

**September
2008**

Everything Under The Sun

The Monthly Newsletter of the
San Diego County Flower & Plant Association

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Water in 2009 - Expectations Falling

Until significant change comes to California's pattern of precipitation or aggressive action is taken to repair and enhance the state's water infrastructure, growers should expect water availability to be a constant cause for worry and a topic of conversation.

Growers who have been participants in the Metropolitan Water District of Southern California's (MWD) agricultural water program will likely see big changes next year. It is expected that the MWD board of directors will take action in October to end the fourteen year old water discount program. Program participants, who are currently under a mandated 30 percent reduction in water use, will be given the choice of opting out of the program without penalty effective January 1, 2009 or remaining in the program as it phases out over the next five years. Once out of the program growers will return to full price and service levels, the same as all other ratepayers. This change is at least partially driven by the fact that the state's water picture is dim and growers in the program could face permanent reductions that would cripple their businesses.

When we say "full service" there has to be a caution. Water storage in the state has been drawn down to nearly historical lows due to back-to-back dry years and court orders to reduce exports of water from the Sacramento Delta to protect fish. With water agencies facing the prospect of yet another dry winter, they will exercise extreme caution in protecting their remaining storage. Growers who have not been participating in the MWD discount program as well as those who opt-out for 2009 should begin to consider the impacts to their operations from a mandatory water use reduction.

While no firm action has been taken yet, speculation exists that all water users in southern California will face some level of mandatory water use restrictions beginning early in 2009. While Governor Arnold Schwarzenegger has called on all Californians to reduce water use by 20 percent, the first level of mandated restrictions is expected to be in the neighborhood of 10 percent and then rising if winter precipitation in the state isn't sufficiently above normal to enhance storage levels.

SAN DIEGO COUNTY



Flower & Plant
Representing Professional
Growers, Shippers
and Suppliers
& ASSOCIATION

**Eric Larson
San Diego County Farm Bureau**

President's Message

2008-2009

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To write a monthly message really makes you focus on how fast time is passing by. I LOVE the summer and I hate to see it go. I love this season because to me, it is just like magic to watch how fast plants grow. I wish I could bottle it up. Especially this year! June, July, and August have been beautiful! Not too hot, with nice cool evenings and no major problems. I say that because I remember summers when times were not so easy. I have worked through 115 degree temperatures at a when we had to spray down the cooling pads and all the plants because the electricity went down. Black outs were common and every year you never knew if you would have to worry about electricity. Every season brings a new challenge. I consider myself very fortunate to have learned my trade from a Dutchman, my stepfather, Herb Scheeren. He emphasized the fact that in this business you should never rely on provided utilities, such as water, power, and fuel. He made sure we had a well, a generator, and he even buried a fuel tank. The fuel tank of course has long been removed because of environmental reasons, but he was thinking of the future. Now the question for all of us is fuel. What will we pay in the upcoming months? I think that if my step dad had been given more time and he was still with us, he would have been building solar panels and windmills. I especially think the windmills, since he was raised in Holland!

Funny though how things come about, because this August my stepbrother Andy came out to visit us. He is from back East where it snows and they have a lot more worries with fuel cost than we do. Especially when you grow plants. It turns out his Brother in Law is Glen Cook the President of the Farm Board for his County in Mass. and a member of the Farm Bureau. Glen and his family own a beautiful 145 acre farm 5 miles off the coast of Mass. It's Something like our Bates Nut Farm but bigger. It consist of U-pick orchards, animals, a Greenhouse, a pond for irrigation, and most interesting of all, renewable energy sources. I had the opportunity to talk with Glen on the phone and ask him questions about those systems. Over the past year he has put up 3- 23ft. diameter wind turbines at 85K each. He has been working with Grant programs and State rebates which helped bring the cost down to about 25K. He says they are effective, especially after the Senate passed the Annual Net Metering act this year. That means everything he produces in excess can now go into a savings bank for his farm throughout the year, kind of like roll over minutes. In the past the State would pay him 40 cents on the dollar for any excess beyond his own usage. He also installed a solar power system which he finds much more productive than his windmills. He gave me a wealth of information and was surprised to find that here, in the sunniest area of CA., we're not all moving towards renewable energy! He says he is updating his web site to include his findings which should be up soon but in the mean time, check out his farm at www.ciderhill.com. He also recommends looking up the website www.truewind.com.

Enjoy September,
Susan MacFarland

Pest Advisor

 Something new! A Total Release Fungicide!
 Total release means a little 2 oz aerosol
 can that one sets in a greenhouse and walks
 away. All the product is released. Well that's
 not new - but as a fungicide it is. And the
 fungicide is new - not available any other way.
 Great on Alternaria, Botrytis, Downy Mildew,
 Powdery Mildew and Rust! This new product
 from Whitmire Micro-Gen is called Fungaflor
 TR. The active ingredient is Imazalil, a sterol
 inhibitor similar to products like Eagle™,
 Banner MAXX™, Strike™ or Terraguard™. The
 restricted entry interval (REI) is 24 hours - a
 little too long but doable. Registered for
 use in commercial greenhouses on lots of
 bedding plants, cut flowers, hanging baskets,
 foliage, potted plants and many perennials.
 This fungicide goes on dry - you are not adding
 water to an already sensitive environment.

 I think there are issues for some using total
 release products. This little can covers from
 1,000 to 1,500 square feet. One should place
 the canister at or a little above plant canopy
 with 3 feet clearance around it. I've seen
 growers burn crops using other total release
 products, like insecticides, placing it too
 close to plants. We don't want that! One must
 tighten up the greenhouse, close the vents
 and turn off the fans for no less than 4 hours
 after application. Best remember to ventilate
 before allowing workers back in after the

REI. The label comes with a couple of warnings so read carefully. One such warning covers the danger of placing the canister near open flames - perhaps a heater pilot light, because it is highly flammable and could cause unwanted damage! Kim Stewart, of Tierra Horticultural Sales in Carlsbad, is the representative for Whitmire Micro-Gen and Kim says she will bring entertaining scientists to Carlsbad and educate us sometime in November. We'll let you know.

Something old! Mites are hard to control and our weather doesn't help. This past month I've visited more than four growers exasperated with the lack of apparent mite control using chemistries that are not even close to inexpensive. With each visit I reiterate the importance of spray coverage. Take the mite and put it in a controlled situation where you are positive the applications' effectiveness and it is dead! Getting the product on target - what a job... No - I haven't found a total release for mites - don't think it would work anyway! A fogging product would be good, smoke perhaps better, and gas would be assume. But for now its wet sprays for mites, taking time and assuring under leaf coverage.

Need help? Interested in the new product or better mite control, give your Pest Control Advisor a call. It is our pleasure assisting growers by stewarding our products.

**David Pattison, PCA, CaCCA
Western Farm Service., Inc.**



Members Supporting Members

I often receive calls asking for assistance in finding certain supplies, products, and/or services. I always consult to our Membership Directory and Buyers' Guide or our web site www.flowerandplant.org to locate companies that supply such needs. We have such a versatile group of members you can find practically anything you could be looking for from insurance, fertilizer, irrigation systems, environmental controls, plastic film, soil mixes, laboratory services, loan services, packing materials - boxes & sleeves, truck sales/leasing/repair, port-a-potties, real estate needs, as well as bulb/cutting/liner/plug/seed suppliers. And of course a wide assortment of flowers and plants, cut or potted.

Don't forget when you need something to call me at the association office at (760) 431-2572 or check out the web site at www.flowerandplant.org if you don't have a directory close at hand.

Members supporting Members!

**Jan Berry
Executive Secretary**

Floriculture & Nursery Farm Advisor

The Inevitable

No it's not some new superhero. On the contrary, the inevitable is something that is certain to happen, and it usually refers to something bad. As an example, I've heard many people, including my grandfather say that the only sure things on this Earth are 'death and taxes'. They are right, and death and taxes are inevitable, especially if you live in California.

I've also heard a lot of growers say that they are tired of hearing from researchers of the inevitable doom that will be caused by some pest that's on the way. I've been guilty of that myself. However, sometimes the reality is all too true. I could give you many examples, but let me just give you one. I became involved in the glassy-winged sharpshooter exclusion effort in the late 1990s, and we were warning then that Pierce's Disease of grapes would spread at will in the Temecula area unless the sharpshooter was eradicated from the area. Pierce's Disease kills grape vines and there is no cure or resistant stock. Obviously, the Napa and Sonoma wine country needed to be very careful because sharpshooters are exceptionally efficient vectors of Pierce's Disease. Within two years after the first observance of the disease in the Temecula area, nearly half of the grapevines were infected and on some properties, nearly 100% of the vines were either dead or being removed. Most of the wineries survived

because they are offshoots of larger companies further north, but the area was severely impacted. It was inevitable.

Unfortunately, we have been warning of the inevitable invasion of the Asian Citrus Psyllid and the disease called citrus greening. On this last Friday, I received a notification that there has been a presumptive find on a trap from a citrus tree 11 miles from the Mexican border in San Diego County (Sweetwater Reservoir). The find needs to be confirmed by the USDA in Beltsville Maryland and will be followed by an official announcement. The CDFA will restrict movement of host plants at wholesale and retail nurseries within five miles of the find site. Yes, that's right, a ten-mile diameter circle. Obviously, due to the somewhat restricted host range, it won't affect a lot of you, but it is very serious. Let me give you a brief background.

The Asian citrus psyllid, *Diaphorina citri* Kuwayama, poses a serious threat to the citrus industry in California. It is not a difficult pest to control, and it does not harm mature citrus to any extent, but the insect is associated with citrus greening disease, which has devastated citrus in much of the world. The disease stunts young trees, causes premature fruit drop, reduces fruit size, causes bitter fruit, and eventually kills the tree. The psyllid was introduced into Florida in June 1998 and by September 2000; it had spread to 31 counties primarily by the movement of nursery stock. This is well documented, implicates your industry, and puts your industry under much greater scrutiny.

Continued on Page 5

Plant Tour Days Buyers' Guides for Sale \$1.00 ea

The association office has a small supply of buyers' guides left over from Plant Tour Days. It's a great resource book and makes for a nice hand out to customers from your nursery or when you are exhibiting at trade shows. It also helps promote the industry and the San Diego County Flower & Plant Association!

Contact the association today at (760) 431-2572 or via email at info@flowerandplant.org.

2009 Membership Directory & Buyers' Guide

October 1st is the deadline for ad copy to be in for the 2009 Membership Directory & Buyers' Guide. All membership renewal fees are due now to insure your company listing and product listing to be included in the directory. This is a great resource book. All of the information in the directory is located on the website for your convenience too.

Farm Advisor *Continued from Page 4*

Florida has removed approximately 65,000 acres of citrus, which relates to about one third of the citrus growing area in California, in an effort to eradicate the infestations. Brazil has the bug and the disease and I've heard people say that Brazil still produces citrus, so we will be able to too. Here's how they can still produce it. If one bug is found in a grove, they remove the whole grove. Period. That way the rest of the citrus industry can survive.

Not long ago, the insect was found in Louisiana and in 19 sites in Tijuana, Mexico. We have been surrounded because it was now in Hawaii, Florida, and Mexico, which are three very important sources of ornamental host plant material. Therefore, the local citrus industry, USDA-APHIS, and the CDFA were very concerned and coordinated several proactive planning meetings among all affected parties due to the inevitability of the insect's invasion.

There will be much more information to follow, but right now I can tell you that regulated plants will have to be treated prior to shipping out of a quarantined area and plants that are hosts to citrus greening will not be moved to any uninfested citrus growing area. Period.

To see a list of regulated plants, see the following web site: www.aphis.usda.gov/plant_health/ea/downloads/citrusgreening-ea-10-07.pdf

Jim

James A. Bethke
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Join the Buds of Bob Team *for the 7th Annual* *Walk to Defeat ALS*

It is that time of year to get out your tennis shoes and join Buds of Bob in the 7th Annual Walk to Defeat ALS.

As you know, Bob passed from ALS on December 29th 2008, but his courageous two-year fight against the disease is our inspiration for this year's walk. We hope you all can walk with us on Sunday, October 19th to honor Bob's memory. Please feel free to pass this information along to family, friends, and co-workers ... Let's make Buds of Bob the largest ALS walk team on the west coast for the third year in a row!

Walk Details:

Sunday, October 19th 2008

De Anza Cove in Mission Bay, San Diego

Registration: 7:30 a.m.

Walk begins: 9:00 a.m.

To Register and Donate:

www.alsasd.org

1. Click on 'Walk to Defeat ALS' logo
2. Click on the 2008 walk link in the tan box at top portion of the page
3. If you plan to walk with us, click on 'Join a Team' under the red walk logo. Type in Buds of Bob next to 'Team Name' and click Search at bottom of page. When 'Buds of Bob' appears in the search results, click the 'join' link to the very right of our team name. Follow the prompts to sign up for the team!

**If you cannot walk with us and would still like to donate, click the red 'Donate' button after step 2. Click on donate 'To a Walker' then 'search for a team' and enter Buds of Bob in the box. At our team's home page, click on 'Donate to our team' and follow the prompts from there.

Please contact us if you have any questions!!!

Wear your buds of Bob shirt if you have one, if not, there will be more available the day of the walk.

Thank you for all your support in the past few years. We hope to see you out there again on October 19th!

Carla Malek, Sarah Green, & Linda Sepiol
Horticultural Sales, Inc.
760-597-9010
linda@horticulturalsales.com

 **SDCF&PA** 
**Living Plant Growers
Annual Meeting**

**René van Rems, AIFD,
Plans Luxury Cruise
Group to Europe in 2009**

Come meet Anna Ball President and CEO of the 103 year-old Ball Horticultural Company, which specializes in all aspects of horticulture, including breeding, biotechnology, production, and marketing of hybrid flower seeds and other floriculture crops.

Thursday Sept 18th, 2008

Mountain View Nursery
131 Vista Merriam, San Marcos
5:00 p.m. for a tour of the greenhouses
6:30 dinner & meeting

\$35.00 per person (member)
\$40.00 (non member)

Sponsorship Opportunities

Gold _____ \$500.00**
Silver _____ \$250.00*
Bronze _____ \$100.00

** Gold Sponsor - includes 4 entries to the event.
* Silver Sponsor - includes 2 entries to the event.

Noted floral artist, educator, and speaker specializing in European-influenced style, René Van Rems, will host a group traveling on the small ship luxury carrier, Silversea Cruises.

On June 9, 2009, Van Rems will set sail on the ultra-luxurious Silver Whisper. The seven day itinerary, starting in Rome and disembarking in Monte Carlo, includes famous ports of call in both the Italian Riviera and the French Riviera, with a stop in Barcelona, Spain.

Guests who accompany this small group will be immersed in design, art, plants, and flowers found in the widely recognized and award winning floral designer's native Europe. Van Rems is currently at work on his new book, *Floral Interiors*, and cruise group members will be treated to an insider's look at the art of flowers and style in the Mediterranean.

Space is limited with the intimate Silver Whisper accommodating only 382 guests. Those interested in joining the horticultural expert on this voyage of discovery should contact Gayle Gillies Travel, a Virtuoso agency, in Rancho Santa Fe, CA. The agency can be reached by phone at 858.756.4174 or 800.285.7820. Detailed information is available at www.gaylegilliestravel.com.



***The Association is Going Green with
Our Newsletter, We Need Your Information!***

For some time now we have been sending you or your organization a monthly issue of our newsletter, Everything Under The Sun. I hope you've enjoyed it and found it helpful. With the rising costs of both printing and postage we're changing our format so that our monthly issues will be sent via e-mail or fax. Please let me know ASAP your current email address or fax number where you would like to receive the newsletter. Please indicate your old mailing address along with the recipient's name so I can keep track of it. Please call (760) 431-2572 or email the association office at info@flowerandplant.org. We are striving to save our environment and function more efficiently and cost effectively. I apologize for any inconvenience this may cause. Thank you for helping the San Diego County Flower & Plant Association to go GREEN!

Jan Berry & the 2008-9 Board of Directors

Farmers Almanac & Advertisements

Saturday, September 13, 2008 – Quail Botanical Gardens, Encinitas - Gala in the Gardens from 5:30 to 10:00 pm. Plant it Forward honoring Susi Torre-Bueno. This event is always an evening to remember. For more information and to purchase tickets go to <http://www.qbgardens.org>

Thursday, September 18, 2008 – Living Plant Growers annual meeting at Mountain View Nursery, 131 Vista Merriam, San Marcos 92069. Come meet Ana Ball President and CEO of the 103 year-old Ball Horticultural Company, which specializes in all aspects of horticulture, including breeding, biotechnology, production, and marketing hybrid flower seeds and other floriculture crops. For more information contact the San Diego County Flower & Plant Association office at (760) 431-2572 or go to the website at www.flowerandplant.org.

Wednesday - Friday, September 17th - 19th CalScape Expo 2008, Interior Plantscape Conference & Trade Show. In Palm Springs, CA Online registration at www.piagrows.org or phone (707) 462-2276.

Sunday, September 28th, 2008 - California Certified Florist hands-on certification testing preparation class 2:00 pm - 8:00 pm. A-Z Wholesale Floral Supply, 1511 E. McFadden Place, Santa Ana, CA 92705. Class instructor is Robert Gordon AIFD, AAF, PFCI. Class fee \$100.00 - includes class materials (please bring your own tools). Call the CSFA office to register, cash, check or credit card accepted (916) 448-5266.

Sunday, October 19th, 2008 - Walk to D'Feet ALS. De Anza Cove in Mission Bay, San Diego. Registration is at 7:30 a.m. Walk begins at 9:00 a.m. Register to join the 'Buds of Bob Team' and/or make a donation at www.alsasd.org. For more information contact Linda Sepiol of Horticulturalsales, Inc. at 760-597-9010 or linda@horticulturalsales.com

Advertisements

Help wanted: Shipping Warehouse Supervisor Experience in managing crews in pulling, pick reports, packing and shipping, inventory and purchasing of materials needed for Wholesale Plant Nursery Computer programs, Macola, Word, Excell, Managing 3 to 4 drivers, up keep Maintenance on vehicles . Creating labels, for shipping addresses and UPC labels, quality inspection of plants, prepare final box counts and cubes. Must be bilingual in English/Spanish. Please fax resume to 760-758-5882.

For Lease: OR Lease Option. Approx. 15 acres of nursery land in Valley Center used for nursery growing for 30 years. Level pads with irrigation in place on paved road, 5 miles from Hwy 15. Small office available. Room for green houses, 2 water meters, one Ag and one domestic. Contact Bob at (760) 728-8110.

NURSERY PROPERTIES FOR SALE OR LEASE.
FOR LEASE - 27,000 SF Greenhouse, Encinitas, \$2500/mo;//// 30,000 SF Greenhouses, all or part, Vista, to \$2,500/mo. FOR SALE - Turnkey cactus Nursery: 25,000 SF Greenhouse on 2.42 acres, plus 800 sf. house & great views in Vista offered at \$1,800,000.
WANTED - Tropical or orchid nursery to buy.
For information contact Stan McNiel, CRB, Broker Associate, Windermere Exclusive Properties, 760-224-2292, stanm@windermere.com.
Specializing in Nursery Real Estate since 2005.
"I Listen, I Understand, I Make It Work For You"

Workshop with Rene van Rems
Let René van Rems instruct you in the ways to achieve that fall bounty look in order to get ready for Fall and Thanksgiving. This workshop, held at the La Jolla Studio at the Athenaeum, is a hands-on class where you will learn how to design a large, loose bouquet in glass, a mille fleur-inspired centerpiece with summer flowers and fruit, and a hand-tied bouquet to fit in any earthen urn or ceramic Tuscany-style container. René will teach you the "industry secrets" to making flowers last and will show you the simple steps to Euro-style design ideas. He will demonstrate all pieces to be made and give you theory in the "how-tos" before you make each arrangement. Upon completion of the workshop you get to take home your creations to show off at your next party! This class does not require prior experience. Space limitation is 20 students. No visitors please. Class fee \$95/\$110 plus \$170 materials fee. For more information about this class, you may call our office CGFA at 760 734 4500 or visit the Athenaeum website at www.ljathenaeum.org


FOR SALE: Gopher Canyon Area - Vista - 2.19 flat, usable acres, zoned for agriculture, horses. Has single story ranch style home w/ approximately 3,100 square feet. Property and home need deferred maintenance and tlc but could be magnificent estate property. Incredibly priced at \$565,000, brokers welcome. Call Debbie Simon, PRUDENTIAL CALIFORNIA REALTY, owner/agent, 760-717-0566

Ads are FREE to members and run for three months unless otherwise specified. Ad text is limited to 60 words or less and should be submitted no later than the 20th of the month to the Association office for the upcoming publication.

What's Growing On!

Upcoming Association Events

Thursday, September 18, 2008 – Living Plant Grower Meeting with special guest speaker Anna Ball at Mountain View Nursery.

  *Don't forget.*  

You can receive our newsletter via e-mail.

Contact the Association office at

info@flowerandplant.org with your request.



For more information regarding membership, Please visit www.flowerandplant.org or call Jan Berry at (760) 431-2572



A big thank you goes to Target Specialty Products for Sponsoring our Padre Night event!

New Members

Dave Steinbis
Leucadia Growers
940 Orpheus, Encinitas, CA 92024
Phone: 760 633-4883
Grows ivy geraniums and general nursery stock also house plants.

Presorted
Standard
U.S. Postage
PAID
Encinitas, CA
Permit No. 122

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