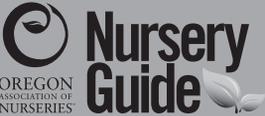
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Series content is coordinated by Dr. Jay Pscheidt, professor of botany and plant pathology at Oregon State University in Corvallis, Oregon.



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Setting up for spray success

Growers of variable crops can reduce chemical waste and ensure coverage by systematically adapting their approach

BY BRIAN HILL AND LLOYD NACKLEY

“**W**E CAN’T ALL mount lasers on our air-blast sprayers,” a Willamette Valley grower said recently in a conversation with researchers.

It’s true that some growers actually can mount lasers. Lasers are now a component of some “Smart sprayers,” like the retrofit kit developed by the USDA Intelligent Sprayer system and now offered commercially by Smart Guided Systems.

The technology uses an air-blast sprayer mounted LIDAR (light detection and ranging) to map canopy area and density in real time. It then controls solenoids and nozzles on an air-blast sprayer for highly accurate coverage of pesticides.

But aside from these systems, the options for applicators attempting to reduce wastage, while maintaining efficacy, are fairly limited.

For growers that can’t mount lasers to their sprayers, then what?

Looking for consistent coverage

Pesticide spraying is an important part of Oregon’s greenhouse and nursery production systems. Nursery crops are highly variable due to plant age, spacing and seasonal changes, not to mention the possible presence of multiple species per acre. The large size, shape, and canopy density differences between these species create increased challenges for pesticide applicators who are striving for consistent coverage.

Nursery spray managers must strike a balance between efficacy and the economy of protocols. The ideal point of balance is often skewed by the weight of impact for error. To understand this, it’s necessary to set pesticides aside for the moment and talk about statistics.

One can never rule out the possibility of being wrong in statistical analysis. This uncertainty is assessed through hypothesis testing. In hypothesis testing, there are two types of errors, aptly



Figure 1. Intelligent Sprayer with LIDAR. PHOTO COURTESY OF OREGON STATE UNIVERSITY

named Type I (false positive) and Type II (false negative).

For example, if a hypothesis states that a suspect is guilty of a crime, a false positive conclusion would mean an innocent per- ➤

Setting up for spray success

Nurseries often group crops with high variability in size and density.

PHOTO COURTESY OF OREGON STATE UNIVERSITY

son gets wrongly convicted. With the same hypothesis, a false negative conclusion would mean a guilty person would be set free. In summary, a false positive error means trusting a wrong conclusion, and a false negative means rejecting a correct conclusion.

How does these principles apply to pesticides? If an applicator's hypothesis is that the pesticide tank mix and sprayer settings are correct for effective coverage of a crop, the false-positive conclusion would mean the applicator wrongly accepts these settings and the crop would be sprayed with less than the required amount.

The same hypothesis but with a false negative conclusion would mean that the applicator would not accept the settings and make unnecessary adjustments, ending up spraying more pesticide than needed. The consequences of getting it wrong are some wasted pesticide versus potential



crop loss, financial damages, and possible job loss. This creates a situation where there is minimal incentive to experiment with adapting different spray rates.

It is assumed here we are referring to rates lower than the label states and never exceeding the label's max rate. This statistical concept is important because it describes the situation that has led applicators to favor overusing pesticides. But even if a pesticide applicator wants

to adapt the level of pesticides, they have adequate adjustment protocols to match the variability of targets.

Spraying herbicide on the ground is a two-dimensional application that fits the two-dimensional target, an acre per tank mix, which is provided on the label. Spraying a fungicide into a shade tree canopy is a three-dimensional target that doesn't always fit the two-dimensional directions on the label. No example cano-

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The front view (left) and rear view (right) of the Air-blast Tower Sprayer.

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py size/density is given for reference.

Label rates are usually set for pest control at maximum scenarios, or fully leafed-out canopy in the shade tree example. In practice, most seasoned pesticide applicators in the nursery have figured out a level that works for all settings and stick to that. It works for dense canopy and therefore works at bud break. This error-type analogy means that the risk of under spraying greatly outweighs the risk of over spraying and results in one application rate for a highly variable block.

The downsides are wastage and environmental.

Adapting to the actual crop

Crop-adaptive spraying (CAS) provides a simple framework that applicators can use to make adjustments.

There are many examples of crop-adapted spraying. Sprayers101.com is a great reference, and it is free to use.

There are many adaptation strategies nursery professionals can use. This is a summary of the Sprayers101.com CAS method. Before you perform the CAS method, read the comprehensive guide for important details.

Park a well maintained and visually inspected air-blast sprayer/tractor in-between target rows, filled with only water. Tie ribbons or flagger tape to each nozzle and turn on only the air. Use ribbons to add and adjust deflectors and turn off nozzles that are aimed at the ground or sky. Consider using an air induction nozzle for the top position(s) to reduce drift where the wind has the most impact.

Attach ribbons or flagger tape to the far side of a target crop, one at the top and one at the widest/most dense part of the canopy. Drive past in the selected spraying gear, at the ideal RPM, and check that ribbons are blowing outward at or

just below a 45° angle. Use these observations to adjust for more or less air and to adjust ground speed.

Once nozzles are aimed at the target and air penetrates the canopy correctly, test coverage. Place water-sensitive cards at the top, center, and bottom of the canopy. Make a pass and then collect cards for analysis. Using an online software program or the guide sheet provide cards to see if coverage is at 10–15% surface area and 85 discrete droplets per square centimeter. If coverage is not within this goal approximation, switch nozzles out for higher or lower flow ones until the goal is met.

Once the tractor is calibrated to the crop, mix a tank as usual and note how much more acreage one tank covers for future planning adjustments.

As the season progresses and the canopy fills in repeat steps 2 and 3, creating two protocols for the crop as it changes.

The CAS method works for customizing sprayer settings to a target crop. Sprayers are quite variable between makes/models, as well as usage and age.

Step 5, above, discusses the need for two protocols due to changes in canopy density. This applies to production nurseries as well, although a nursery rarely has a full acre of identical age/shape crops. Sometimes the 3-year-old oaks and the 2-year-old boxwoods are both in need of the same pesticide. Sometimes every other tree has been dug over winter to allow room for next year's growth and last year's protocols don't apply.

Setting up for success

Should you create a spray settings cheat sheet for every different crop/spacing/maturity? No.

Should you set your sprayer up for the largest densest crop and use those >>



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Setting up for spray success

Researchers working on the Intelligent Spray Project.

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settings for all? No.

Like everything in life, the answer lies somewhere in the middle, and you have to decide what's right for you and your system.

The decisions about how many spray situations will require a different equipment setup usually comes down to time. How long do the adjustments take, and what is the time window to complete a spray task? This gets more challenging in the Pacific Northwest as spray events are often forced into narrow weather windows.

To make the best decision, one must look at all the possible adjustments and pick the setup that lends itself to the most applications while still setting yourself up for success.

So are you a lumper or a splitter? This term refers to the way a person groups things, tasks, or concepts. Lumpers will combine groups based on similarities while splitters will divide groups based on differences. Humans like putting things into categories. It helps us be more efficient when processing and planning. Nature does not work like this. This becomes apparent when you are looking at your nursery trying to decide how many different CAS recipes you should spend time creating.

When you stop seeing crops as biological entities and start looking at them as shapes, two important variables emerge. Height and density. How tall is



tall and how dense is dense? These median lines depend on your nursery. Looking at what you are growing, set these lines. List all your crops and then go through deciding if they are:

1. Short/Dense
2. Short/Sparse
3. Tall/ Dense
4. Tall/Sparse

Next, put a colored dot next to each based on its new categorization. Now go to the field and perform the steps needed to create a recipe of tractor/sprayer settings following the CAS method, which you read about at Sprayers101.com.

Repeat this for a crop that represents each of the four categories you have created. Assign each category a color and hang a laminated copy of your four recipe cards in each spray tractor and the area

they are stored. Maybe even use a colored magnet in the cab, like a clean/dirty magnet on the dishwasher.

Next time you need to spray your crops, start with a colored block. Use the Google map you printed out and highlighted to find these areas needing spray. Then switch tractor settings based on the colored blocks you are spraying. In theory, the time you spend creating the system will be all up front, and in season changes will go quickly due to the color-coded cheat sheets.

Lastly, take good notes and use a stopwatch so time spent traveling, mixing, and spraying are all logged. Do this once with the spray program in use before reading this article. This way you can evaluate the old system against the new.

Once you have this info, head back to Sprayers101.com and download the "Airblast Budget and Work Rate Calculator" created by Dr. David Manktelow. This will help you realize the potential areas of change that would have the most impact on time/labor.

Perhaps this new approach will influence next year's planting layouts because using CAS colored blocks for special planning will save you time traveling between spray plots. Then perhaps nurse trucks with mobile filling stations can be added to the master plan, reducing travel time for refilling, keeping you in the field as much as possible. ☺

Dr. Lloyd Nackley is an assistant professor of horticulture and Extension agent at Oregon State University, specializing in nursery crop production. He can be reached at lloyd.nackley@oregonstate.edu.

Height and density

	Sparse	Dense
Tall	1	2
Short	3	4

Above: Crops can be divided by height and density. Right: Each category can be colored and used to create recipe cards for tractor/sprayer settings.

Recipe #2 Tall & Dense

- Red deflectors in position # 2, both sides
- Air-blast Gearbox-High
- Tractor- 3rd Gear
- Throttle to 540 RPM
- Nozzle 9 Capped
- Nozzle 1 & 2 Air Induction
- Nozzles 3 – 6 Grey
- Nozzles 7 & 8 Black
- Pump 80 PSI



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A summer of reconnection

It felt like home.

Last month, the nursery and greenhouse family came together to golf at the Duffers Classic, our annual tournament to raise funds for the Oregon Nurseries' Political Action Committee (ONPAC).

Although some displayed a rusty golf game, that could not hamper the tremendous feeling of reconnection we all shared. Our long national winter of the pandemic was giving way to the warmth of summer of a gathering.

Duffers has never really been about the golf. There are some stellar players, and they deserve accolades for the skill they bring to the game, but for many, it is about getting away from the trucks and shipping stress — to laugh, yell “FORE” and enjoy the family that is the industry.

I, for one, did not play this year. Instead, I joined Steve Shropshire at the Jordan Ramis PC tent to serve beer, connect with people, and regain a sense of home.

Happy birthday America!

The Declaration of Independence — our nation's statement to the world against the monarchy of England — turns 245 years old this year. It is often seen as our birthday for good reason.

With civics just being reintroduced into the classroom next year in Oregon, it is worth noting that America's revolutionary charter of freedom is a document upon which our nation's founding principles were established.

For leaders in the time, signing the declaration was akin to signing one's own death warrant. We had no structure, and no standing army, but plenty of guts to tell the world's reigning power to “stick it.”

Our history books heap praise on Thomas Jefferson, seen as the author, but Jefferson was not alone (he would have you think so). The brainiac Virginian's first draft was edited by John Adams and Benjamin Franklin. While Ben Franklin was never a president, historians believe that he was the critical voice to push a fledgling country into the light of freedom.

Not everyone is aware, but Independence Day actually should have been July 2. On that day in 1776, the Continental

Congress voted for independence. John Adams, in his writings, even noted that July 2 would be remembered in the annals of American history and would be marked with fireworks and celebrations.

The written Declaration of Independence was dated July 4, but was not actually signed until August 2. Fifty-six delegates eventually signed the document, although all were not present on that day in August. This singular step paved the eventual way for the drafting of our U.S. Constitution, followed by the many ebbs and flows that our three branches of government have guided over numerous economic and cultural changes.

Taking time to appreciate freedom

For eight years working for U.S. Sen. Bob Packwood (R-Oregon) on immigration policy and reunifying families from all over the globe, followed by 15 years at the state and national level as your voice on immigration policy, I have seen first-hand the love and commitment to country of our immigrant community members.

The immigrant journey is one that we all have in common. For many, it has been generations since our bloodline came to this country. For others it is weeks or years. My great grandparents immigrated from Italy and came west to Camas, Washington to be — in essence — strike breakers at the Columbia River Paper Company. They migrated down to “Stump Town” — otherwise known as Portland, Oregon — and became part of the community.

My great grandparents fled authoritarianism for a better life. They did what they needed to do to survive and assimilate into the cauldron of culture that is the United States.

Perhaps it is because immigrants know more about the true value of living here. They often come from nations where their civil liberties and economic freedoms are oppressed. They inherently value our government structure more than many in the press.

Veterans who have fought overseas certainly get a recalibration of this notion of appreciation for what we have here at home. Despite all the changes, isolation and anger that seem to be everywhere right now, take



Jeff Stone
OAN EXECUTIVE DIRECTOR

a long look at what is happening around the world. We do not have opposition parties being shut down like in Russia, we do not have famine and genocide like the Tigray region of Ethiopia or a warzone such as Israel and Palestine.

Yes, we have cultural changes happening in real-time. Yes, we have leaders making snap decisions on how businesses should be run, even as many have never signed the front of a paycheck in their lives. But you also have the OAN and its leadership — senators and advocates to defend you every day.

America turns another year older

In 1947, Winston Churchill, prime minister of Great Britain, uttered the often-misinterpreted phrase, “Democracy is the worst form of government, except all the others that have been tried.” Churchill was never shy in putting it all out there. It is fitting that our separation from his home country provided one of the best definitions of the American democratic system.

Churchill was right. There have been many forms of government have been tried and will be tried again and again, rediscovered or reengineered. He was pointing out that no one pretends that democracy is perfect or all-wise. Its imperfection is its beauty.

My hope that America will use our 245th birthday to reawaken our love and realize the blessings that our nation bestows upon us. Democracy is hard and we must be cognizant that our system of government is not self-executing. It needs constant work.

Happy birthday, my friends, and let us continue our community gatherings next month at the Farwest Show (August 18–20) in Portland. See you at Farwest! ©



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