



New York State Flower Industries

PO Box 1243, Orchard Park, NY 14127

716-941-3502

Karen Hall, Director, mrskdhall@aol.com www.nysfi.org

Coming this spring.... 2008 www.nysfimarketplace.com

NYSFI's "Market Place" to find and sell plants.

As a NYSFI member you will **automatically** be part of this website.

What do we need from you? Please email Karen Hall at mrskdhall@aol.com I will forward you a simple profile to complete (business name, address, hours of operation, directions, etc. – information you want the public to know). Complete the profile and we will put it on the website. This is for wholesale AND retail members. The public will be able to locate retailers. Wholesalers will specify order requirements (minimum order amounts and shipping regions) to avoid calls from the public.

NYSFI Priorities

"Make it for Mom"

A marketing event for your business:

- You pick the date.
- You pick the time.
- You pick the items for sale.

Cost:

- Free to NYSFI members. (Last year during our "pilot project" we collected \$100 from each business to help cover advertising in local papers and the cost of printing posters.)
- You pay for local advertising. (You may want to work with other participating businesses in your area.)

We did a pilot project in 2007 in the Buffalo area with 10 participating businesses. The public loved the event and most of the businesses will be offering it again this year.

What is NYSFI's role?

- 1 - Provide you with posters (10) to market the event in your area. (11" X 17")
- 2 - Provide you with information that you can copy and give to the public.
- 3 - Provide participating businesses with a generic press release that can be used with your local papers and TV/radio stations.
- 4 - Assist you in developing children's activities.
- 5 - Provide you with MANY ideas and suggestions based on our experience from last year.

What's the next step?

- 1 - Email Karen (most communications will be done by email for this event).
- 2 - We will mail you the posters.
- 3 - Set-up a display in your own business advertising the event.
- 4 - Contact your customers (mailings?).

Voice your Opinion! Complete a short survey for Cornell—see pg 2.

Cornell Floriculture Field Day & Kathy Pufahl Container Competition July 22, 2008

Container Competition

Design it and order your plants today!

IPM Workshop

July 21, 2008 – IPM workshop

NYS Integrated Pest Management is sponsoring a hands-on workshop for growers in association with the Floriculture Field Day, in July 2008. The program will be held the afternoon of July 21, the day before the Field Day, and will feature 3 topics - insect identification, disease identification, and cultural practices. Each topic will be taught by Cornell or NYS IPM faculty/staff and will allow participants to use microscopes, pH meters and other equipment for practical experience. More details and registration information on the workshop will be provided in the Floriculture Field Day mailing. Registrations will be separate for each event. For more info., contact Elizabeth Lamb 607-254-8800, eml38@cornell.edu.

Educational Program on the 22nd

Featured speaker: Dr. Rick Schoellhorn, Director of New Products at Proven Winners. Additional speakers will include Dan Gilrein, John Sanderson, and Neil Mattson. DEC pesticide credits will be applied for.

Trade Show

This year's event will include a small trade show at the trial gardens.

Grants

- 1 - www.nysfimarketplace.com
- 2 - working with the NYS IPM program to organize the BioControl tour to Canada and follow-up meetings in 2008.
- 3 - working with Bill Miller at Cornell to evaluate perennial plant performance.

Do you have questions about anything in this newsletter, please call Karen Hall at 716-941-3502.

NYSFI addressing issues

Pesticides & Regulations

1 - NYSFI communicates the need for new pesticides such as Safari (recently available in NY for use in the greenhouse)

2 - NYSFI meets with the DEC annually to discuss concerns such as the use of low volume sprayers, etc.

Invasive Plants

This issue will impact your business!

GET INVOLVED locally.

1 - The DEC has created regional groups called PRISMs (Partnership for Regional Invasive Species Management). We would like to encourage you to attend meetings and join your local group. Email Karen for the contacts in your area.

2 - NYSFI wrote letters to the Commissioner of Ag & Markets, Pat Hooker and staff at the DEC expressing our interest in participating on a statewide level.

3 - NYSFI is working on a document that will help us understand the issue and be able to communicate it appropriately.

Education

Newsletters, Email updates, Programs

Here's where you can help us. We know that education is important to you. What would you like?

Meetings

- 1 - Board met by conf. call in January.
- 2 - Mike Mitchell attended a meeting with the Council of Ag Organizations mid-December to develop agricultural policies and priorities.

Lobby Days & Receptions

1 - Sue Adams and Peter Ferrante participated in the Annual Farm Bureau legislator reception. Thank you to the following businesses who donated plant material. Silverleaf, Mike Weber Greenhouses, WD Henry, Lockwoods, and a special thanks to Paul Zittel and Mike Mitchell for delivering them to Albany.

2 - Participated in the Council of Agriculture Organizations formal lobby day, which took place on March 11th.

NYSFI
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Dan Gilrein, Entomologist with Cornell Cooperative Extension

So far, I have had relatively few reports of greenhouse insect and mite problems. Fungus gnats, leftover whiteflies from a poinsettia crop and twospotted spider mite on stock plants top the list, with a scattering of other problems including aphids on Easter lily and unusual thrips.

Although some greenhouses have cool-season crops such as ranunculus around this time, in late February many growers are just gearing up for the season and should expect to have no insects or mites present, providing greenhouses have been free of weeds, overwintering stock and 'pet' plants that carry infestations over to new crops. This is the time to have sharp eyes on the crop and sticky cards placed in appropriate sites to detect the earliest signs of insect and mite presence. Tolerance for any pests should be very low at this point; a relatively clean or pest-free crop now often means no need to spray later on. Watch especially for thrips and fungus gnats, which are our two most common problems in springtime. Cutting-grown plants should also be inspected periodically for early signs of stunting or distortion from broad or cyclamen mites. Often infestations start out associated with particular cultivars but spread to adjacent crops or even hanging baskets above.

Diseases in January & February.
Margery Daughtrey,
Plant Pathologist with Cornell University

Abiotic (non-contagious) disease problems in NY greenhouses in the first few months of 2008 have been associated with use of ammonium-containing fertilizers at cool (<60F) growing temperatures and applications of iron chelate that were not properly rinsed off the foliage. The predominant biotic disease has been impatiens necrotic spot virus (INSV) which has shown up on lobelia, nemesia, agastache, torenia and ranunculus. Pressure from this disease will only increase as we get into warmer growing temperatures that lead to high populations of Western flower thrips. Mixed infections of canna yellow mottle, canna yellow streak, and canna mosaic have shown up in cannas with yellow and brown streaks and mottling in the foliage. The second most damaging pathogen overall this winter has been *Pythium irregulare*. This *Pythium* species has been recovered from root rot on oxalis, coleus, eugenia, calibrachoa and osteospermum. Poor conditions for drying of the growing medium have undoubtedly played a role in encouraging *Pythium* root rot diseases.

Voice your Opinion!
Advise Cornell on how they can help your Business.
Complete a Short Survey.

What is the biggest difficulty you face in producing a profitable crop? Where do you go to learn new information? What problems would you like Cornell researchers to address?

As a new faculty member in floriculture production based at Cornell University I am conducting a survey to

learn more about your business and the most pressing challenges that you face. Just 10 minutes of your time will help me and the rest of the greenhouse team at Cornell Cooperative Extension determine priorities for research and outreach activities.

To complete the survey online, visit <http://www.greenhouse.cornell.edu/survey/>. For a paper copy of the survey call me at (607) 255-0621 or email me at nsm47@cornell.edu. Survey participants will be entered in a drawing to win a copy of the 2008 Cornell Guide for Integrated Management of Greenhouse Floral Crops.

Thank you for participating and adding your voice to the survey.

Neil Mattson, Assistant Professor, Floriculture. Dept of Horticulture Cornell University

Industry Events

NEW YORK EVENTS:

June 21-24

23rd Annual Seeley Conference

July 22, 2008

Cornell Floriculture Field Day.

OTHER EVENTS:

April

Mar 29-Apr 5 – California Pack Trials

July

12-15 Ohio Shortcourse

20-26 PPA Symposium

29-31 PA Allied Nursery Trade Show

August

4-15 Michigan Garden Tour

September

8-9 Canadian Greenhouse Conference

For a more detailed calendar of events check out www.growertalks.com.

November

5-7 New England Greenhouse Conference and Expo.