

THE DIRT



Winter Issue 2022/23, Volume 48, Issue 4

The Industry Awards Program 2022 page 4

The Vermont Flower Show is Happening! page 5

The VNLA Annual Report / Year in Review page 6

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Dear Fellow VNLA Members & Friends,

It's been a busy start to 2023. The energy around the VNLA community is palpable! It's an exciting time for the organization as planning & preparations are abuzz for the Flower Show. We are also gearing up for a full calendar of events and we welcome all members to jump in to participate. As sustaining members, new members and returning members, you all play a HUGE role in this organization. YOU provide this energy to the VNLA and it shows!

Yes, it's a Flower Show Year and that's where our attention and energies are focused of late. But let's look back at some of the other amazing work you all have done over the past 4 years. As members and contributors to this association we should feel good about the important work we've accomplished together. Thanks to Grow Without The Show, we've been able to not only sustain ourselves but enhance our programming beyond the Flower Show. Our Habitat For Humanity collaborations, VT Blooms events, and the Passport Program are among our many new initiatives, and building on them will keep up growing and succeeding with every year.

We've accomplished a lot in a short period of time. We've reached the public in new ways, volunteering, helping communities, highlighting our members' work, contributions, and dedication to the VNLA. We're collaborating with other organizations working to help protect biodiversity in Vermont. Be sure to check out our schedule for the Winter Meeting February 16th and join the conversation. Let's build on building these connections!

Though it's only just begun, this new year is filled with new opportunities and optimism for exciting transitions and growth. We all rely on each other. We all know the more we connect with nature and each other, the richer our knowledge and experiences. Every landscape has a story, it's learning to listen that makes a real difference.

As nature gives to us and we give back, we develop deeper connections, stronger relationships, and a more robust path toward a healthful future. There is no doubt the VNLA plays an influential role in this path forward. I am grateful and honored to have served as President over these last 4 years and I look forward to the next chapters at the VNLA. Together we can support a bright future for ourselves, our communities, and the association.

THANK YOU for continuing to support & to help strengthen the VNLA!

Ashley



inside this issue

Board of Directors	2
The President's Letter	3
The Buzz	4
<i>The Industry Awards Program 2022</i>	
<i>The Vermont Flower Show is Happening!</i>	
<i>The VNLA Annual Report / Year in Review 2022</i>	
<i>2023 VNLA Twilight Gathering 2/23/23</i>	
<i>VT Pesticide Applicator Meeting</i>	
<i>VNLA Welcomes New Members</i>	
<i>Calendar of Events</i>	
Leonard's Clippings	21
The Lab	23
<i>Observations from the UVM Diagnostic Lab</i>	
<i>News from the VT Agency of Agriculture Foods & Markets</i>	
The Idea Factory	28
<i>Garden Media Group's 2023 Garden Trends Report</i>	
<i>From Forbes Home</i>	
Strictly Business	29
<i>The 7 Most Expensive Words in Business</i>	
The Plant Lounge	31
<i>Viburnum plicatum f. plicatum 'Popcorn'</i>	

Cover Photo Credit: Ed Burke, Rocky Dale Gardens



THE BUZZ

the low down on what's up!

The Industry Awards Program - 2022 Winner

by Kristina MacKulin

The Industry Awards Program, a VNLA program in its 13th year, is an avenue to recognize the outstanding work of our members. The objective of this program is to promote excellence and encourage greater public awareness of the aesthetic and environmental benefits of landscaping. This program is open to all current VNLA members who may enter up to three projects per year. All installed landscapes or maintenance properties are eligible. In addition, any specialty type project related to horticulture is also eligible. There are no “set categories” and no project is too small or large. Projects are judged on their own merits.

This year the deadline to enter projects was January 13, 2023. We are surprised and a bit disappointed to report that we only received one entry. The VNLA Committee met to discuss this situation. In an effort to be fair to the one entrant it was decided to move forward with the judging. The judging process has always been such that each project is considered individually and judged on its own merits.

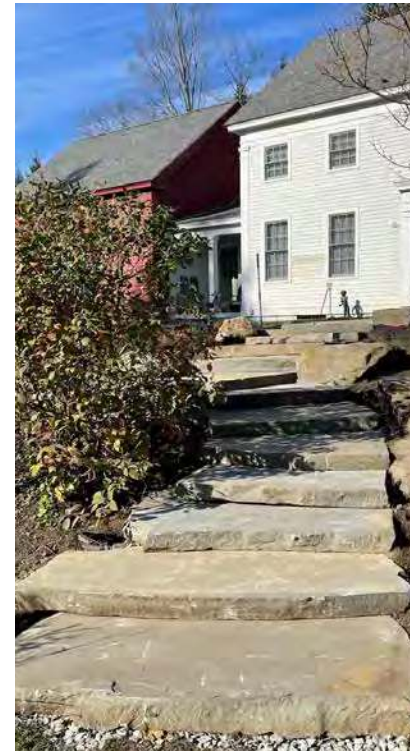
A panel of professionals met in late January via Zoom for the judging. As always, the judges’ identities remain anonymous and we thank them for their time and expertise.

The winning project is featured here and you can see the full slideshow on the VNLA/Green Works website which you can view [HERE](#). A presentation board will be on display at our 2023 Annual Meeting and Trade Show and at the 2023 Vermont Flower Show. The winning project’s slideshow will also be presented at the Annual Winter Meeting & Trade Show on February 16, 2023 and highlighted in a *Seven Days* newspaper insert in late April.

Congratulations to the 2022 Industry Award Winner!!

HONOR AWARD

**Crafted Landscapes, LLC - Gabe Bushey, Vergennes, VT
Waterbury Landscape Renovation**



The Vermont Flower Show is Happening!

by Kristina MacKulin

Our signature event, the Vermont Flower Show (*Out of Hibernation! Spring Comes to the 100-Acre Wood*) is fast approaching and if there is any indication by how advance tickets sales have been selling, the show should prove to be a great success! We are excited to be back after four years!

The Grand Garden Display Committee is pulling out all the stops in bringing the magical world of Winnie-the-Pooh to life and have been working countless hours to date. And the Flower Show Committee has also logged many hours to ensure the show has a great selection of vendors, seminars, workshops, family crafts and entertainment, and local food options for attendees to choose from. We also host a plant sale at the end of the show. Now it is all about making it happen! Advance tickets can be purchased on our website, at Claussen's Florist, Greenhouse & Perennial Farm, Gardener's Supply stores, and all Market 32/Price Chopper stores in the Northeast.

How You Can Help!

Set-up of the display begins on Tuesday, February 29, 2023 and will be on-going until we open the doors Friday morning. Once the doors open to the public we are ready to showcase what and who the VNLA is all about. During the 3 days the show is open people volunteer to be cashiers, door greeters, and members help staff the VNLA booth. At the close of the show on Sunday, we have approximately 12 hours to get the place broom clean. Needless to say, it takes many volunteers to help with all these tasks. Come join us! If you are interested in helping out please contact kristina@vnlavt.org.

Help us Spread the Word!

Please help us spread the word. If you use social media platforms, such as FaceBook and Instagram, please like us and share our upcoming promotional posts with your followers. You can find us on FaceBook and Instagram:

<https://www.facebook.com/VermontFlowerShow>

<https://www.instagram.com/vtflowershow/>



Thank you to our Sponsors! We would like to thank the following monetary Sponsors who have so generously signed on to support this year's show:

- Gardener's Supply Co. - Presenting Sponsor
- American National - Grand Garden Display Sponsor
- American Meadows - Bag/Seed Packet Sponsor
- Bartlett Tree Experts - Bag/Seed Packet Sponsor
- Horsford's Gardens & Nursery - Bag/Seed Packet Sponsor
- Proven Winners - Bag/Seed Packet Sponsor
- MVP - Out of Hibernation Sponsor
- VT Agency of Agriculture - Friday Seminar Sponsor
- Marijke's Perennial Gardens Plus - Saturday Seminar Sponsor
- Market 32/Price Chopper
- McElwain Equipment Rental - Sunday Seminar Sponsor
- Branch Out Burlington! - Daffodil Sponsor

Our media sponsors are *Seven Days Newspaper* and *WCAX-Channel 3* and our hotel sponsor is *The Essex Resort & Spa*.

We are also incredibly grateful to the **many, many in-kind sponsors** that donate plants, stone, equipment, building space and materials, paint, and so much more. We could not do the show without these donations! You can view our sponsor list [HERE](#).

On Friday, March 3 from 7pm - 10:30 pm we will be holding a gala fundraiser event - "**Flower Show After Dark**" - in collaboration with **Green Mountain Habitat for Humanity (GMHH)**. This special evening fundraiser will feature delightful appetizers, live music, a cash bar, and self-directed tours of the Grand Garden Display. Proceeds will benefit both the VNLA's Vermont Blooms Initiative and Green Mountain Habitat for Humanity. Tickets are \$100 each.

The show, as we know it today, is in its 20th year. It had many iterations in the early years. I believe the VNLA founders and early leaders would be proud to see what they began many years ago has evolved into. The Vermont Flower Show is a one-of-a-kind showcase event brought to the public on behalf of the VNLA and its members!



The VNLA Annual Report / Year in Review 2022

Committee Reports

Treasurer's Report

2022 in many ways felt like a bounce back year, at least that is how it felt for me. Business has been strong throughout Covid but we have had to forgo many of our usual activities over the past several years. We have amazing members who really stepped up and kept the VNLA financially strong while we couldn't have events like the flower show. The Grow Without the Show Campaign and some grant money really kept us going and strong. Now it feels like we are getting back to normalcy. We had our first, in-person, large event at the UVM Horticulture Farm for the Summer Meeting and we will be back at the Davis Center for the Annual Winter Meeting for the first time in 3 years. Perhaps most importantly is the return of the

Balance Sheet as of December 31, 2022

ASSETS	2022	2021
Current Assets		
Cash Accts-Community Bank	38,432	44,783
Cash Accts-VT State Emp Credit Un	11,555	11,520
Total Checking/Savings	49,987	56,303
Total Current Assets		56,303
Other Current Assets		
Pre-paid Exp. 2023 Flower Show	5,973	5,391
Total Other Current Assets	5,973	5,391
Fixed Assets		
Equipment	4,144	6,614
Less Accumulated depreciation	-1,665	-6,614
Total Fixed Assets	2,479	0
TOTAL ASSET	58,439	61,695
LIABILITIES & EQUITY		
Current Liabilities		
Credit Cards	527	174
Other Current Liabilities		
Total Current Liabilities	527	174
Equity		
Retained Earnings	53,454	61,389
Net Income	4,457	132
Total Equity	57,912	61,521
TOTAL LIABILITIES & EQUITY	58,439	61,695

Gabriel Bushey, Treasurer, 1/30/23

VNLA/Green Works 2023 Budget

	Income	Expense	Net
Membership Dues	30,000		
Less credit card fees		(400)	
Total Membership Dues	30,000	(400)	29,600
Programs & Events			
Annual Meeting	8,500	(11,000)	
Summer Meeting	9,000	(10,000)	
Urban Forestry Mtg			
Workshops & Twilight Mtgs		(300)	
Other Programs-Plastic Pot Recycl.		(500)	
Montreal Bus Tour			
Vermont Flower Show	269,650	(263,089)	
Total Program & Events	287,150	(284,889)	2,261
VCH Program	2,500	(1,350)	1,150
Education			
Summer Meeting Auction	1,500		
Awards (Assoc & Student)		(1,400)	
Industry Awards Program	600	(2,300)	
Research Grants		(1,500)	
Total Education	2,100	(5,200)	(3,100)
Publications			
Qrtly Dirt (Print & Mail)	3,500		
Total Publications	3,500		3,500
Marketing & Promotion			
Marketing Other		(2,500)	
Marketing Development			
Income (hats)			
Print Materials		(3,500)	
Social Media		(1,000)	
VCH		(2,000)	
VNLA Booth		(1,500)	
Website		(3,500)	
Total Marketing & Promotion		(14,000)	(14,000)
Grants	1,000		1,000
Administration			
Professional Services		(32,900)	
Administrative expenses		(5,000)	
Total Administration		(37,900)	(37,900)
Interest Income	30		30
Donations	100		100
Total Income (Loss)	326,380	(343,739)	(17,359)

Gabriel Bushey, Treasurer, 1/30/23

Vermont Flower Show. Planning has been ongoing all year and a large group of people are working diligently to pull it all together ahead of set up. Last year we performed better than we budgeted and we are in a good financial position moving forward. The Flower Show, as usual, is critical to our success. We are implementing some new strategies to maximize income from the show and offset some of the increased costs associated with putting on such an event. This includes a gala event on Friday night that will also benefit Habitat for Humanity. Please help us in spreading the word about the show and we also welcome anyone who wants to help with setup or volunteering during the show.

Gabriel Bushey, Treasurer

Evaluation and Planning Committee Report

It is the duty of the evaluation and planning committee to review the role of the Executive Director, recommend changes to the description of responsibilities, and review bylaws of the Association and recommend changes as needed. The bylaws are available for view on the VNLA website.

The annual review of our Executive Director, Kristina Mackulin took place at our January 2022 board meeting. It was agreed that Kristina's performance as Executive Director has been exceptional. Her continued commitment and impassioned focus toward the growth of the association is ever impressive.

She is extremely dedicated, continually working overtime and with great care to provide the best support possible to our members. Kristina increasingly goes above and beyond her duty. She is, without question, an asset and advocate for the VNLA beyond expectation. **Kristina is a true gem.** She has fulfilled and exceeded duties in her position. An increase in her contracted compensation was approved unanimously.

Ashley Robinson, Committee Chair

Flower Show Committee Report

The Vermont Flower Show has been on hiatus since 2019 due to the pandemic. The board of directors made the call in late summer 2021 to move forward with the 2023 show in hopes that the pandemic would be shifting to a new paradigm. That has proven to be the case. From that moment on, planning has been in earnest to produce our beloved show. The theme, Out of Hibernation! Spring Comes to the 100-Acre Wood was chosen in January, 2022. From that moment, the Grand Garden Display Committee and the Flower Show Committees' work began in the planning and implementation of creating the display and organizing the myriad of people, donations, details, and offerings of the 2023 Vermont Flower Show.

Vendors started signing up in July to exhibit in the Flower Show Marketplace while the Committees worked on securing sponsorship, donations, speakers, entertainment, marketing,

and more! Advance tickets went on sale through our website in early December and I am happy to report the sales by the end of the year were record breaking. We certainly are hearing from people how happy they are the show is returning.

My sincerest gratitude to the 27 committee members who have committed so much of their time, effort, and passion to the 2023 Show. We can't wait to open those doors to the public and let them know what the VNLA is all about!

Kristina MacKulin, Flower Show Committee Chair

Industry Awards Program Report

The Industry Awards Program began in 2008. It has grown to include a variety of projects from both the public and private sector and continues to serve as a vehicle for members to learn, challenge themselves and showcase their work. It is an impressive demonstration of work by the applicants, award winners and the judges who dedicate their day to review, evaluate and award these projects. We **thank everyone** for participating in the program, showing support of the organization and valuing the VNLA mission to help strengthen the horticulture industry in Vermont.

This program is a great opportunity to market your work beyond our membership. In the spring, award winners past and present are featured in a full color insert in **Seven Days** newspaper and at **The Vermont Flower Show** in March 2023. Come grow with us as you grow your businesses! We are always looking for ways to increase exposure and encourage any suggestions and connections.

Participation in this program is key to its continued growth & success. **So please consider entering!!** Any project large or small that demonstrates commitment to our industry and dedication to professionalism. You all work tremendously hard throughout the season, now is the time to showcase that work! We are constantly reviewing and examining the process, considering changes for improvements and welcome feedback. We believe the program has value to our members and our industry but it is dependent on member participation, so we encourage **everyone** to consider entering and voicing your opinions!

Ashley Robinson, Committee Chair

Legislative Committee Report

In recapping the end of the 2022 legislative session related to our industry, the following is a list of bills that were on the docket:

- H.26 - Neonicotinoid Pesticides was signed into law and related to the sale, use or application of neonicotinoid pesticides. You can read more about the bill [HERE](#).
- H.466 - Surface Water. This bill was signed into law and addresses regulation, reporting and a future permitting



process for surface water withdrawals and inter basin transfers in VT. You can read more [HERE](#).

- S.148 - Environmental Justice Bill was signed into law and addresses environmental harms disproportionately affecting many communities. You can read more [HERE](#).
- H. 606 - An act relating to community resilience and biodiversity protection was introduced with the aim to establish state goals of conserving 30% of the land of the State by 2030 and 50% by 2050. The Governor vetoed the bill in June, 2022.

Other items of note: the Agency of Agriculture held public hearings last year on the proposed amended VT Regulations for Control of Pesticides in accordance with 6 V.S.A. Chapter 87 (the Pesticide Regulations). You can read the most recent draft of the rules [HERE](#). The legislature is due to vote these changes in for 2023 and will put the pest management rules in compliance with federal Environmental Protection Agency regulations.

Lastly, the Agency of Agriculture's Plant Health Team is seeking to collaborate with nursery managers, plant growers, and landscapers in 2023 in an effort to seek out ways to better understand the impact of the invasive snake worm, also known as jumping worm. They want to collaborate and help develop the best and most effective control methods in mitigating the spread of this invasive pest.

Kristina MacKulin

Marketing Committee Report

Marketing efforts in 2022 included:

- A **Vermont Public Radio** underwriter campaign promoting VNLA members and Vermont Certified Horticulturists. The campaign ran for 5 weeks from 4/18/22-5/29/22 with 2 rotating on-air messages. Our message also ran for the month of May on VPR's Livestream newsfeed. A second underwriter campaign took place in the Fall from 9/26/22-10/16/22 with rotating on-air messages.
- Our annual insert in *Seven Days*, in print & online, was a 6 full page spread in April, 2022. The insert highlighted the Vermont Blooms Passport Program, the Vermont Flower Show, and information on our volunteer community planting projects. The insert also featured our 2021 VNLA Award winners and the 2021 Industry Awards winners, complete with photos and descriptions. Also included was information about the VNLA and the Vermont Certified Horticulturist Program.
- **The Dirt**, the VNLA quarterly publication, is available digitally and continues to bring a range of topics and articles forward that keep our members informed on industry news and events. We always welcome your contributions and feedback. Input is highly encouraged.
- Our **VNLA website** is updated and hosted by webmaster FreshySites. Each member/VCHer has their own profile

page where they can load an in-depth description and photos to promote their business. There is also a place to post job openings. We continue to look for ways for our members and the public to use the website with ease as well as find needed resources.

- **The Flower Show** is happening on March 3-5, 2023. We have spent the last 16+ months planning for this weekend, after a 4-year hiatus due to the pandemic. If the amount of advance tickets that have been selling since early December is any kind of indication, it should be a fantastic and well-attended show. Two full committees of VNLA members and associates have been working very hard to produce our signature event.
- **The Vermont Blooms Passport Program**, in its second year, had 17 VNLA member businesses participate and ran from April - October. The program was featured in our *Seven Days* newspaper insert in April and was promoted at the participating business. We had 4 passport winner and one grand prize winner that was chosen in November. In an effort to expand this program, the VNLA applied for a USDA Specialty Block Producer Grant in May, 2022. We were notified in early June that our grant was accepted and the funding was released in September. This award of \$19,000 will fund the implementation and marketing of the 2023 program. As part of the grant, we indicated we would be extending the opportunity to participate to the Vermont Vegetable and Berry Growers Association members. The VNLA is excited to move this opportunity forward in 2023.
- **Social Media** avenues are always a great way to share, invite & encourage participation in our VNLA community and beyond. Everyone is encouraged to participate by sharing posts, inviting members to follow us and contribute content pertinent to our membership. The success of our online presence is only enhanced with your participation. Positive, encouraging, and engaging content helps us all become a stronger voice in the state! You can find us on FaceBook (vnla.vt) (and Instagram (#vnlavt.org).

Ed Burke, Committee Chair

Membership Committee Report

In 2022 the VNLA had a total of 161 members, with 11 new members joining and 23 members who did not renew. Overall the membership has declined by 10 in comparing 2022 to 2021 due to non-renewals.

This year the committee met to review recruitment strategies. It was determined that a letter sent to past members would likely stimulate response and entice former members to rejoin. We discussed highlighting new programming such as our VT Blooms events, Habitat for Humanity projects and our Plastic Pot recycling program.

The committee also conducted a survey distributed at our Summer Meeting in August. The purpose of the survey was to better understand the interests and priorities of our member





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Kristin (Perennials), Ralph (Field), David (Trees & Shrubs), Kelly (Order Fulfillment), Tucker (Delivery & Planting)

and how they relate to the benefits of their VNLA membership. The survey was also sent out electronically for those who missed the meeting.

We continue to work to improve the methods for attracting new members and are particularly interested in targeting our efforts to new professionals to the industry. We aim to better understand the most relevant topics of our members and allied trades professionals working in Vermont and beyond so that we can align our goals.

The survey determined that marketing, networking and professional development were among members top interests and reasons for maintaining membership.

HOWEVER, WE DO NEED YOUR HELP! It is our members that make our organization what it is. Help us spread the word about the benefits and opportunities that the VNLA offers the industry in Vermont. Members are most often motivated to join the VNLA through personal contact by existing members. We count on YOU to encourage industry professionals to join!

Growing our membership would give the VNLA more funds to provide resources and opportunities for all our members. The VNLA is committed to supporting our members and the horticultural industry in Vermont and beyond. We would like to thank each of our members and the new members who joined this past year for their support and membership. We would also like to thank our members who continue to renew their membership each year in support of the VNLA! We will continue to serve our members throughout the year by offering educational programs, providing up-to-date news and events alerts, providing opportunities to participate in the various VNLA programs, implementing marketing initiatives, and publishing our quarterly publication, *The Dirt*.

Program Committee Report

We started off in 2022 with hopes of meeting in-person for our Annual Winter Meeting and Trade Show but by the end of January COVID was raging and we made the call to move the meeting to Zoom, which was hosted by UVM Conference & Event Services. We had 110 people register and since everything was recorded, people had the option to watch the presentations in real time or at a later date. Highlights from the day included the following:

- Keynote speaker Kim Eierman of EcoBeneficials who gave two presentations related to ecological and pollinator landscaping.
- VNLA business meeting and awards presentation
- Visiting Vendors in Zoom rooms
- Dr. Josef Gorres of UVM spoke about invasive snake worms.
- We held an industry panel discussion led by seven industry leaders on the COVID Challenges for 2022.

- Landscape designer Judith Irven gave a presentation on the contemporary public gardens in the Northeast.

We held a series of Summer Twilight Gatherings once the frenzy of the spring season died down a bit. First we gathered on June 15, 2022 at the Vermont Zen Center in Shelburne for a tour of their beautiful gardens, which were first planted in 1991. On June 23, 2022 15 people gathered at Elmore Roots Fruit Tree Nursery in Elmore for a tour led by David Fried of the nursery and growing operation there, complete with homemade apple cider. On July 7 a small group gathered at Glebe Mountain Gardens and Landscaping in S. Londonderry for a tour of their garden center led by Curt Cowles. Next a group of 14 people gathered at Middlebury College for a tour led by Tim Parsons of the campus trees and landscaping. Last, over 20 people gathered on September 8, 2022 at Claussen's Florist, Greenhouse and Perennial Farm for a grand tour of the garden center, nursery, and production facilities led by Chris Conant, Ali Lapierre, March Storch, Lori King, James MacAuley, and Brett Wilbur. Claussen's also put on an amazing spread of food and drink as we were also there to help them celebrate their 50 years in business!

On August 25, 2022 we were finally back IN-PERSON for our Summer Meeting & Trade Show which was held at the UVM Horticulture Research Education Center in S. Burlington. We had 120 people in attendance and 19 exhibitors who joined us for the day. Highlights from the day included:

- Keynote speaker Judson Griggs from the Harvest Group Landscape Business Consulting gave a presentation on time management and how to manage time better.
- Dr. Terry Bradshaw of UVM gave a presentation on the evolution of the UVM Hort Farm.
- A VNLA special membership meeting.
- Visiting with vendors and some amazing food.
- The return of the summer plant auction.
- Jeff Toomey of Read Custom Soils spoke about engineered soils and the roles in green infrastructure.
- Marie Ambusk from Trees ROI gave a presentation on a ground penetrating radar product - INSIGHT- which can be used to assess the quality of containerized tree root systems. The product is still under development.
- Afternoon tours of the UVM Hort Farm included the pollinator garden, led by Charlotte Albers and Debbie Page, the rhododendron collection led by Paul Wiczorek, the tree nursery led by VJ Comai, a research project site on biological controls led by Dr. Margaret Skinner and Dr. Cheryl Frank Sullivan, a research project site related to climate led by Dr. Stephen Keller, and a research project site related soil media uses in bioretention led by Samantha Brewer.

Once the Fall was upon us the Program Committee began planning for the in-person Winter Meeting and Trade Show to be held at the UVM Davis Center. The committee then uses



the rest of the winter months to begin planning for the 2023 twilight gatherings and VNLA meetings. If you have an idea, know of someone who would like to host such an event, please reach out to me or Kristina. The more we hear from the membership the better the we can plan events you want to participate in.

Ralph Fitz-Gerald, Committee Chair

The Plastic Pot Recycling Program

For the second year the VNLA, in collaboration with Prides Corner Farms, conducted the recycling program of #2 and #5 plastics. I am pleased to report we had another successful year and two of our collection sites opened up time for retail customers to participate in this recycling initiative. Gardener's Supply held a one-day "Plastic Pot Take Back Day" and collected enough pots to fill a 48' semi-trailer which was then trucked to East Jordan Plastics by Prides Corner Farms. We owe a debt of gratitude to Prides Corner Farms for including us in this recycling program!

Thank you to our drop off recycling site participants: Gardener's Supply, Williston and Lebanon, NH, Evergreen Gardens, Waterbury Center, Horsford Gardens & Nursery, Charlotte, Glebe Mountain Gardens & Landscaping, S. Londonderry and Greenhaven Gardens & Nursery, New Haven. Drop off times were scheduled in July, August and September and soon after Prides picked up the palletized containers to eventually be trucked to Jordan Plastics located in Michigan for the final recycling process.

I would also like to thank Melita Bass, Ralph Fitz-Gerald, and Ray DeFeo who have been instrumental in keeping this program running and helping organize the collection bins needed for the recycling sites.

Ralph Fitz-Gerald, Program Committee Co-Chair

Research and Awards Committee Report

Awards: The following awards were presented at the 2022 VNLA Annual Winter Meeting and Trade Show hosted on Zoom by UVM Conference & Event Services. You can read all nominating paragraphs/testimonials [HERE](#).

Horticultural Achievement Award to Carol and Mike MacLeod, Evergreen Gardens of Vermont, Waterbury Center, VT.

Environmental Awareness Award to Prides Corner Farms, Lebanon, CT

Retailer of the Year Award to J.M. Landscaping, Nursery & Garden Center, Bradford, VT.

Young Nursery Professional of the Year Award to Pat Toporowski, Vermont Stone & Horticulture, Burlington, VT.

Allen B. Crane Horticultural Employee Acknowledgement Award to Tori Hellwig, Horsford Gardens & Nursery, Charlotte, VT.

The **UVM student merit award** of \$500 was given to Alyssa Pasini, Burlington, VT.

The **VTC student merit award** of \$500 was given to Aiden Cudhea, Thetford, VT.

Research: In 2022 the VNLA awarded a \$1,000.00 research grant to Margaret Skinner, Bruce Parker and Cheryl Sullivan, UVM Entomology Research Laboratory for research on "Bee-ing A Better Business by Providing Benefits to Un-Bee-lievable Beneficials".

Kristina MacKulin, Research and Awards

Strategic Planning Committee

The duty of this committee is to identify goals and strategies for the future of the association. A committee was formed in 2019 to help focus these goals. In January of 2020, this committee organized a core group of 20 guests representing different sectors of the industry, ranging in experience and involvement with the VNLA. The goal of this meeting was to identify key challenges and obstacles that face our association and to develop a working document outlining strategies to help tackle these challenges.

The purpose of strategic planning is to develop a timeline, outlining goals and identifying strategies to reach these goals. Growing our membership and fostering leadership are key to the future success of the association. All members can help play a part. We value each one and encourage participation on any level. This organization represents a wide range of businesses within the industry. We strive to ensure each one is supported, invited, and involved. As we grow together, we become stronger. This association depends on member participation for its future. YOU can help us become stronger by getting involved. We thank everyone for the continued support, shared communications, and resources!!

We continue to meet and strategize as we look ahead to the next few years and beyond.

Ashley Robinson, Committee Chair

VCH Committee Report

In 2022 we had 55 certified participants in the VCH program. We administered one test virtually and two exams in-person at the Summer Meeting. We sold 6 VCH study manuals.

The VCH Program is a professional accreditation program that offers a way for people in the field to remain up-to-date on industry standards as well as to use as a marketing tool to promote individual business accomplishments. VCHers are



required to earn 10 continuing education credits per year to remain certified. That is something to brag about!

One result of the pandemic has been many “virtual” opportunities offered by a myriad of horticulture-related organizations with many being free. The VNLA also sends out monthly emails sharing upcoming learning opportunities, both virtually and in-person. I would encourage VCH members to consider on-line webinars/events as a way to earn credit hours.

Kristina MacKulin

Volunteer Project Outreach Committee (VPOC)

We completed two VPOC projects this year. Our first was a **VT Blooms Initiative** event completed August 6th at the Ronald McDonald House in Burlington. The second was an installation with **Habitat For Humanity of Addison County** completed October 15th in Vergennes. You can view the projects [HERE](#).

We established the VT Blooms Initiative in 2020 to support our members reaching out to communities in need and to collaborate with local municipalities and residents to help affect positive change. The goal is to help engage communities with their outdoor public spaces and connect people with their environments. We aim to continue our work with communities large and small across the state, broadening our outreach, expanding our presence, and making a positive impact. The VNLA is connecting people and their places. We look forward to many more **VT Blooms Initiative** projects, so please help us by identifying a site in need in your community, join in and be a part of these rewarding projects!

Project Recaps:

This year the committee worked in collaboration with the Ronald McDonald House in Burlington to design and install new planting beds on their property. The team also worked to remove and prune overgrown shrubbery and enhance the overall health of the gardens. The newly established plantings create more visual interest, privacy, and now support habitat health. What was once an open green space is now an interesting, dynamic, colorful enclosure to help the residents feel more at peace in their time of struggle. The project was completed in ½ a day with the help of students, VNLA members and donors.

Our second VPOC project this year was with Habitat for Humanity of Addison County (HHAC). This was our first collaborative project with this chapter; our 4th project with the organization. The work involved site planning, design, and installation of landscaping for residents of a net zero home located on Booth Woods in Vergennes. We solicited help from HHAC volunteers, along with the many VNLA members and donors. The project was promoted within the membership and marketed to the public via a press release. Member and writer Judith Irven wrote a feature article that was published in the [Addison Independent](#) highlighting this project. It was completed in one day with help of 24 volunteers including VNLA members, donors and HHAC volunteers.

Each of these events have proved valuable and rewarding for all organizations with partnering missions, strengthening and supporting community. BIG accomplishments! THANKS to all who participated! TOGETHER we can make a difference.

Ashley Robinson, Committee Chair

— We're All About Community —



Over the last 4 years our members have jumped in to partner with Green Mountain Habitat for Humanity building vegetable gardens, patios, and sustainable landscapes for their projects. We also sponsor the Vermont Blooms Initiative, a VNLA endeavor that completes small volunteer projects around the State to beautify public outdoor spaces. Please visit our website to find out more.

The Vermont Nursery and Landscape Association – visit us at VNLAVT.org



2023 VNLA Twilight Gathering: Good Music & Good Food!

February 23, 2023 – 6:30 – 8:30 pm

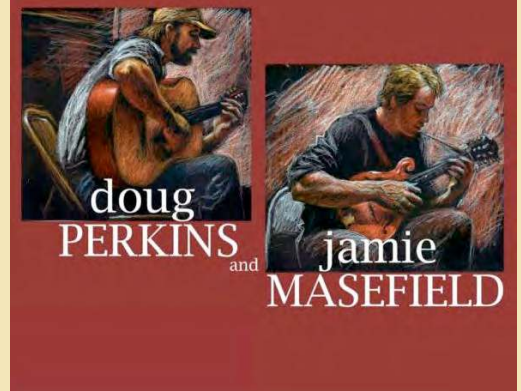
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We invite you to join us for a fun evening as we gather together with friends and colleagues at the Double E for drinks, good food, and music. VNLA member Jamie Masefield and his friend, Doug Perkins have so generously agreed to come play music for the evening. In addition to being a stone mason, Jamie is the founder and leader of the eclectic Jazz Mandolin Project, an acoustic jazz fusion group that has played around the country and recorded multiple studio albums.

Drinks will be available to purchase and we will be offering food provided by Mad Taco. Food served will include pans of beans, chicken, beef, carnitas, rice, kimchi, slaw, tacos/tortillas, and chips, salsas, and guacamole.

COST: \$20/ covers the music & food

[REGISTER HERE.](#)

February 16, 2023 -
8:30am - 4:30 pm

The VNLA (in-person)
Winter Meeting and
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@ UVM Davis Center -
Burlington, VT

Learn more [HERE.](#)



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March 20, 2023
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Please register at: <https://go.uvm.edu/vtpa23>.

Registration fee is \$25. After registering, you will receive a confirmation email containing information about joining the meeting.



check-in for roll call prior to start of meeting.

Visit www.uvm.edu/extension/psep for details and information about the program or contact Sarah Kingsley-Richards at (802)656-0475 sarah.kingsley@uvm.edu

Updates on agricultural crops, pest management, and pesticide safety for certified applicators. The agenda will include Certification & Training Updates, Pesticide Compatibility, UVM Extension Field & Forage Update, Worker Protection Standards Review, Reducing Pesticide Drift Risk to Pollinators, Respirator Safety & Fit Testing.

This program will provide Vermont (1A & Private 1,2,3,4,5,6) or New York (CORE) recertification credits. In order to receive credits you must log in individually and answer poll questions during the meeting. Those seeking NY credit must submit a copy of their applicator ID by March 17 and

Sponsored by UVM Extension Pesticide Safety Education Program and Vermont Agency of Agriculture
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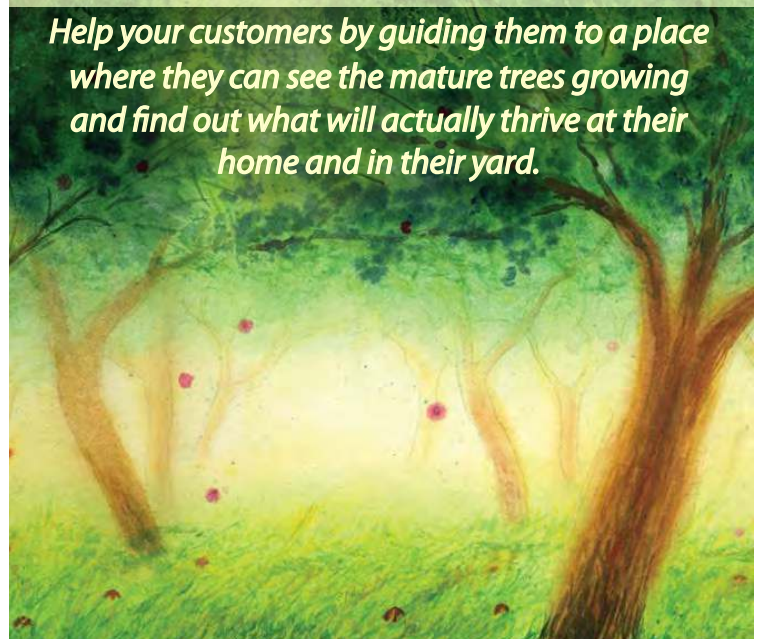


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CALENDAR OF EVENTS

February 16, 2023
VNLA Winter Meeting and Trade Show
UVM Davis Center
Burlington, VT
Learn more [HERE](#).

February 18-19, 2023
NOFA VT's Annual Winter Conference
Back to the Roots
UVM Davis Center
Burlington, VT
Learn more [HERE](#)

February 21, 2023 - Noon
VT Urban & Community Forestry Webinar : Spotted Lanternfly
Learn more [HERE](#).

February 22 - 23, 2023 - Noon- 7pm
ELA 2023 Winter Conference & Eco Marketplace - Virtual
Learn more [HERE](#).

February 22, 2022
9:00 am - Noon
UMASS Amherst Webinar Beech Leaf Disease and Invasive Forest Insects of MA
Learn more [HERE](#).

February 28, 2023
8:45 am - 3:45 pm
UMASS Amherst 44th Annual Community Climate Tree Conference
Learn more [HERE](#).

March 3-5, 2023
Vermont Flower Show
Champlain Valley Expo
Essex Junction, VT
Learn more [HERE](#).

July 15-18, 2023
AmericanHort Cultivate '23
Columbus, OH
Learn more [HERE](#).

July 24-28, 2023
Perennial Plant Association's National Symposium
Niagara Falls, Ontario, Canada
Learn more [HERE](#).

August 2-4, 2023
Garden Center Conference & Expo
Minneapolis, MN
Learn more [HERE](#).

September 10-13, 2023
National Association of Landscape Professionals ELEVATE National Conference & Expo
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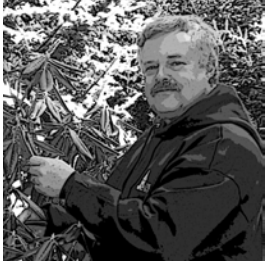


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LEONARD'S CLIPPINGS!

by Dr. Leonard Perry, UVM Horticulture Professor Emeritus

Winter, 2022/23

As I write this in winter with thoughts of spring, I had to include this photo from Dr. Mark Starrett of a flowering dogwood (May 2022) in the east-facing Jeffords Hall gardens, grown from a grafting he made. It reminds me of seeing such in landscapes in March growing up in Alabama. If you're ever on campus, make sure to visit these nicely maturing gardens and plant collection.



Each semester I give a **course snapshot of the PSS department**, reflecting focus and student interest. Here's what is offered this spring, with instructor and enrollment (as of this writing). Courses are in-person unless noted (as online or hybrid—25 to 75% online and rest in person). Intro to Agroecology (Izzo, 147), A Bug's Life (hybrid, Lewins, 203), Illustrating Botanicals (Zahn, 28), Coffee Ecologies (Mendez, 45), Home Vegetable Growing (online, White, 105), Pollinators and Perennials (online Winter Break, White, 52), Sustainable Vegetable Crops Production (Stievater, 25), Commercial Plant Propagation (Starrett, 47), Permaculture (online, White, 59), Soil Fertility and Conservation (Gorres, 38), Agriculture and the Environment (Izzo, 38), Diversified Farm Planning (Bradshaw, 25), Agricultural Policy and Ethics (Bradshaw, 29), Eco Frontiers in Agroecology (Chen, 13), Ecological Landscape Design (Hurley, 18), Chemistry of Soil and Water (Nielsen, 3), Soil Ecology (Neher, 10), Agroecology and Social Movements (Caswell, 14), and several small specialty and higher level graduate courses.

Each year the National Garden Bureau selects one annual, one perennial, one

bulb crop, one edible, one houseplant, and one shrub as our **"Year of the Crops."** You can find extensive info on these, including the various types and culture, on their website, (along with past winners too, www.ngb.org). "Plants are chosen because they are popular, easy-to-grow, widely adaptable, genetically diverse, and versatile." Originally and for many years, annuals and vegetables were the yearly crops, the program growing to include these others more recently.

For 2023, the annual winner is celosia, spirea the shrub, broccoli the vegetable, orchid the houseplant, rudbeckia the perennial, and amaryllis the bulb. If you're selling these, I hope you mention these and take advantage of all the PR they give them in the garden media and online. (images courtesy www.ngb.org).

This one is for woody plant geeks. Even if you're not going to Boston, with a visit to the world famous and important **Arnold Arboretum**, you can take advantage of their online offerings for a quick (or long) visit from the comfort of your home or office.

If you're not familiar with the Arnold, from their website: "The Arnold Arboretum's living collections are

celebrated as some of the most comprehensive and best documented of their kind. Its rich holdings include temperate ligneous plants from around the world. Many of the plants originate from collecting expeditions, others derive from horticultural experimentation, and some were existing vegetation when the Arboretum was founded in 1872. Each of these plants—over 15,000 in all—has a story to tell, and they are preserved as both scientific and horticultural specimens to enrich our understanding of biodiversity through the institution's research, education, and outreach efforts.

One starting point online would be the Director's Tour of the Arboretum (arboretum.harvard.edu/walks/directors-tour/), where Director Ned Friedman showcases with descriptions



and stunning photos some of his favorites. At the bottom of the home page (arboretum.harvard.edu) is a link to sign up for emails—I get the monthly newsletter and periodic posts from the director. One of the latter, in late January, highlighted some shrubs in bloom then with their backgrounds, some being rare, with of course more gorgeous photos. Shown (photo, courtesy arboretum director email) is the original 1908 Ozark witch hazel accession (*Hamamelis vernalis*, collected by B.F. Bush in Swan, MO), from which the species was first scientifically described.

You can also view articles from past newsletters (*Arnoldia*), or subscribe to get the monthly print version.

Then there is the online plant explorer (arboretum.harvard.edu/explorer) which gives you an aerial view of the arboretum, with plant list on right. Click on the plant and dots show up on the aerial view of locations. Click on a dot and links show up on the right to more info, images, etc. Obviously, this would be great on a site visit too.

One of my earliest recollections of seeing a famous plant there (photo, courtesy Arnold Arboretum) is one of the two specimens of Paperbark Maple (*Acer griseum*) that E.H. Wilson brought back from China in 1907. Until recently, most or all of this species were descended from this original introduction to the Arnold.

Even if you do get to the Arnold in person, their online resources are a great way to see features of specific plants year-round.



Win-Win for all—help support non-profits as a “cause-marketing partner”. “Find organizations that are a good match and find ways to help them. Sponsorships generally offer great marketing and recognition opportunities. But there are also unique partnerships you can create, such as that with the Yellowstone Petunia”... Dümme Orange, in the last two years, through sales of their Yellowstone petunia, has donated \$185,000 to Yellowstone National Park through Yellowstone Forever-- the official nonprofit partner of Yellowstone National Park. ... “A lot of these nonprofit organizations have passionate supporters, and they make a lot of their major financial decisions based on who supports their beloved nonprofit.” (thanks to Jennifer of GreenTalks online newsletter, for the quotes and story, to Dümme Orange for the photo).



In my own shopping sphere, I was pleased each quarter to see how my purchases through Smile.amazon.com (unfortunately being discontinued) have helped my chosen non-profit (World Wildlife Fund, and previously a local humane society or National Audubon), and am amazed at the huge checks they cut to these funds each quarter. Time to get shopping again...

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Observations from the UVM Plant Diagnostic Lab

by Ann Hazelrigg, Ph.D.

Nematodes are thread-like small roundworms and are one of the most abundant animals on earth. They can be parasites of animals (including us i.e., hookworm, pinworm), plants and insects or they can be free-living in a wide range of environments. Some are beneficial, feeding on bacteria, fungi, protozoans and other nematodes. These beneficial nematodes assist in important soil functions such as nutrient cycling, plant refuse decomposition and pathogen suppression. The bad guys, plant parasitic nematodes (PPNs), are in all agricultural soils and can cause a wide range of damage to many crops throughout the world. There are over 4,300 species of plant parasitic nematodes that have been reported so far but only a small group pose problems in the Northeast.

The Northern Root Knot nematode

(NRKN), *Meloidogyne hale*, is the species that causes the greatest impact to vegetable growers in our region. We have had two crop samples with root knot nematodes in the past couple of months in the UVM Plant Diagnostic Clinic: one in high tunnel tomatoes and one in field-grown carrots but several other vegetables are also susceptible. Symptoms of the NRK nematode can include poor vigor, stunting, wilting mid-

day and general “failure to thrive.” Symptoms are usually spotty in a high tunnel or the field due to the uneven distribution of the pest. With time, these areas may enlarge as the population builds. As the nematode feeds, the plant releases chemicals that causes the galling on the roots, not to be confused with the galls on legume roots from nitrogen-fixing bacteria. It is these galls (about 1/8 inch) that interfere with water and nutrient uptake, leading to the symptoms in the upper part of the plant.

Nematodes can also vector diseases and create wounds that other pathogens can enter. Management of the pathogen involves crop rotation with non-susceptible species including asparagus, small grains and corn or leaving fields fallow for at least 2 years. There has also been some work with Brassica biofumigants to diminish nematode numbers.



(L) Galls caused by NRK nematodes on tomato seedling roots. G. Higgins, UMASS (R) Galls on field carrot from NRKN. A. Hazelrigg, UVM



(L) Lesion nematode under magnification, note stylet used for piercing plant tissues. Zane Grabau, MSU (R) Trees on the left are on a site with replant disease compared to healthy trees on the right. Mark Mazzola, USDA ARS.

The **lesion nematode** (*Pratylenchus penetrans*) is one of a complex of organisms (fungi, fungus-like water molds and lesion nematodes) that cause **apple replant disease** resulting in poor vigor and reduced yields in orchards. The complex also causes poor establishment in previous orchards that are being replanted with young trees. The lesion nematode can penetrate



roots, feeding on cells from the outside and within the root, interrupting the flow of water and nutrients. The injury can also provide access for other disease organisms. Management strategies include crop rotation, use of tolerant rootstocks and ensuring proper water and fertility in the orchard.

Foliar nematodes

(*Aphelenchoides spp.*) can feed and reproduce within leaves of over 700 species of ornamental plants including Anemone, Hosta, Bergenia, Begonia, Helleborus, Verbena, Heuchera, Veronica, Astilbe and Geranium causing yellowing/browning between veins that can be seen on the top and underside of the leaf. The leaf eventually turns brown and dies but the entire plant is not killed since new leaves emerge that are uninfected. Foliar nematodes move to new leaves through contact between plants when water is present. They enter through stomates or by piercing the leaf with their stylet, a needle-like organ. Veins provide the only barrier to nematode movement within the leaf. These nematodes can overwinter in the soil and in plant debris. One stage of this nematode can live for 2 years without water. When moisture is available again, the nematode rehydrates and moves into a new host and begins to feed. Inspect plants for characteristic symptoms before planting and remove all dead stems and leaves in the fall to reduce populations.

Foliar nematode damage in hosta. Missouri Botanical Garden

Another foliar nematode, *Litylenchus crenatae mccannii*, causes **beech leaf disease** (BLD), a new problem found on our borders. This nematode can kill both native and ornamental beech tree species within 2-7 years. Symptoms of the disease can be seen throughout the growing season and can include foliar striping, cupping, and/or a leathery texture. Infected leaves wilt, yellow and die leading to decreased bud and foliar production.



Top: Foliar nematode damage in hosta. Missouri Botanical Garden

Middle: Symptoms of beech leaf disease. Heather Faubert, URI

Bottom: Rapidly browning pine (*Pinus*) with pine wilt disease caused by pinewood nematodes. Missouri Botanical Garden.

Symptoms of beech leaf disease.

Heather Faubert, URI

Symptoms usually progress from the bottom of the tree upward but can be scattered. As symptoms progress, photosynthetic capacity is decreased and trees can't produce sufficient carbohydrates needed for overwintering,

making the tree more susceptible to arthropods and fungal cankers. The nematode and damage were first seen in the Cleveland area in 2012 but have moved rapidly to other states, perhaps assisted by migrating birds. There are currently no controls for BLD.

Pine wilt disease is caused by another nematode,

Bursaphelenchus xylophilus, which can be present in the

aboveground tissues in a wide range of evergreens including Scots, Austrian, jack, mugo and red pines, although rarely in white pines. The disease, common in the Midwest, can cause wilting and death in affected trees within few months by feeding on the cells adjacent to the resin ducts, causing resin to leak into the water transport system of the tree. The nematode is vectored by pine sawyer beetles (*Monochamus sp.*) and is carried in the insect's respiratory system. The nematode is moved from tree to tree as the beetles feed on the young shoots of the host. Typically, several months of hot, dry weather are necessary for pine wilt development and spread.

Positive diagnosis requires a lab familiar with extracting pine wilt nematodes from infected tissue. Management includes removal of infected trees, use of resistant trees and maintaining vigor of susceptible trees.

If you have a plant problem, send a photo or email to ann.hazelrigg@uvm.edu. We can then determine if a sample is necessary. Samples can be dropped off or mailed to PDC, 204 Jeffords Hall, 63 Carrigan Dr., Burlington, VT 05405.





News from the VT Agency of Agriculture, Foods & Markets

By: Benjamin Dillner, State Survey Coordinator and Judy Rosovsky, State Plant Regulatory Official and Entomologist, VAAFM

Winter Updates and Information from the Plant Health Team at the Vermont Agency of Agriculture, Food and Markets.

Happy New Year to one and all. We hope that 2023 proves to be a fruitful year for all of you, with supply chain and labor issues resolved and throngs of happy customers walking through your doors. May you and all of your plants thrive.

Personnel Recap:

The Vermont Agency of Agriculture, Food and Markets Public Health and Agricultural Resource Management (VAAFM PHARM) division has had some moving and shaking going on. We updated you at each change but for a general review: We have a new head of enforcement, WillyJane Patry, who is stationed in the Williston office. Steve Dwinell is our new Division director and is an experienced and friendly manager and we are happy to have him on board. This June we hired Benjamin Dillner as the State Survey Coordinator. Everybody is happy to hear from you if you have any questions or concerns.



Top: Steve Dwinell, new PHARM division Director.

Bottom: In order to comply with Federal law and incorporate technological changes, the Vermont pesticide regulations have been changed.

Pesticide Rule Change:

For the first time since 1991 the Vermont Regulation for Control of Pesticides has been updated. This rule will take effect February 24th, 2023. We encourage all nursery owners and landscapers who sell or use pesticides to review the new rule, as many requirements have changed. In the next section some highlights of the rule change are listed, but be sure to review the actual rule, which is available at [Vermont Rule for Control of Pesticides in Accordance with 6 V.S.A. Chapter 87.pdf](#). The old rule will be on the VAAFM website at <https://agriculture.vermont.gov/>

[public-health-agricultural-resource-management-division/pesticide-programs](#) until the effective date of the new rule, when the new version of the pesticide rule will be posted.

VAAFM PHARM Agricultural Resource Specialist, Bethany Creaser, field agent for the Northeast Kingdom, has been an invaluable source of information about the pesticide rule changes. If you have questions about pesticides, the VAAFM field agents are a good resource. Please go to the PHARM Division Pesticide Program website at <https://agriculture.vermont.gov/public-health-agricultural-resource-management-division/pesticide-programs/pesticide-enforcement> to find the field agent closest to you.

Please note that the designation ‘pesticide’ includes fungicides and herbicides, both conventional and organic, which includes weed and feed products and Preen. These are ALL considered to be pesticides under VT law. Anyone using these types of products needs to be familiar with the VT pesticide regulations. If you are not sure about a product, or if you have other pesticide related questions, contact the VAAFM Pesticide Program.

Highlights of the Rule Change:

In the new rule, pesticide licenses must be renewed annually and if the licenses are not renewed within a year they lapse, and the licensee must pass a new examination (Section 3.03). There are new requirements for those who recommend, demonstrate or distribute Class A or B products to end

users (3.04). Those using Federally restricted pesticides must be certified applicators now (3.07) and those pesticides may only be applied by certified applicators (5.03 a). Private applicators will need certification for certain uses (3.07) and will need to renew their licenses within a year or re-take and pass the examination. Under the old rule, people who were not



certified could purchase Class A pesticides if they had written authorization to do so. This is now changed and those who wish to purchase Class A pesticides must be certified in the correct category for the Class A products they are purchasing.

Section 5 now requires all operating equipment to be functional, and there are additional requirements for the information reported on invoices and similar documents. The 50' buffer requirements and conditions have changed (5.02). Container storage use has been changed: all containers must have a legible manufacturer's label and the containers can only be re-used for what is specified on the label. Service containers need a label with information as stated in 5.03 d, and any pesticide container must have a manufacturer's label (11.02). Pollinators have additional protections now, as outlined in section 5.04, and there is a new category for apiculturalists, called 1C (9.02).

There is a lot of new material in sections 6 and 7; in particular see 6.01, 6.06 -6.08, 7.02 and 7.03. These refer to the vegetative management plans, (6.01), pollinator habitat, (6.01), mosquito permits, (6.06 and .07) and the new terrestrial invasive plant management control permit (6.08). Section 7.02 is the turf-grass and ornamental and indoor (7.03) application notification – all occupants must be notified of pesticide applications. New record keeping requirements can be found in section 8; these concern the information kept, who needs to keep it and the length of time records are kept. 9.02 has new 4 applicator categories. Sections 11 and 12 have many new details about pesticide containers and bulk containers and their storage. Section 13 pertains to pesticide disposal and has a list of requirements for pesticides awaiting disposal.

Again, we urge anyone who sells or uses pesticides to review the new rule. This quick summary is highlights only and is not a substitute for learning the new rule.

Overview of the Year in Plant Health:

Vermont continues to experience a record high number of significant invasive pest species with the ongoing spongy moth

outbreak; the continued spread of the ash tree killing emerald ash borer; greater awareness of jumping worms and efforts to prevent the establishment of the spotted lanternfly (SLF). We have one new and one suspected elm pest of Federal concern. The CAPS/PPA survey work detected two pests; one an insect pest of concern, *Trichoferus campestris*. Follow-up suggests that it does not appear to be established in VT. The other was a Federal pest, the oomycete *Phytophthora ramorum*, (P ram, aka sudden oak death), that was eradicated through cooperative work with PPQ to achieve its successful eradication. Thanks to all of the nursery owners who helped us conduct the P ram survey. We appreciate your vigilance, participation and patience.

Plant Health appreciates our partners at USDA-APHIS-PPQ, UVM Extension and at Forests, Parks and Recreation and Vermont nurseries and landscapers who have helped to address invasive species issues.

Nursery Report:

There were 542 registered nurseries in VT in 2022. Plant Health staff carried out 115 nursery inspections, primarily in the months of July through September.

During the 2022 growing season drought/ heat stress was observed across the state and was one of

the main causes of nursery stock damage. The Plant Health team also saw decline of lilacs at several nurseries which was likely due to a combination of abiotic stress (drought and/or frost) and fungal wilts. Fruit trees showed symptoms of winter damage (dieback of entire branches) in some more northern areas. Due to the drier conditions, there was a low incidence of botrytis (gray mold) and fungal leaf spotting infections on nursery plants; however, powdery mildew and cedar apple rust were prevalent. Serviceberry, Aronia, Monarda, roses and Phlox appeared to be the most susceptible to powdery mildew.

Aphids were prevalent and infested a range of plants from hanging basket annuals to vegetables to perennials. Flea beetles, spider mites and leaf beetles were also commonly observed. There were two instances of spotted lanternfly (SLF) individuals that hitchhiked on nursery stock or vehicles used to



Cedar-apple rust, on the upper and lower side of the leaves. Photo courtesy J. Rosovsky.

Symptoms of beech leaf disease. Please report any sightings to www.VTInvasives.org. Photo courtesy of Reiner Jakubowski, <https://creativecommons.org/licenses/by-sa/4.0/>



move stock. SLF is a major threat to Vermont's green industries and nursery stock coming from heavily infested states has a high risk of being an SLF vector. Jumping worms were observed at several nurseries across the state, usually in the leaf litter at the edge of growing areas or in the mulch surrounding balled & burlap trees. Jumping worms can deplete organic matter in nursery substrates and customers may be concerned about purchasing plants that have infested rootballs. Nurseries can use best management practices to limit spread of these earthworms and UVM researchers are exploring biocontrol treatments.

Vermont Statute requires that all businesses, including landscapers, selling more than \$1000 of plant stock annually maintain a nursery growers or dealers license (6 V.S.A., Chapter 206). Nurseries are subject to enforcement if they are selling banned noxious weeds or plants infested with regulated pests (6 V.S.A., Chapter 84). Three separate stop sales were issued to nurseries found to be selling noxious weeds, namely Norway maple (*Acer platanoides*) cultivars and hybrids. A link to the Vermont Noxious Weed Rule can be found at <https://agriculture.vermont.gov/public-health-agricultural-resource-management-division/plant-health-and-pest-management/plant-2>. No fines or penalties were imposed on


any nurseries during the 2022 season other than late registration fees.

Please note that VAAFM PHARM is convening a new invasive plant committee to replace the former VIEPC. Among other duties this committee will be charged with recommending noxious weeds to be added or removed from the list.

Pests of Concern:


Please continue to watch for spotted lanternfly and beech leaf disease, both of which can be moved through the nursery trade. Please alert us to anything else that looks unusual or is causing damage. The velvet longhorned beetle is slated for Federal deregulation but can be a stressor for fruit and other trees. It moves in wood products like crates, so if you see insect holes in crates please let us know. The Plant Health Team is a resource for nurseries as we can identify pests and make suggestions for their management.

You can reach out to Judy Rosovsky with any questions at judy.rosovsky@vermont.gov.



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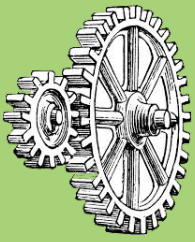
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THE IDEA FACTORY

tips & trends, food for thought...

Garden Media Group's 2023 Garden Trends Report: *I Believe In Me*

The Garden Media Group's 2023 report features what they believe to be the moment's two most significant driving forces, **individuality, and accessibility**. In a world dominated by uncertainty, the overarching trend of 2023 is rooted in self-reliance and personal empowerment, making room for a larger, more inclusive gardening community.

I Believe In Me shows how we have evolved beyond the unpredictability of the past two years into a life of practical self-fulfillment.

We cannot control external factors, but we can control what we do and buy – and we are choosing things that align with our values. Now is the time for us to take responsibility as an industry because soon our consumers will demand it from us.

People will make changes for easier and more tech-forward living. Innovative technology, smart devices, and



electric-powered tools are taking over. The message that gardening is for everyone is more important than ever, with accessibility being a hot topic for “Super Agers” and Millennials alike.

23 Garden Trends Report Highlights:

- How the industry is moving forward and making gardening more accessible than ever before.
- How TikTok has become a significant force for trends and how retailers can use it to gain inspiration and drive sales.
- 'Super-Agers', the new customer you can't afford to ignore!
- What you love from previous reports are still here! From Color of the Year to the aesthetics driving design indoors and out.

You can download the [REPORT HERE](#).



Photo courtesy of Longwood Gardens.

Longwood Gardens to Acquire duPont Estate.

You can read about it in Nursery Management Magazine [HERE](#).

FROM FORBES HOME: The Top 10 Landscaping Trends of 2023 [READ HERE](#)

According to Business Wire, market size for greenhouses in the United States in 2022 was estimated at nearly \$8.4 million and is **expected to grow** to more than \$11 million by 2027. Read more from Hortica and their 2023 Industry Trends article [HERE](#).





STRICTLY BUSINESS

no kidding ...

The 7 Most Expensive Words in Business

by Jacki Hart

November, 2022

Many of you have likely heard me speak of this concept in the past.... So I thought that I would round off the year with a little reminder.



As we near the end of a year that started with COVID-19 lockdowns, and ends with hope that we are rounding the bend toward a hopefully more 'normal' business year ahead, my attention is focused on how I can best support entrepreneurs and managers into 2023. The answer lies in the wisdom of the 7 Most Expensive Words In Business.

After traveling to speak at conferences from coast to coast this past fall, plus hosting the 2-day Peer To Peer Network Muskoka Summit – all of which were focused on 'solving the staffing dilemma', I'm absolutely sure that solving the workforce dilemma AND improving employee engagement is crucial to a successful 2023 across both the provinces, and all sectors. The solution isn't easy. It requires a paradigm shift in thinking. Industry wide. Those who know me, have heard me talk about this for several years now. I've seen it coming, and I'm frustrated by the resistance to change from literally hundreds of business owners and managers I've engaged on the topic this year.

I'm going to give the following example for the Landscape Profession – as over 90% of my readers are in some way related to that industry. Listen up. I truly believe that we are in all poised on the cusp of a moment in our profession that's unprecedented in many ways:

1. We have momentum of consumer engagement in the value of the plants and landscapes we create and manage – like never before. A positive legacy from COVID-19.
2. We have momentum also in credibility for our contractors – with whom millions of homeowners across the country have engaged like never before through COVID-19.

3. We are finally positioned to ride upward trends on pricing – where every customer will totally understand that our costs have soared exponentially along with everything else around them. Inflation out of control. Now is our moment to raise prices so

that we can properly pay our staff.

4. Despite increases in interest rates, and increase in travel, consumers (primarily residential) are still showing more interest in 'when' than in 'how much'. If you have it, they'll buy it. If you can meet their timeline on a project, most prefer that to bickering on price.

5. Government subsidies and funding for Apprenticeship training have never been higher for supporting the costs of training your willing employees.

6. The GROW Program is unprecedented in preparing new employees for you , and for training budding supervisors – all for FREE.

7. There is public awareness of climate change, carbon emission targets, flood mitigation, pollinator threats, habitat loss among many other issues that is unprecedented, and ripe to leverage our contribution to solving each of these issues and more.

8. There is also a generation called Gen Z (under 28) who are willing to show up engaged, aligned, interested and growth oriented – if you make the effort to shift your thinking and adapt to meet them where they are starting from, and be the life coach they need to succeed.

I know that the biggest stretch for most owner/manager is to trust in that last bullet point. I've personally witnessed it Coast to Coast in Canada yet again this year. I know for sure that if your company has a staffing dilemma, then it's more the fault



of your approach to attracting hiring and retention than anything else.

In order for our Profession's business owners to leverage this moment to it's highest potential it will require avoiding the 7 most expensive words in business: "Because We've Always Done It This Way".

Short staffed? It's not necessary to stay stuck there. You do have options. Those employers who 'get it', aren't short staffed – so I'm not making this up. FYI, Gen Z represents 29% of Canadians between the ages of 15 – 65. And they're showing up with a different life skills tool box than what you need them to have (because you may have had stronger life skills 'at their age'), when they come onboard with your business.

The bottom line? 2023 is your chance to up-level your business – despite any downward economic pressures you might need to navigate and despite your 2022 'we can't find good staff' mantra. Carpe Diem. Seize the Day. 2023 is going to be 'Our Day' in the history of our profession. We will rise to the top. We have hope like never before. We will be proud like never before. I can feel it. I can see it. Go out there and be the best you can be, showing up as leaders who inspire, protect and grow our

next generation like never before. You've got this. If you want to.

Carpe Diem.

About the Author: Jacki Hart is president of Consulting by Hart in Ontario, Canada. She is an entrepreneur, advisor, business consultant, and workshop facilitator with a career in the Green Industry spanning 35 years. Jacki is one of Canada's first women to hold the North American Green Industry certificate for business management excellence. Jacki also manages the Prosperity Program and Peer to Peer Network for Landscape Ontario.



Jacki writes for other trade magazines and will be a regular contributor to our business column. CBH is a consulting firm that "passionately believes that entrepreneurial success depends on sustained forward momentum - across all areas of business - both the visible and the invisible. To learn more about CBH visit www.consultingbyhart.com.

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THE PLANT LOUNGE

wiry stems, hairy leaves and bodacious blooms. . .

Viburnum plicatum f. plicatum 'Popcorn'

by Mark Dwyer, Landscape Prescriptions by MD

I planted a specimen of this shrub over 20 years ago and have been nothing but amazed every year by its ornamental characteristics and extended toughness out in the landscape. This selection was introduced in 1994 and was a chance seedling noted by renowned plant breeder, David Leach. Native to China and Japan, 'Popcorn' Japanese snowball steals the flower show in spring (April-May) with 3" diameter, rounded (orbicular) flower clusters in a pure white. These mostly sterile, snowball-like inflorescences are visually stunning as they line the strongly ascending branches and will also appeal to butterflies. Fruiting is extremely rare and I've not observed this on my specimen personally over these two decades. The flowers are also excellent in cut arrangements with a very long vase life. The variety 'Popcorn' is more compact, earlier flowering and more prolifically blooming than most of its counterparts. Any pruning of this selection should be done immediately after flowering.

The thick, deeply veined foliage is a nice dark green throughout the growing season but transitions to an amazing reddish maroon in later fall. Reaching a height and width of around 8' in time (10 years or so), this viburnum can tolerate both full sun and part shade although flowering and fall color are maximized in full sun situations. Younger specimens are more upright but gain width with age. Thriving in a wide range of well-drained soils, this viburnum is also tolerant of urban



pollution and city environments. Once established, the heat and drought tolerance of this variety is notable and impressive. 'Popcorn' Japanese snowball has no serious insect or disease problems and is also resistant to the viburnum beetle. Deer and rabbits don't seem to be overly interested in nibbling on this selection either.

Why Grow *Viburnum plicatum f. plicatum* 'Popcorn'?

- Amazing spring flower display
- Rich, reddish-maroon fall color
- Attracts butterflies
- Heat, drought and pollution tolerant: tough!
- Won an Award of Garden Merit from the Royal Horticultural Society (UK)

Specifics

Name: *Viburnum plicatum f. plicatum* 'Popcorn'

Common Name: Japanese snowball

Description: This multi-stemmed, dense shrub features a profusion of rounded, white flower clusters in spring. The flowering effect is stunning with few rivals. The ascending branches also display deeply veined foliage that turns a reddish purple in late fall.

Hardiness: USDA z 5-8
In the Landscape



This shrub has value as a specimen plant where it has room to fill out in terms of both height and width. The visual texture of this deciduous selection is impressive throughout all of the seasons as well. Also used in informal screening or privacy situations, 'Popcorn' Japanese snowball is tough, durable and long-lived in a wide and diverse range of landscape situations.

Reprinted with permission from Nursery Management Magazine.



About the Author:

MARK DWYER is currently the Garden Manager for the Edgerton (WI) Hospital Healing Garden after 21 years as Director of Horticulture at Rotary Botanical Gardens (Janesville, WI). He also operates Landscape Prescriptions by MD, a landscape design and consultation business. mcdwyer@zoho.com Visit: www.landscapeprescriptionsmd.com.



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