April 2013 Volume 76 Number 12 58 Craig's Diary: Your ANLA/OFA Membership Dollars at Work 62 Is Your House Too Hot? Gerry Raker on Our Past, Present and Future



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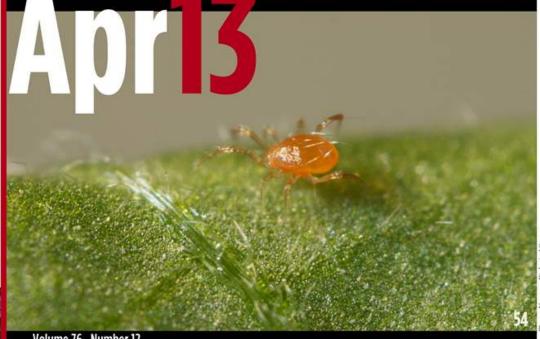
#### ON THE COVER

If the aphids creeping along our cover make you squeamish with déjà vu, then you'll want to read this month's articles that focus on pest management and prevention so you can avoid the same nightmare. It all starts on page 48.



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#### **FEATURES**

- 46 Is There a Doctor in the Greenhouse? | Written by Jennifer Zurko, Photos by Holly Hess Well, actually, it's more like a nurse practitioner, as part of Metrolina's new Wellness Center that Abe and Art Van Wingerden are hoping will make preventative care easier for their employees, while keeping insurance premiums from rising.
- 48 | Today's Pests: What You Need to Watch For | Compiled by Jennifer Zurko Entomologists and disease experts tell us what you should be aware of—and how to handle any outbreaks—as you head into the spring season.
- 52 Get Them Before They Get You | by Marla Faver Prevention of mites, thrips and leafminers begins with a solid Integrated Crop Management strategy.
- 54 | Fighting Fire With Fire | by Brent Troost
  Tips on how to run a successful IPM program using beneficial organisms from a grower's perspective.
- 58 A Day in the Life of an Industry Lobbyist | by Craig Regelbrugge We tore out a page from the personal journal of immigration reform champion Craig Regelbrugge to show you what happens behind the scenes and how your ANLA/OFA membership dues work for you.



#### FEATURES continued

- The Hows & Whys of Plant Tags: Signs & Retail Displays | by Gerry Giorgio This six-part series from MasterTag will give you info for all of your frequently unanswered questions (FUQs) about POP and other marketing materials. In this third issue about plant tags, Gerry will expand past the tag to answer questions about signs and retail displays.
- Are Hot Temps Hurting Your Crops? 62 by John Erwin, Jennifer Boldt & Esther Gesick Studies conducted by researchers at the University of Minnesota show that keeping your greenhouse too warm in the spring can actually be doing more

#### **CULTURE NOTES**

harm than good.

- The Doctor is In! | by Dr. Royal Heins The Woes of Over-Fertilizing Everyone growing and fertilizing plants (and people writing fertilizer recommendations) should at a minimum rethink their nutritional programs if they're still using the "200 ppm N from a balanced fertilizer" recommendation.
- Growers Talk Production | by Rob O'Hara 28 The Race to Spring Here are five tips to keeping your sanity for the spring rush.
- 40 **Growing Uniform English Lavender** by Tom Linwick With its uniform flowering habit, Lavender Vicenza Blue is a visually striking and attractive addition to traditional perennial or pot plant programs.

#### PEST MANAGEMENT

How Long Do Pesticides Last?

by Raymond A. Cloyd

There are a number of factors that may result in poor performance of pesticides; however, an additional factor that may also impact the overall effectiveness of pesticides is the shelf life.

#### COLUMNS

- Bob's View | by Bob Dolibois Do This, Not That Labor productivity is more important than it's ever been. It's time to rethink the whole topic.
- 32 Young Voices | by Kristine Lonergan Lights, Camera, Action! Today's consumers expect the store to offer an experience that "in-store theatre" and the "touch-and-feel" experience around the brand and the product.
- 34 Revitalized! | by Bill Calkins A reaction to "America's Horticultural Renaissance" by Debbie Hamrick.
- 42 Under An Acre | by Pam Buddy-D'Ambrosio Gardening on the Hudson The Science Barge in Yonkers, New York, was developed by New schools, making the barge a floating classroom, From April to November, students come to the barge to witness Jennifer Sloan, passion about the environment and farming.
- Growers Talk Business | by Gerry Raker 72 Are You Facing the Future? No matter what, up with a plan and find the right tools and resources to figure it out. We've managed to survive, but now we're facing a new problem.
- A New York Minute The whirlwind trip to last month's World Flower Expo in New York City at least one inspiring tidbit per hour.

- online shopping cannot deliver: providing the
- York Sun Works, a non-profit organization that constructs inventive science laboratories in city Education Director, pass on her knowledge and
- we always were able to think it through, come
- Acres & Acres | by Chris Beytes 74 was definitely worthwhile, as I figure I gleaned

#### FLIPSIDE



GP18 **Hort Calendar** 

Your guide to upcoming industry events.

- GP30 A Flair For the Flavorful | by Christina Salwitz Join us for a three-part tour of the next wave in edibles—less a trend and more of a foodie movement.
- Did Next Level Achieve It? | by Chris Beytes & Jennifer Polanz GP34 Missed Next Level? We didn't-here's the skinny on what we learned.

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GreenProfit Supplement Enclosed





















#### Terra Nova Nurseries Inc.

Now available to growers, Heuchera Lime Ruffles is part of a new Heuchera Ruffles series. Lime Ruffles has large, ruffled lime-green leaves with a frosty white overlay. Lime Ruffles was bred with Heuchera villosa, giving it larger leaves and a higher heat tolerance. In the fall, this vigorous plant produces attractive white flowers atop medium spikes. A great landscape plant for most regions' shady areas, it takes full sun in the Pacific Northwest. The average size is 11-in, wide by 18-in, tall with a 24-in. flower height. It grows best in Zones 4 to 9.

Reader Service Number 153



#### Suntory Flowers Ltd.



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Rimol Greenhouse Systems offers an array of greenhouses ideally suited for growing both flowers and vegetables. RGS has freestanding structures in widths of 18 ft. to 34 ft., gutter-connect structures in widths of 20 ft. to 30 ft., high tunnels, hydroponic greenhouses and shade structures. Rimol Greenhouse Systems prides itself on quick shipping, easy installation and the rugged overall quality to withstand severe weather conditions. Pictured: Nor' Easter Greenhouse. Reader Service Number 155

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