

**October
2008**

Everything Under The Sun

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

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SAN DIEGO COUNTY



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

It's Time to Turn Up the Heat on Energy Savings

Early fall is an ideal time to prepare for winter heating. This is especially true if you're concerned about natural gas prices, which are expected to be higher this winter than last winter.

Get cash back on new equipment

One of the smartest ways to ease the impact of higher natural gas prices on your company's operations is to improve energy efficiency.

Among the 140 gas and electric measures that may qualify for rebates through SDG&E's Small Business Super Saver and Express Efficiency programs are: tankless (instantaneous) water heaters that conserve both natural gas and water; storage water heaters; boilers; insulation for pipes and tanks; and commercial food service equipment such as ovens, steam cookers, fryers and griddles.

Take advantage of 0% financing

Energy-efficiency upgrades also may qualify for SDG&E's On-Bill Financing. This program offers 0% financing for up to five years - and the convenience of paying on your SDG&E bill - for measures that cost \$5,000 to \$50,000.

Before buying new equipment or starting energy-efficiency projects, be sure to call SDG&E's Energy Information Center at 1-800-644-6133 to verify that your upgrades qualify for available rebates or incentives. You'll also find rebate information and applications posted online at the Energy Savings Center, www.sdge.com/esc, along with links to training opportunities, online tools and tips, all designed to help your business save energy.

These programs are funded by California utility customers and administered by SDG&E under the auspices of the California Public Utilities Commission

2008-2009

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President's Message

How I hate to say good bye to summer, but at least I have many happy new memories to think back on. One of them was the perfect summer evening with the rising of the enormous full moon over the Quail Botanical Gardens at the annual Gala two weeks ago. I'm sure they must have picked that weekend just for that effect! The event was spectacular, and it's no wonder with all those talented and dedicated people who work and volunteer there. If you have never been, put it on your calendar for next year. The money goes to the expansion of the gardens, and right now they are working on the Children's Tree House which will impress the beauty of nature on the generation of the future. Show them how cool it is to play in the dirt as opposed to trying to get to the next level on a video game.

Another enjoyable evening was spent at Mountain View Nursery with Anna Ball speaking on the trends of the future for our industry. For such an accomplished woman she was so real and enjoyable and down to earth. She definitely made things much clearer to me. When the Association had a talk on sustainable last year at Fox Point with another speaker, I thought "oh no, here's another hoop we are going to have to jump through, and more money we will have to pay in order to become credentialed and acceptable to the ever changing consumer. Yet after listening to Anna she explained that this industry is being challenged to become more sustainable for some more obvious reasons that watch dog groups are seeing. As growers we don't all use products that are recyclable, we can be wasteful of water, we use chemicals, and we are large consumers of energy when we could be using natural resources of power instead. I definitely feel that these issues will be addressed more in the future but not just for the fact that it is the right thing to do but it is the economical thing to do. Give me a well, some worms, a windmill, and some solar panels and I'll grow what ever I can to make this world a better place, {as long as it's profitable.}

Anna had several new ideas on what we can expect to see based on what's going on around the world. My favorite was that more "Victory gardens" will be seen as people realize how enjoyable and economical it can be to grow your own produce. This is also becoming popular for the global warming effort which is helped when food doesn't have to go from farm to table, just garden to table. I like the thought that people will get more involved in gardening and plants. It's healthy and it gives them an insight into our world.





I've only touched on a few of her topics, for more information Anna Ball had hand outs and left some with Jan Berry, if you are interested I'm sure she could fax you a copy. Otherwise talk to Miriam Levy with Ball Horticulture, she has got connections! Thank you Miriam for inviting Anna to speak with our Association, it was a most informative and enjoyable evening. Thank you John and Wim DeBruyn for leaving the lights on for us at Mountain View Nursery, the green house was beautiful.









Watch for updates on upcoming meetings. We are putting another Ask the Expert session together with Jim Bethke and others.







Have a great October,
Susan MacFarland
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Pest Advisor

Living Plant Growers Meeting





It is wondrous to see, especially during these difficult times of monetary restraints, growers asking how plant diseases can be prevented. We don't want the crop negatively impacted in any way - especially if preventable. All the years preaching 'preventive' is paying off.









What can be done about bacteria? Of course there is the correct plant culture - you know - keeping clean and dry-ish and all that. But what chemistries will assist good cultural practices and help control bacteria like Xanthomonas leaf spot on geraniums? Here is the short list; Coppers (Kocide, Champ, Phyton), Sulfur, Bacillus subtilis (Rhapsody), and Hydrogen Dioxide (Zero Tol). All these products are contact materials - except Phyton 27 (Danger) and Phyton New Dimension (Caution). All the products perform reasonably well. It is rotation between the various classes that is important.







I continue to hear about mealy bugs. A dear friend was lamenting poor market pricing and suggested that some growers aren't selling clean plants. It is an unfair advantage that! He told me of a grower in a northern county that said they never spray. He visited the greenhouse and was shocked to find mealy bugs everywhere, even on plastic walls! (I'm on my way to find this unfortunate greenhouse, I see opportunity there for me - being the Pest Control Advisor I am). It is detrimental to our industry selling such infested materials. Consumers need pleasant experiences to encourage repeat sales. The good growers avert infestations of any kind and certainly wouldn't knowingly forward infected plants.

Preventative actually costs much less than curative! We here in Southern California are in the middle of fire season. You have got to know preventative measures cost less than reconstruction and after the fact cleanup. Please keep asking your Pest Control Advisor for assistance. I'll wager your advisor knows all about preventatives...

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

Thank you to our generous sponsors; Ball Horticultural Co., Briggs Tree Company, Farrand Enterprises and Robert Mann Packaging. Mountain View Nursery was very impressive to tour. Thank you John & Wim DeBruyn for sharing your well-organized and very professional operation with our guests. Anna Ball was a marvelous speaker touching on Trends in Horticulture. After meeting her anyone can understand why Ball Horticultural is so successful! Robert Atkins, Agricultural Commissioner gave us an update on the Asian Citrus Psyllid. I have a Fact Sheet that he left as a hand out if anyone is interested I would be happy to fax you a copy. And last but not least thank you to all that attended and made it a nice evening. I hope you enjoyed the food and the company!

See you all in January 2009 at Casino Night.






Bowling Anyone?

By big demand some of the members have expressed a desire to go bowling again. Please contact Jan at the Association office if you would be interested in the association arranging this. Have a date when making the call (760) 431-2572.






Floriculture & Nursery Farm Advisor

It's All Greek to Me!

As a scientist, we sometimes like to present our information to you in a table of numbers, which can sometimes be about as interesting as watching ice melt. Therefore, I thought I would spend a little time on a table of mine that we recently reported detailing the efficacy of selected pesticides against the greenpeach aphid on escallonia. The following is the table we presented.

Treatment/Form.	Rate/100 gal	31-May	11-Jun(day7)	18-Jun	3-Jul
Control	2%	23 \pm 6.2a	103.4 \pm 31a	144.2 \pm 41.5a	11.2 \pm 8.8bc
Malathion	8ozl	24.8 \pm 4.2a	0 \pm 0d	0 \pm 0d	1 \pm 1cd
TriStar	8ozl	33 \pm 7.3a	0 \pm 0d	0 \pm 0d	0 \pm 0d
Discus	8ozl	25.2 \pm 6.1a	0 \pm 0d	0 \pm 0d	4.4 \pm 4.4cd
Facin	2%	34 \pm 5.2a	67.6 \pm 8.4a	34.2 \pm 9.4b	5 \pm 3.03c
Ecotrol	8ozl	36 \pm 3.6a	116.8 \pm 7.7a	52.4 \pm 12.5b	12.4 \pm 2.9ab
Insecticidal soap + Ultrafine oil	1% & 1%	37.8 \pm 5.0a	37.2 \pm 14.0b	26 \pm 2.3b	16.6 \pm 4.2ab
Aza Direct	8ozl	26.4 \pm 5.2a	12.6 \pm 3.7c	4 \pm 2.4c	16.6 \pm 3.5a

First, let's familiarize ourselves with the column categories. The treatment and rates are in the first two columns. The next column is 31-May, which is the pretreatment count, and the next three columns are 7, 14 and 28 days after the initial application. Note, in the heading it mentions that there were two applications 14 days apart of the softer chemicals (Facin-AzaDirect).

The first thing to spend some time on is the Control or often called the Untreated Check. The numbers steadily increase until the last date 3-July where the numbers crashed. There were two reasons for this, 1) the aphids had overpopulated the terminal growth and were producing winged forms for dispersal, and 2) a host of beneficials had taken over and was feeding on the aphids. The important point here is that the beneficials took the population down without any chemical treatment added.

The next thing to note is that under the Control group there are two groups of pesticides listed in that column. The first are the more conventional pesticides, which include some of the older products like Malathion and that are not considered soft chemicals (Malathion-Discus). The second group is considered by most to be soft chemicals (Facin-Aza-Direct). Like everyone else, the grower was interested in including the softer chemicals in their pest management regimen, but wanted to compare them to the products they commonly used.

Let's get to the numbers and concentrate first on the four columns to the right, the ones with the dates as headings. The first one is the pre-treatment count of aphids on the terminals. You can see by the data that the numbers are all statistically equal because they are all followed by the same letter (a). This tells you that the pesticides were treated on plants that had the same number of aphids, and that the numbers that follow should show a change in those numbers in response to the treatments. Another thing to note is the plus or minus sign (\pm) followed by a number, the standard error. You can basically ignore these numbers. They are for the hardcore technical report types. They are very important, but you shouldn't have to deal with them.

That leaves us with the last three columns of numbers. These are where you can concentrate your time and effort in analyzing the information from an applied standpoint. If the same letter follows the numbers in the column below the Control, then it means that the treatment had no effect.

Farm Advisor Continued from Page 4

In the numbers that represent the more conventional products (rows with Malathion-Discus), you can see that for one and two weeks after treatment the applications completely eliminated the population of aphids, and that the numbers are followed by letters that are not the same as for the Control. However, four weeks after treatment, there are aphids beginning to reinfest the terminals, and that the letters following the means for the Malathion and Discus treatments have a common letter (c), which means they are not different than the Control. In the TriStar treatment, however, there are still no aphids infesting the treated terminals. It is the best performer in this trial.

In the numbers that represent the softer chemicals in the lower five rows you can see that there is less effect on the aphid population. That is not unexpected, however, when using a softer chemical. Again, look for applications that have letters different than the Control. One week after application, Insecticidal Soap + Ultrafine oil and AzaDirect had a significant impact on the aphid population. Two weeks after application, the letters are all different and all the softer chemical treatments are significantly different than the Control. An important point to note is that there are still a lot of aphids on the terminals except on terminals treated with AzaDirect.

Lastly, note that in the last column the mean numbers of aphids treated with the softer chemical treatments were not significantly different than the Control. What this tells us is that if you spray with a softer chemical or not, the aphid population will be the same due to the effect of the beneficials in the environment. In addition, you may ask what the effect might be if the soft chemical could be used with the beneficials to gain better control. Unfortunately, that's exactly what we experienced. The effect of the treatment was in addition to the beneficials, so there would be no benefit.

This still may be confusing to you, but I hope that I have informed you of how to take note of a table of numbers and the meaning and interpretation of the data. If you have questions, you can certainly contact me.

Jim

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2009 Membership Directory & Buyers' Guide

The San Diego County Flower & Plant Association is putting together its final touches for the 2009 Membership Directory and Buyers' Guide. Please go to the website at www.flowerandplant.org to double check your listing information or go to the 2008 Membership Directory and Buyers' Guide book. Jan Berry can email you a private link where you can update your contact information as well as your product listing information. Don't delay; this is a great resource book that gets used by many different buyers nation wide. It's imperative that the information is correct. If you have customers that you think will benefit from this great resource please get their address to Jan so she can add them to our mailing list? The 2009 Directory will be distributed in January 2009. Also available at this time if you would like to have multiple copies available for your sales staff to utilize at a discounted price of \$10.00 per copy plus shipping & handling contact the association office. Shipping and handling will vary by the number of copies requested.

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.

Dos Gringos Certified Sustainable Under Independent VeriFlora Program

Dos Gringos, an integrated flower grower, bouquet maker, and shipper of floral products is the latest California-based floral company to successfully earn the nationally recognized VeriFlora® Certified Sustainably Grown label. The certification, conducted by Scientific Certification Systems, confirms that Dos Gringos meets high standards of environmental sustainability, social responsibility and product quality throughout its operations.



“The creative side of floral is one element, but it’s gratifying to see the sustainability objectives that many of us have worked towards integrated in the VeriFlora program,” said world-renowned floral bouquet

designer and educator René van Rems, who initiates and steers plans for production at Dos Gringos. As Production Director Emeritus of the California Cut Flower Commission, van Rems has pushed for adoption of sustainability practices within the industry. “Leading producers in the world are taking responsibility, and taking action speaks louder than words.”

Jason Levin, President of Dos Gringos, agreed. “The audit conducted by Dr. Michael Keyes in July was not only thorough, but quite productive for us as well. We’re big fans of learning things that will help us be a better company, so we were eager to keep improving. We are proud to carry the VeriFlora seal.”

Dos Gringos product quality depends on a close working relationship with the company’s contract growers. The company built weekly scorecards to review with partner farms. Every location is now scoring extremely high, testimony to enthusiastic participation, teamwork, and attention to detail.

The company’s headquarters building in Vista, California was custom built, including a state-of-the-art underground green waste-removal and recycling system. Grates in the floor in the production and logistics areas allow 1,400 tons of plant debris to be collected by way of a conveyor belt running one foot below the floor that moves the greens to an outside green-waste bin. The bin is picked up bi-weekly and taken to the city of Vista’s municipal compost site. While adding to the community soil supply, it also helps to reduce ethylene, the byproduct of decaying foliage, which decreases healthy plant life.

Dos Gringo has been a standing member of the San Diego County Flower & Plant Association since 2002.

About Scientific Certification Systems (SCS) - SCS is a leading third-party provider of certification, auditing and testing services, and standards, founded in 1984. Its programs recognize accomplishments in agricultural production, food processing and handling, forestry, fisheries, flowers and plants, energy, green building, manufacturing, and retail. VeriFlora certification is available to farmers and everyone in the supply chain, including shippers, distributors, bouquet makers and retailers. For more information: www.scs-certified.com or call 510-452-8000.



What's Growing On!

Upcoming Association Events

Saturday, January 24, 2009 Casino Night is back! El Camino Country Club, Oceanside. There are overnight accommodations within walking distance so you can enjoy and have a great time. Mark your calendar! It’s always a lot of fun.

CAFG&S Names Steve Dionne President of the Board of Directors

Steve Dionne is the second-generation owner of Cal-Americas and United Floral Exchange in Vista, CA. Steve joined the family business in 1993, soon after graduating from the University of San Diego. “The flower business has been good to me in terms of personal and professional growth, and my involvement with the California Association of Flower Growers and Shippers provides a great opportunity to give something back to the California floral industry.” Steve Dionne lives in Fallbrook, CA with his wife, Lisa, and three sons. Congratulations!

Farmers Almanac & Advertisements

Thursday, October 16, 2008, Harassment Prevention seminar in Spanish, 10:00 am to 12:00 pm, 1670 E. Valley Pkwy, Escondido, CA 92027. Cost is \$25 per person for Farm Bureau and Flower & Plant members. Call (760) 745-3023 for reservations and or more information.

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 donatation at www.alsasd.org. For more information contact Linda Sepiol of Horticultural Sales, Inc. at 760-597-9010 or linda@horticulturalsales.com

Tuesday, October 21, 2008, CPR/First Aid training (Spanish) 4:00 pm - 9:00 pm, \$70 per person includes pizza & soda. San Diego County Farm Bureau, 1670 E. Valley Pkwy, Escondido, CA 92027. Reserve early class limited to 20. (760) 745-3023.

Thursday, October 30, 2008, Farmer of the Year Award honoring Luawanna Hallstrom, 6:00 pm - 9:00 pm, California Center for the Arts, 340 N. Escondido Blvd., Escondido, CA 92025. Dinner & program. Please RSVP by Oct. 23, 2008. Contact Farm Bureau at 760 745-3023 for more information.

New Member

David Sasuga
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Fresh Origins is a grower and shipper of herbs and greens.



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 McNiell, 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 Lease: Nine - 13,600SF (32x425) steel framed buildings for lease in accessible East County location. Plenty of good well water - great potential for growers. Asking \$.35 per sq ft. Call Mike Habib 619.463.6600 or Kay LeMenager 619.871.6084 @ Coldwell Banker for more information & pictures.

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.

  *Don't forget.*  
You can receive our newsletter via e-mail.
Contact the Association office at info@flowerandplant.org with your request.