

# News & Views

*for New Hampshire's Green Industry*

July-September, 2002

## Boost Summer/Fall Sales

Now that spring sales are over, take a few deep breaths. Then take a few minutes to reflect on ways to increase summer and fall sales. Can you imagine aiming as high as 40 percent of total yearly sales for this traditionally slow period? Many successful garden centers reach that goal. Here are some of the strategies they use:

### Develop roadside attractions

Well-designed and maintained, eye-catching roadside displays give a good first impression of what the owner thinks of his product and business. Well-tended display gardens let customers learn what the plants will look like at maturity and how to combine color and texture. Unusual displays



Briggs, a garden center on a well traveled road in North Attleboro, MA, presents this eye-stopper with palm trees and tropicals in its display gardens. Another feature Briggs customers often stop to photograph is a frame on the trunk of an oak tree supporting a solid planting of *Impatiens*.

announce, "Hey, here's something innovative and exciting. Let's pull in."



Van Wilgen's Garden Center in North Branford, CT, presents a giant scarecrow at the beginning of the fall season. Constructed with round hay bales, the display can be seen from a great distance, a strategy that works well in locales that restrict the size of business signs.

### Become a destination site

Make your operation a place people want to visit and stay awhile. Create a parklike setting. Serve food in an attractive garden setting. Offer entertainment: clowns, hayrides, band concerts, pumpkin-painting, a corn maze, a petting zoo, hot air balloon rides. Consider recreational activities such as a putting green, nature trails with interpretative signs, a fishing derby in a stocked pond. Host barbecues or other events for businesses and civic groups.

Here are a few additional tips to enhance your customers' summer shopping experiences:

- ❑ Develop specialized landscapes: low-maintenance, “wild”, historic, theme garden etc.
- ❑ Arrange containers into “shopping gardens”.
- ❑ Offer a summer lecture series.
- ❑ Start a children’s (or adult) garden club at your site.
- ❑ Demonstrate how to set up a water garden.
- ❑ Build or improve a children’s playground.
- ❑ Organize family events around summer/fall holidays.
- ❑ Develop and promote yourself as an educational resource center.



Related products are displayed at J & M Plant Wicker Imports in New Jersey. This display of fencing, wrought iron furniture, wind chimes, pavers, window planters and more boosts summer sales by demonstrating the functional relationships of the products.



The Red Apple Farm in Phillipston, MA, is known as a fun place to visit. The farm features a farm animal petting area, educational exhibits, a barn and outdoor cookout facility, and plywood character cutouts where customers can have their pictures taken.

## Add more product lines, services and promotions

Consider offering products such as dragons and gargoyle statuary, large plants in decorative planters, outdoor furniture, custom built sheds and gazebos, topiary, a broader selection of organic gardening products, sod, water garden and supplies (including fish), landscape art.

Also consider offering new services such as garden design, field consulting or water garden installation, services that position you as a reliable source of information and that help increase summer sales.

Give special promotions a prominent place in your year-round marketing plan. Hold

a customer appreciation day. Offer redeemable coupons or two-for-one specials. Tie promotions in to holidays and special events: a Father’s Day “Appreciate Dad” sale; a free red, white and blue container with every purchase during the week of July 4<sup>th</sup>; an August “dog days” weekend when you offer free watermelon and cold drinks.

*David Seavey*

## Invasive Species Lists Released

The NH Invasive Species Committee (ISC) recently submitted its species lists and recommendations to the Commissioner of Agriculture. Public meetings are scheduled for review and comment on the lists prior to their adoption. These meetings will also allow for interested parties to discuss the information and literature amassed during the investigation of these species. Following are the dates, times and locations for these proposed meetings:

**July 31, 2002 from 3:00 – 5:00 p.m. at Van Berkum Nursery in Deerfield (green industry professionals are encouraged to attend this meeting)**

July 25, 2002 in the NH Lakes Region (likely Tuftonboro Center School) from 7-9pm  
 August 6, 2002 in the Keene Area (likely NH Fish and Game Headquarters) from 7-9pm

Official implementation of these lists requires that they be drafted into administrative rule form, entered into the rulemaking process and promulgated by the commissioner of agriculture. The ISC proposes an effective date for the lists to be

January 1, 2004, at which time all species on the Prohibited List will be banned. The end date for the phase out on the Prohibited with Conditions List shall be January 1, 2007.

The ISC classified invasive plant species into three lists described below.

**Prohibited List:** Plant species on the Prohibited List, including all cultivars and varieties will be banned immediately from deliberate sale, cultivation or transport. These species are:

Common Name	Scientific Name
Tree of Heaven	<i>Ailanthus altissima</i>
Garlic Mustard	<i>Alliaria petiolata</i>
European Barberry	<i>Berberis vulgaris</i>
Flowering Rush	<i>Butomous umbellata*</i>
Fanwort	<i>Cabomba caroliniana*</i>
Oriental bittersweet	<i>Celastrus orbiculatus</i>
Black Swallow-wort	<i>Cynanchum nigrum</i>
Pale Swallow-wort	<i>Cynanchum rossicum</i>
Brazilian elodea	<i>Egeria densa*</i>
Autumn Olive	<i>Elaeagnus umbellata</i>
Hydrilla	<i>Hydrilla verticillata*</i>
European frogbit	<i>Hydrocharis morsus-ranae*</i>
Water-flag	<i>Iris pseudacorus</i>
Blunt-leaved Privet	<i>Ligustrum obtusifolium</i>
Showy Bush Honeysuckle	<i>Lonicera bella</i>
Japanese Honeysuckle	<i>Lonicera japonica</i>
Morrow's Honeysuckle	<i>Lonicera morrowi</i>
Tartarian Honeysuckle	<i>Lonicera tatarica</i>
Purple Loosestrife	<i>Lythrum salicaria*</i>
Parrot Feather	<i>Myriophyllum aquaticum*</i>
Variable Milfoil	<i>Myriophyllum heterophyllum*</i>
European Water-milfoil	<i>Myriophyllum spicatum*</i>
European Naiad	<i>Najas minor*</i>
Yellow Floating Heart	<i>Nymphoides peltata*</i>
Common Reed	<i>Phragmites australis*</i>
Japanese Knotweed	<i>Polygonum cuspidatum</i>
Curly-leaf Pondweed	<i>Potamogeton crispus*</i>
Common Buckthorn	<i>Rhamnus carthartica</i>
Glossy Buckthorn	<i>Rhamnus frangula</i>
Multiflora Rose	<i>Rosa multiflora</i>
Water Chestnut	<i>Trapa natans*</i>

\*Indicates those species already prohibited in NH since 1998 per RSA 487:16-a of the NH Department of Environmental Services and Chapter Env-Ws 1300

### Prohibited Species with Condition:

These plant species have been determined to have significant economic value to the commercial and retail plant trade and are recommended to be phased-out over a three year period. For three years from the date of formal adoption of the Prohibited List, existing New Hampshire stock of the following species, including their cultivars and varieties, may continue to be sold:

Norway Maple	<i>Acer platanoides</i>
Japanese Barberry	<i>Berberis thunbergii</i>
Burning Bush	<i>Euonymus alatus</i>

During this three-year period, however, no new propagation or importation of these species, their cultivars or varieties, should be allowed. Upon the completion of the three year period, the species, their cultivars and varieties will be banned from deliberate sale, cultivation, or transport in New Hampshire.

**Restricted List :** Species on the Restricted List are those that exhibit invasive tendencies, but do not meet all criteria to be listed as Prohibited species. These species will be reevaluated by the ISC, as more research is conducted or documentation becomes available. These species are:

Porcelain-berry	<i>Ampelopsis brevipedunculata</i>
Spotted Knapweed	<i>Centaurea maculosa</i>
Canada Thistle	<i>Cirsium arvense</i>
Crown Vetch	<i>Coronilla varia</i>
Russian Olive	<i>Alaëagnus angustifolia</i>
Wintercreeper	<i>Euonymus fortunei</i>
Sweet Reedgrass	<i>Glyceria maxima</i>
Common Privet	<i>Ligustrum vulgare</i>
Amur Honeysuckle	<i>Lonicera maakii</i>

### How to Access Growing Degree Day Info.

This year, GDD data will not be presented in the Weekly Market Bulletin. Instead, interested folks can access this information directly from the New England Agricultural Statistics Service web site. Follow the directions below.

1. Go to their web site: <http://www.nass.usda.gov/nh/>
2. On the left column, click on "Crop Weather".
3. Select the appropriate year, month and week.
4. Their 4-page weekly bulletin is presented. On page 2 (usually), they list numbers for air temperatures, growing degree days, and precipitation for a variety of stations throughout New England. Select the NH station closest to your location.
5. You want the GDD data from column 1 = Base 50F Total. This will tell you the accumulated data through the date indicated.

To interpret this information, go to the UNH Cooperative Extension (UNHCE) web site: <http://ceinfo.unh.edu/Agriculture/Documents/Growdd.htm>



## Summer Events

- July 30 Mass Flower Growers' Association Summer Field Day. 1:00 - 7:00 p.m. Elm Bank Reservation, Dover MA. Contact 978-952-0116.
- July 31 2002 Summer Meeting, New Hampshire Plant Growers Association. 8:30 a.m. - . Contact NHPGA at 603-225-0653.
- July 31 Invasive Species Informational Meeting. 3:00 - 5:00 p.m. Van Berkum Nursery, Deerfield. Growers, retailers, landscapers and other interested parties are encouraged to attend and comment on the proposed recommendations.
- Aug 2 Pleasant View Gardens Open House. 8:30 a.m. For registration and information on talks, tours, display gardens, garden center displays and more, contact PVG at 800-343-4784.
- Aug 30 NHLA Summer Picnic and Landscape Tour. Foundation for Seacoast Health Community Campus, Portsmouth. Contact NH Landscape Association, 800-639-5601.
- Sept 11 Van Berkum Nursery Open House. 2:00 - 7:00 p.m. Deerfield NH. Contact 603-463-7663.
- Sept 18 NHLA Twilight Meeting. Millican Nurseries, Chichester. Contact NHLA, 800-639-5601.
- Sept 24 Nursery/Landscape Field Day. Univ. of New Hampshire, Woodman Horticulture Research Farm, Durham. Contact 603-862-3200.

This newsletter is a cooperative effort of the Ornamentals Extension Educators and Specialists at the University of New Hampshire. It is published quarterly. Its purpose is to inform and update industry members on issues and research relevant to the production, use and maintenance of ornamentals and turf in New Hampshire.

Contributors for this issue:

Nancy Adams, Extension Educator, Agr. Res., Rockingham County

Cathy Neal, Extension Specialist, Ornamental Horticulture

David Seavey, Extension Educator, Agr. Res., Merrimack County

Comments and questions are welcome...please call Cathy Neal at 603-862-3208. Address corrections, additions, and deletions should be faxed to 603-862-2717 or phoned in to Cheryl Estabrooke at 603-862-3200.