

Digger

FEBRUARY 2024

The Greenhouse Issue

Choosing the best structure
for your operation

PAGE 19

Variegated plants
add color, texture

PAGE 23

Retail plant
pricing strategies

PAGE 29

PUBLISHED BY



OREGON
ASSOCIATION OF
NURSERIES

STEVE'S Plan

Individual thinkers deserve individual business insurance.

Your business is as individual as you are, so don't settle for a one-size fits all business insurance plan. You deserve a plan custom designed to address your specific needs.

American National agents have proven experience and success protecting green industry professionals by providing personalized plans. With a coordinated array of insurance coverage for business and family, we can service all your insurance needs.

Visit www.an.insure/digger to contact an agent near you.



PROUD MEMBER OF



OREGON
ASSOCIATION OF
NURSERIES



Products and services may not be available in all states. Terms, conditions and eligibility requirements will apply. Life insurance and annuity products may be underwritten by American National Insurance Company, Galveston, Texas. Property and casualty products and services may be underwritten by American National Property And Casualty Company or American National General Insurance Company, both of Springfield, Missouri. 19-069.304407.V1.8.19

THE NEW SUPERFRUIT

YEZBERRY® HASKAPS



SCAN TO LEARN MORE

YEZBERRY® SOLO™ *Lonicera*

Rich in antioxidants, the Yezberry series of *Lonicera caerulea* (honeysuckles) are the new standard for berry size, yield and flavor. Hardy in USDA zone 3-7, Yezberry haskaps bloom later, so flowers are less likely to be damaged by frost.

Supplement your fruit crops with this easy to grow, healthy, tangy-sweet berry today.



For wholesale plant inquiries, please contact: [Laura Swanson](mailto:laura@SpringMeadowNursery.com) | 616-223-3378 | laura@SpringMeadowNursery.com
Spring Meadow Nursery at 800-633-8859 or visit us online at SpringMeadowNursery.com

February 2024 Vol. 68 No. 2

Digger

GREENHOUSE ISSUE



23 Touched with color

Variegated plants add variety and texture to gardens



19 Picking the best greenhouse structure

When it comes to greenhouses, stick with what you like

29 Effective retail plant pricing strategies

Garden centers have to weigh customer perceptions

COLUMNS

- 7 President's Message
- 17 What I'm Hearing
- 46 Director's Desk

DEPARTMENTS

- 8 Calendar
- 10 Northwest News
- 37 Classifieds
- 41 Growing Knowledge
- 45 Digger Marketplace



On the cover: In a gutter-connected greenhouse, your sight is not limited by side walls. And because they are gutter connected, the heat loss is less. PHOTO BY VIC PANICKUL

On this page: Top: *Echeveria glauca* 'Compton Carousel' is a sought-after variegated succulent. PHOTO COURTESY TERRA NOVA NURSERIES INC Top right: Free-standing greenhouses allow each greenhouse to be set to different growing conditions and peaked roofs allow snow to fall off. PHOTO BY VIC PANICKUL Bottom right: Dancing Oaks Nursery and Gardens created a display garden to show customers how to use some of their unusual plants in the landscape. PHOTO COURTESY DANCING OAKS NURSERYUNIVERSITY



Printed in Oregon on domestic recycled paper when available.

drift[®]

Water Woes?

Try the award-winning drought tolerance of White Drift[®] in your next project and see why they are The Finishing Touch to Every Landscape[™].



Blue Ribbon[™] Winner for outstanding, low water performance in the Water Use Classification of Landscape Series (WUCOLS) trials performed at University of California Davis.



Scan to see the full collection.





Nutrien Ag Solutions™

Visit your local Nutrien Ag Solutions location today.

Cornelius, OR	Brooks, OR	Corvallis, OR
Dayton, OR	Tangent, OR,	Rickreall, OR

Cody Plath | 503.640.2371
Marc Smalley | 951.830.2164



Growing Together



**MARION AG
SERVICE, INC**
(503) 678-5932
www.marionag.com
support@marionag.com

- | | |
|-----------------------------------|----------------------------|
| Conventional & Organic Fertilizer | Scouting Services |
| Lime & Dolomite Application | Testing & Analytics |
| Variable Rate Application | Crop Imagery/Sensors |
| Controlled Release Fertilizers | Premix 2000 |
| Pest Management | 2100 Liquid Nursery Mix |
| Research & Development | Talstar Treated Fertilizer |

ask us about

 **CropWatch**
by Marion Ag Service



29751 S.W. Town Center Loop West
Wilsonville, OR 97070

PH 503-682-5089	PORTLAND
PH 888-283-7219	NATIONWIDE
FAX 503-682-5099	MAIN OFFICE
FAX 503-682-5727	PUBLICATIONS
info@oan.org	EMAIL
www.oan.org	OAN WEBSITE
www.diggermagazine.com	DIGGER WEBSITE

STAFF

Jeff Stone EXECUTIVE DIRECTOR	JStone@OAN.org 503-582-2003
Beth Farmer DIRECTOR OF MARKETING & MEMBER SERVICES	BFarmer@OAN.org 503-582-2013
Curt Kipp DIRECTOR OF COMMUNICATIONS & PUBLICATIONS	CKipp@OAN.org 503-582-2008
Tana Klum OFFICE COORDINATOR	TKlum@OAN.org 503-582-2012
Allan Niemi DIRECTOR OF EVENTS	ANiemi@OAN.org 503-582-2005
Vic Panichkul PUBLICATIONS MANAGER	VPanichkul@OAN.org 503-582-2009
Stephanie Weihrauch DIRECTOR OF FINANCE & ADMINISTRATION	SWeihrauch@OAN.org 503-582-2001

DIGGER

Curt Kipp EDITOR & DISPLAY ADVERTISING	CKipp@OAN.org 503-582-2008
Vic Panichkul MANAGING EDITOR & ART DIRECTOR	VPanichkul@OAN.org 503-582-2009
Beth Farmer E-DIGGER PRODUCER	BFarmer@OAN.org 503-582-2013
Dr. Lloyd Nackley GROWING KNOWLEDGE SERIES COORDINATOR	Lloyd.Nackley@OregonState.edu Oregon State University
Jon Bell, Mike Darcy, Erica Browne Grivas, Mitch Lies, Emily Lindblom, Kym Pokorny, Debbie Teashon	CONTRIBUTING WRITERS

Copyright © 2024 by the Oregon Association of Nurseries (OAN).
Digger magazine is an official publication and a member service of the
Oregon Association of Nurseries, 29751 S.W. Town Center Loop W.,
Wilsonville, OR 97070.

REPRINTS AND SUBMISSIONS Digger allows reprinting of material
with written permission; requests should be directed to the editor. We
are not responsible for unsolicited freelance manuscripts and photo-
graphs. Contact the editor for contribution information.

SUBSCRIPTION AND CHANGE OF ADDRESS Circulation is con-
trolled. Domestic subscriptions are complimentary to qualified U.S.
nursery industry members. Non-qualified U.S. subscriptions are \$42.
Qualified foreign subscriptions are \$35 to Canada; \$45 to Mexico; and
\$80 for all other countries. Single copy rate is \$6 while supplies last.
Notify OAN Publications of change of address. Please allow 3-4 weeks
for address change.

Postmaster: Change of address correction requested to above address.

ADVERTISING Contact OAN Publications at ads@oan.org for display
and classified advertising rates. Deadlines are the 1st of the month
preceding the month of publication.

2023-2024 EXECUTIVE COMMITTEE

Amanda Staehely PRESIDENT	Columbia Nursery 29490 S, Jackson Road Canby, OR 97013 Wayne@Columbia-Nursery.com 503-263-2623
Todd Nelson PAST-PRESIDENT	Bountiful Farms Nursery Inc. 17280 Boones Ferry Rd. N.E. Woodburn, OR 97071 Info@BountifulFarms.com 503-981-7494
Ben Verhoeven PRESIDENT-ELECT	Peoria Gardens Inc. 32355 Peoria Rd SW Albany, OR 97321 BenV@PeoriaGardens.com 541-753-8519
Darcy Ruef VICE PRESIDENT	Al's Garden & Home 1220 N. Pacific Hwy. Woodburn, OR 97071 DRuef@Als-GardenCenter.com 503-981-1245
Patrick Newton TREASURER	Powell's Nursery Inc. 5054 SW Boyd Rd. Gaston, OR 97119 PowellNursery@gmail.com 503-357-0631
Jesse Nelson SECRETARY	Hans Nelson & Sons Nursery Inc. 30120 S.E. Waybill Road Boring, OR 97009 JNelson@HansNelson.com 503-663-3348
Chris Robinson MEMBER-AT-LARGE	Robinson Nursery Inc. Chris@RobinsonNursery.com 877-855-8733

BOARD OF DIRECTORS

Patrick Peterson ASSOCIATE MEMBER	Simplot Turf & Horticulture Patrick.Peterson@Simplot.com 541-214-5802
Adam Farley CONTAINER GROWER	Countryside Nursery AFarley@CountrysideNursery.com 503-678-0511
Dave Daniel CONTAINER GROWER	Fall Creek Farm & Nursery Inc DaveD@FallCreekNursery.com 541-937-2973
Blake Nelson CONTAINER GROWER	Bountiful Farms Nursery Inc. Blake@BountifulFarms.com 503-981-7494
Joe Dula FIELD / B&B GROWER	Moana Nursery JoeD@MoanaNursery.com 503-266-8170
Sam Barkley FIELD / BARE ROOT GROWER	J. Frank Schmidt & Son Co. SamB@JFSchmidt.com 503-663-4128
Jay Sanders FIELD / BARE ROOT GROWER	KG Farms Inc. JSanders@KGFarmsInc.com 503-678-3245
Andrea Avila Aragon GREENHOUSE	Smith Gardens Andrea.Avila-Aragon@ SmithGardens.com 503-678-5373
Tyler Meskers GREENHOUSE	Oregon Flowers Inc. Tyler@OregonFlowers.com 503-678-2580
Gary S. English RETAIL	Landsystems Nursery Gary@LandsystemsNursery.com 541-382-7646

The short and long game

February is here! The shortest month of the year still packs a big punch.

Scrambling to finish our winter grafting, harvesting spring orders, and trying to keep up on our current short Oregon legislative session makes for an exciting February here at Columbia Nursery, as well as for many of my fellow members, I am sure.

Propagation is front and center for us right now. It is always exciting to see all the new “babies” in the greenhouse, as my kids call them. And for some reason, cutting and cleaning scion wood seem to be one of their favorite jobs at the nursery all year.

I am not complaining. I will take all the free help I can get before they get bored!

The slow process of filling our greenhouse with all of the grafts is something almost promising and hopeful for the future. Without a doubt, one of our biggest discussions every year is what varieties we will be propagating and the numbers we want to see. Do we expand varieties and increase numbers? Or should we be a little more conservative this year? Who knows what the future will bring?

It's not as simple as just repeating what we did before. Successful businesses always take the risk and hit that “jack-pot.” But who knows what a customer (or homeowner) may want in three, five, or even 10 years. That is what we are creating now, and I don't know of anyone who has a crystal ball to see what will be popular in the future.

Aside from knowing what customers may want is trying to figure out what our economy is going to do. With an election year right around the corner, many things are possible. I keep going back and looking at all of those new “babies” and choose to remain hopeful. It's a gamble in a very long game, but one I am still willing to play.

February is also the beginning of our short legislative session here this year.



Amanda Staehely

With the anticipated end date of March 10, February is the most important month in our capital this year. Many of us are also hoping to see some legislative amendments to some (frankly) poor and detrimental legislation passed in prior sessions. Or maybe just no more new ones? I would be happy enough with that.

On the forefront is a possible change to Measure 110, the bill that decriminalized hard drugs. I am hopeful that we will also at least begin the conversation on agricultural overtime.

I truly believe that one of the greatest assets of our association and our largest benefit to our members is our advocacy and lobbying. I believe that most legislation that is harmful to our businesses is passed solely because of lack of knowledge and understanding from people making those decisions. Therefore, my goal is to just be available to legislators and to answer truthfully what is affecting my ability to do business here in Oregon whenever it is possible. I would ask the same of all of you.

Our businesses and needs are undoubtedly different, but I feel most (if not all) of us share the same desire to see legislative changes made to some of those measures put in place recently. It's important to stay alert in case there is a need to write in or call your representative this month.

Again, that crystal ball would be nice, but I still choose to remain hopeful for this legislative session. I am ready to see what this short session and short month bring to all of us. ☺

Amanda Staehely



Calendar

Get the word out about your event! Email details to Calendar@OAN.org by the 10th day of the month to be included in the next issue of *Digger*.

FEBRUARY 7

WILBUR-ELLIS PESTICIDE SEMINAR

Wilbur-Ellis is hosting a Pro Markets Technical Seminar on Wednesday, February 7 at the Wilsonville Holiday Inn, 25425 S.W. 95th Ave. Topics will focus on market-specific problem diagnoses and solutions. The nursery and greenhouse seminars will run from 8 a.m.–3:35 p.m. with 6 pesticide credits applied for with the state agencies of Oregon and Washington. Check-in starts at 7 a.m. Cost is \$100. Lunch and a light breakfast are included. To register, contact Sonia Ruano at 503-227-3525 or register at TinyURL.com/WEPesticide.

FEBRUARY 8

NOR CAL LANDSCAPE & NURSERY SHOW

The 2024 Nor Cal Landscape & Nursery Show will take place Thursday, February 8 in the San Mateo Event Center, 1346 Saratoga Dr., San Mateo, California. The show is a one-day collaboration between California's horticulture and landscape industries featuring more than 250 exhibitors and five educational seminars. To register, go to NorCalTradeShow.org. For more information, contact Margo Cheuvront, MargoC@FrontierNet.net or 530-458-3190.

FEBRUARY 9

HORTICULTURE RESEARCH INSTITUTE LEADERSHIP ACADEMY

February 9 is the application deadline for those interested in applying for the Horticultural Research Institute (HRI) Leadership Academy. The one-year program teaches participants business strategy, leadership and people management, advocacy, and value chain management skills. If you are passionate about making a meaningful impact in the horticultural field and are committed to giving back to the industry, community, or your company, you are strongly encouraged to apply. Leigh Geschwill of F&B Farms and Nursery is chair of HRI in 2024. The inaugural leadership class of 2023 included OAN members Kyle Fessler of Woodburn Nursery & Azaleas and Jonathan Jasinski of Microplant Nurseries. To apply, go to HRILeadershipAcademy.org.

FEBRUARY 9

NEXGEN NIGHT AT THE MUSEUM

Join NexGen for Night at the Museum on Friday, February 9 at 6 p.m. This event will feature officer elections, updates pertaining to the OAN Professional and Leadership Groups, and a competitive game of trivia (with prizes for winners!). There will be food and drinks, and the whole meeting will be in the dramatic backdrop of the Evergreen Space Museum. This event is open to anyone who considers themselves NexGen (young, new, or up-and-coming) in the nursery, greenhouse, and affiliated industries. Whether this is your first or fifth event, we



PHOTO COURTESY HOME BUILDERS OF METRO PORTLAND

FEBRUARY 22-25

SPRING HOME & GARDEN SHOW

This show from the Home Builders of Metro Portland kicks off the gardening season with display gardens, speakers and booths from home improvement firms and gardening businesses. The show is from 10 a.m.–7 p.m. Thursday, Friday, Saturday, 10 a.m.–5 p.m. Sunday at the Portland Expo Center, 2060 Marine Drive West, Portland, Oregon. It will also be your first chance to score a copy of the new Plant Something Oregon Road Map for 2024–25! More info at HomeShowPDX.com — use code HG24PLANTS to get \$3 off advance tickets.

are excited to host you! The event is being sponsored by Robinson Nursery, Harrell's and AgWest Farm Credit. RSVP at TinyURL.com/NexGenMuseum.

FEBRUARY 14, 15; MARCH 14, 15

FIRST AID/CPR CLASSES AT OAN

Need a first aid/CPR certification renewal for yourself or one of your employees? The Oregon Association of Nurseries is holding sessions in English on February 14 and March 14 and sessions in Spanish on February 15 and March 15. Class times are 8 a.m. to 12:30 p.m. The cost is \$60 per person. It's the same for first-time certifications as well as renewals. Certification is good for two years and includes instruction and a certification card. Classes are held at the OAN office, 29751 S.W. Town Center Loop West, Wilsonville, Oregon. Register at OAN.org/Page/CPRclass

VARIOUS DATES STARTING FEBRUARY 7

SAIF AG SAFETY SEMINARS

SAIF is holding several free agricultural safety seminars in cities throughout Oregon in 2024, including several that will be conducted entirely in Spanish. Anyone working in the agricultural industry is welcome. Small employers attending the seminar will meet one of the four requirements that exempt small agricultural operations from random OSHA inspections. The Landscape Contractors Board has approved the seminar for four hours of continuing education credits. The Department of Consumer and

Business Services has approved the seminar for three regular producer and one law producer continuing education credits. Seminars are held from 9:30 a.m. to 2:30 p.m. and include lunch. The following are dates and locations for the first three months of 2024 for seminars in English: Bandon, February 26; Hood River, February 13; Klamath Falls, March 12; Mt. Angel, March 6; Wilsonville, February 21. The following are dates and locations for seminars in Spanish: Hood River, February 14; Madras, March 14; Mt. Angel, February 7; Wilsonville, February 22. There will also be online webinars in English on March 18 and 19 and in Spanish on March 20 and 21. To register for in-person or webinar safety seminars, go to TinyURL.com/SAIFSeminars.

MARCH 3

PLANT NERD NIGHT

The Hardy Plant Society of Oregon is partnering again with gardening expert Mike Darcy to bring you this year's much-beloved event on March 3 at the Lake Oswego High School Auditorium, 2501 S.W. Country Club Road. This is the 21st year that Darcy has been hosting Plant Nerd Night, which marks the start of the gardening season for many. Come hear regional nursery owners talk about the plants that get them excited and do some early shopping for the season. You'll also have the chance to win a door prize. Doors open at 12:30 p.m. and the program starts at 2 p.m. Admission is free. 🌱



Cultivating your future.

With over a century financing agriculture, we know firsthand the challenges and rewards you face every day. Let's work together to help you build your best future.

Learn more at [AgWestFC.com](https://www.AgWestFC.com)



This institution is an equal opportunity provider and employer.



Northwest News

OAN members and chapters are encouraged to send in relevant news items, such as new hires, new products, acquisitions, honors received and past or upcoming events. Email News@OAN.org.



Gov. Tina Kotek's highest priority bill would pump \$500 million into housing production. PHOTO COURTESY STATE OF OREGON

OAN watchful as Kotek, legislators prioritize housing

Housing production will be a top legislative priority for legislative leaders and Gov. Tina Kotek during the upcoming 2024 Oregon Legislature, Oregonlive.com (published by *The Oregonian* newspaper) reported in a pair of articles.

Kotek's highest priority bill "would pump \$500 million into housing production," the news outlet reported. "Along with covering development costs, the money could be spent on technical assistance for small communities, housing-related infrastructure or other housing-related needs."

The issue has the attention of the Oregon Association of Nurseries and its Advocacy Team. The OAN is concerned that a big push for fast housing production could result in legislative "supersiting" of new housing, possibly including an end run around Senate Bill 100 farmland protections Oregon has had in place since 1973.

"We are deeply concerned about the use of supersiting, cloaked as a one-time expansion," OAN Executive Director Jeff Stone said. "Oregon law provides for a 20-year supply of buildable land, which is in place. The urban reserves that we already have were designated through a collaborative process involving all stakeholders. Future infrastructure needs were considered, and the value of irreplaceable farmland was respected."

Stone said the OAN will continue to monitor the issue. "We are supportive of affordable housing and a land use system that is not predatory on ag land," he said. "We are engaged with the governor's staff, housing advocates and land use leaders."

OAN TO CELEBRATE HALL OF FAME CLASS OF 2024

Join the Oregon Association of Nurseries in celebrating the induction of the Hall of Fame class of 2024 on Thursday, February 29 at 6 p.m. at the Abernethy Center,

606 15th St. in Oregon City.

A cocktail reception begins at 6 p.m., followed by dinner and program at 7 p.m. Jim Simnitt will be master of ceremonies. Tickets are \$109 and can be purchased at TinyURL.com/OANHallofFame.

The Hall of Fame was established in 1991 to honor and recognize individuals who have been instrumental in the development of the Oregon nursery industry, have brought credit and recognition to the industry or have had a profound historical impact on the industry. Portraits and biographies of Hall of Fame members are on permanent display in the J. Frank Schmidt Jr. Pavilion at the Oregon Garden in Silverton.

The class of 2024 nominees are:

George Anderson. George founded **Anderson Die and Manufacturing** and was a leader in the Oregon nursery industry's movement towards reusable plastic pots for growing and propagation.



George Anderson



J. Frank Schmidt Sr.



Irene and Ray Burden

J. Frank Schmidt Sr., founder of Schmidt Ornamentals Nursery and OAN president (1938).



Rod Park

Irene and Ray Burden, owners of **Hazel Dell Gardens.** Irene was the second female president of OAN (1979) and Ray was president of OAN (1971).



Doug Zielinski

Rod Park and Joy Guidry, owners of **Park's Nursery.** Rod was 1986 Young Nursery Person of the Year and OAN president (1991).

Doug and Jamie Zielinski. Doug founded **Alpha Nursery** and was OAN president (1999).

BLOOMING NURSERY SOLD TO EMPLOYEES

Blooming Nursery in Cornelius, Oregon, is being purchased by its employees through an employee stock ownership program, or ESOP, owner Grace Dinsdale said.

Dinsdale, who founded the 42-acre wholesale nursery in 1982, said she had been thinking about how to conduct a transition for years. She'd just been looking for the right way to do it. "It's been very hard to figure out what it was going to look like and how to get there," she said.

Dinsdale listed the nursery with Falco/Sult, a broker in Seattle, and received several offers. "I was hoping the sale would be to a like-minded person who would run it the same way and share my ideals and passions," Dinsdale said. One of the offers was from Apis & Heritage Capital, an investment fund that finances the conversion of companies into employee-owned businesses.



Grace Dinsdale has sold Blooming Nursery to her employees through an employee stock ownership plan but is keeping Blooming Junction, her retail nursery. OAN FILE PHOTO

“I was approached by this group and was really excited,” Dinsdale said. “It’s a big transition for employees to understand how to run the business. Apis & Heritage conducts training for the new employee-owners to help them learn how to run the business, and they provide support for them to be successful.

“What I liked about this primarily, is they will be right here with the employees for the first five years.” she said. Apis &

Heritage will have two seats on the board and offer business guidance and training to the employee owners. “They’re going to help us transition. That’s what made me most excited about it.”

Blooming Junction, a retail nursery Dinsdale also founded, was not included in the sale. The terms of the sale were not disclosed.

Blooming Nursery has about 70 employees year-round, swelling to about 115 during peak growing season. The

nursery focuses on herbaceous perennials, annuals, groundcovers, herbs, ornamental grasses, shrubs and vines.

“We have a very specialized clientele and product here, and it would have been difficult to find a buyer that understood what we do and the value of it,” Dinsdale said. “This way the nursery will stay with the same team. It’s very much a community here.”

Dinsdale is currently doing a search for two people to lead the nursery. “I’m interviewing now and I’ll be training them and will be here until they know the ropes,” she said.

“Everyone who works here more than 1,000 hours a year will be distributed ownership shares through an ESOP each year. They earn shares based on how much money they make and how many hours they work,” she said. “H-2A workers will also have ownership..”

The transition began in December >>

OUTSTANDING VALUE

Blue Ribbon Attention
Expanded Ornamental Offerings
High Quality Nursery Stock
YOU CAN COUNT ON US

WillametteNurseries.com

Jiffy Preforma
for a healthy plant growing.

- Enhanced plant root growth and health
- Operational efficiency and versatility to growers
- Consistent quality and reliability by results

SCAN TO LEARN MORE

New Preforma Factory
in West Coast coming soon!
Connect with us to learn more.

Developing sustainable plant growing solutions together
www.jiffygroup.com

when the deal became final, and she announced it to her staff on December 7. “The response was overwhelmingly positive,” she said. “People were grateful and excited.”

“I was surprised,” said José Carlos Gonzalez, field and dispatch manager. “I think it’s a great idea and I’m excited.”

“I think it’s wonderful,” said James Szadek, who just started in May as sales manager. “This is really an exciting opportunity for me to help move the company forward and be a part of the ownership team. I feel so fortunate to be a part of this.”

“Our employee-led buyout will not only protect Blooming’s role in its community and in the marketplace for the long term, but it will also enable the hardworking employees who have made it thrive benefit from that success,” said Phil Reeves, founder and managing partner of Apis & Heritage.

Financing was provided for the transaction in part by AgWest Farm Credit.

WESTSIDE STUDY PROPOSES FREEWAY TOLLS

While Oregon’s discussions on freeway tolling in recent years have focused almost entirely on I-205 and I-5 in the Portland area, for the past year and a half, a group convened by the Oregon Department of Transportation and Metro has been examining highway tolls for the westside of the Portland Metro region, the *Portland Tribune* reported.

ODOT, Metro and officials from throughout Washington and Multnomah counties have studied tolling on U.S. 26 and Highway 217 as part of the Westside Multimodal Improvement Study.

The goal is to recommend plans, projects and strategies to accommodate the current and future needs of West Portland and its surrounding area. A steering committee for the WMIS has met regularly since May 2022. As recommendations for the study’s

final report, the steering committee focused on tolling along U.S. 26 and Highway 217 along with a number of strategic capital improvements funded by the tolls.

The WMIS analyzed possible tolls on U.S. 26 from Brookwood Parkway to the Vista Ridge Tunnel and on all of Highway 217. The tolling scenario presented to the steering committee included a base toll for all cars on these roadways plus variable rate tolls for two high congestion areas on U.S. 26: just outside the Vista Ridge Tunnel and between Cedar Hills Boulevard and Murray Boulevard.

The committee is made up of officials from Metro, ODOT, Washington and Multnomah Counties, the cities of Hillsboro and Beaverton, the Portland Bureau of Transportation, the Asian Pacific American Network of Oregon, Centro Cultural, Greater Portland Inc., TriMet and Washington County Chamber of Commerce.

The best cedar boxes and trellis options in the industry.

Bowers Forest Products has been manufacturing and supplying the best cedar boxes to the nursery industry for over 20 years. Our quality and service has been proven over time. Visit bowersforestproducts.com and woodwayproducts.com today.

Other products we manufacture:
Nursery Boxes • Shipping Dunnage • Stakes
Lath • Gate Material • Tilt Stickers • Lattice • Trellis

BOWERS
FOREST PRODUCTS

WOODWAY

jeff@bowersfp.com | (503) 631-4408

First Class Customer Service with Integrity

MOLBAK'S, LANDMARK SEATTLE GARDEN CENTER, TO CLOSE

Molbak's Garden & Home, a Woodinville, Washington, landmark for 67 years, will close at the end of January, a month after releasing news that a partnership to re-develop its property failed.

Molbak's had been in eleventh-hour mediation efforts with their developer landlord, Green Partners LLC, to try to reach an agreement that would allow the garden center to stay in their long-term home. The efforts failed.

Since 2008, Molbak's had been working closely with Green Partners to co-create The Gardens District, a development that would transform more than 19 acres of Woodinville into a one-of-a-kind community rooted in nature, sustainability, and human connection. Molbak had sold its property to Green Partners as part of the partnership.

A new Molbak's was supposed to be the

centerpiece of the development. However, in November, Green Partners informed Molbak's that it was no longer part of the project and the agreement to include Molbak's in The Gardens District was terminated.

'ASSISTED MIGRATION' OF TREES GAINS POPULARITY IN PACIFIC NORTHWEST

As native trees in the Pacific Northwest die off due to climate changes, the U.S. Forest Service, Portland, Oregon and citizen groups around Puget Sound are turning to a strategy called "assisted migration," *The Seattle Times* newspaper reported.

"As the world's climate warms, tree growing ranges in the Northern Hemisphere are predicted to move farther north and higher in elevation," the article stated. "Trees, of course, can't get up and walk to their new climatic homes. This is where assisted migration is supposed to lend a hand. The idea is that

humans can help trees keep up with climate change by moving them to more favorable ecosystems faster than the trees could migrate on their own.

"Yet not everyone agrees on what type of assisted migration the region needs — or that it's always a good thing. In the Pacific Northwest, a divide has emerged between groups advocating for assisted migration that would help struggling native trees, and one that could instead see native species replaced on the landscape by trees from the south, including coast redwoods and giant sequoias."

USDA AMENDS IMPORT REQUIREMENTS FOR CANADIAN BOXWOOD

The U.S. Department of Agriculture's Animal and Plant Health Inspection Service (APHIS) is amending entry requirements for the importation of certain



MATERIAL FLOW AND CONVEYOR SYSTEMS INC.

21150 Butteville Rd. NE
Donald, OR 97020

Toll Free 800-338-1382
Phone 503-684-1613
Fax 503-684-5133

Visit Our Website:
materialflow.com

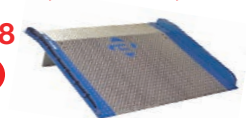
All pricing F.O.B.
Donald, Oregon

SALE ON MANY PRODUCTS USED/SURPLUS RACKING, CONVEYORS, CONV. BELTING, SHELVING, PLASTIC BINS, LIFTS, CASTERS & MUCH MORE. 2 miles off I-5 just south of Wilsonville.



Many Sizes Available
\$398 to \$818

\$1,996 to \$4,314



EDGE OF DOCK LEVELERS

- Portable Yard Ramps
- Stationary Yard Ramps
- Stand Alone Platforms
- Crossover Bridges





The Boxwood Tree Moth has been detected in Canada at a nursery in St. Catharines, Ontario, and in the provinces of Ontario, Quebec, Nova Scotia, and New Brunswick. PHOTO COURTESY USDA

nursery plants from Canada to prevent introduction of box tree moth (*Cydalima perspectalis*, BTM) into the United States.

APHIS is taking this action in response to the detection of BTM in Canada at a nursery in St. Catharines, Ontario, and subsequent detections in the provinces of Ontario, Quebec, Nova Scotia, and New Brunswick.

To prevent the introduction of BTM into the United States, APHIS required that *Buxus* spp. for nursery stock produced in Canada be accompanied by a phytosanitary certificate with an additional declaration stating “The *Buxus* plants have been produced in a pest-free area for *Cydalima perspectalis*.”

The importation of all propagative plant material, except seeds, of certain hosts of BTM are considered by APHIS “Not Authorized Pending Pest Risk Analysis (NAPPRA)”. Boxwood is NAPPRA from all countries except Canada. *Euonymus* is NAPPRA from Europe and is subject to post-entry quarantine import requirements from all other countries except Canada. Curry leaf tree is NAPPRA from all countries.

For additional information regarding this Federal Order, contact Narasimha Chary Samboju at 301-851-2038 or Narasimha.C.Samboju@USDA.gov.

OAN JOINS OREGON FARM BUREAU ON FIX TO FARM EQUIPMENT TAXATION

The Oregon Association of Nurseries has joined forces with the Oregon Farm

Bureau to push for changes in the way county assessors determine personal property taxes on agricultural lands.

State Rep. Werner Reschke (R-Klamath Falls), vice chair of the House Revenue Committee, has directed the state’s legislative counsel to craft a bill for the 2024 session. Additionally, State Rep. Nancy Nathanson (D-Springfield), chair of the House Revenue Committee, granted OAN’s request to score the bill, or fiscally analyze it, through the Legislative Revenue Office.

“This is a big step forward toward the bill being considered in February,” OAN Executive Director Jeff Stone said. Stone encouraged members to be on the lookout for an “Action Alert” to call their legislators when the bill is up for consideration.

The association has been working with legislators since 2019, including State Rep. Pam Marsh (D-Ashland) and State Rep. Rick Lewis (R-Silverton), to craft a bill that would be acceptable to both agricultural producers and tax assessors. Unfortunately, the pandemic snuffed out momentum for that bill.

Another bill was crafted in 2023 by State Rep. Shelly Boshart Davis (R-Albany). Unfortunately, again, the House Revenue Committee ran out of time to fully consider the measure due to widely varied assumptions of fiscal impact to county budgets.

This past fall, the OAN and Oregon Farm Bureau have reached agreement with the county assessors and have a working concept that would allow assessors to appropriately designate equipment as non-taxable.

AS CLIMATE WARMS, THAT PERFECT CHRISTMAS TREE MAY DEPEND ON GROWERS’ ABILITY TO ADAPT

Christmas tree growers and breeders have long prepared for a future of hotter weather that will change soil conditions, potentially spreading a nasty fungal disease called *Phytophthora* root rot, reports Oregon Public Broadcasting.

That’s why researchers like Gary Chastagner, a Washington State University professor called “Dr. Christmas Tree” for his decades of work on firs and other festive species, have been working with breeders to see if species from other parts of the world — for instance, Turkish fir — are better adapted to conditions being wrought by climate change.

In the past two years, surprisingly high numbers of evergreens died of fungal disease outbreaks in Washington and Oregon. Chastagner has been concerned that changing soil temperature and moisture “may change the frequency at which we would see some *Phytophthora* that are more adapted to warmer soil conditions.” Some may attack trees even more aggressively, he added. Chastagner and his team are doing more sampling work to understand the causes of these outbreaks and whether they represent a pattern that could extend into the future.

Announcements

MARION AG TO DISTRIBUTE NEW FERTILIZER PRODUCT

Nutrien Ag Solutions and **Marion Ag Service** of St. Paul, Oregon, are collaborating to distribute Entrust Nutrition with PurKote™ technology from **Pursell Agri-Tech**.

Entrust Nutrition provides formulated solutions for nursery and greenhouse growers delivering precise control, safety, and predictability.

Nutrien Ag Solutions will be the sole distributor of the Entrust brand in the states of California, Nevada, Utah, Colorado, Wyoming, Montana, Arizona, Idaho, New Mexico, and Hawaii. Marion Ag will be the sole distributor in Oregon and Washington, Nutrien Ag Solutions said in a statement.

“We are excited by the Entrust product offering and we feel that Nutrien Ag Solutions’ strong sales team across these Western States will provide a valuable agronomic option for their Nursery customers,” said Jeff Freeman, chief strategy and marketing officer for Marion Ag.

WILCO NAMES A NEW CEO

Wilco, the farmer-owned cooperative, has hired John Bowersox as its new CEO, the company said in a statement.

Wilco is headquartered in Mt.




John Bowersox

Angel, Oregon, with roots that go back to the 1930’s. Since then, it has evolved into one of the West’s largest agricultural cooperatives with 26 retail locations and a farmer-owner base of nearly 3,000 in Oregon, California and Washington.

Bowersox comes to Wilco from Fleet Farm, a Mid-west lifestyle retailer with 50 stores based in Appleton, Wisconsin. He was the chief supply chain officer and senior vice president of information technology and e-commerce.

POOT HONORED FOR LEADING WILLAMETTE CHAPTER

The Oregon Association of Nurseries’ Willamette Chapter recognized Janet Poot for six years of service as chapter president at their December chapter meeting, held at **Wooden Shoe Tulip Farm** in 

Ask About Our Branded Container Program!



Leader in Horticultural Containers

HC produces nursery containers to meet the unique needs
of every grower, in every market

(800) 225-7712



hc-companies.com



AT ALPHA... WE BUILT OUR BUSINESS BY TAKING THE TIME TO KNOW OUR CUSTOMERS AND THEIR NEEDS. ALL OF US APPRECIATE YOUR BUSINESS AND WE THANK YOU FOR YOUR CONTINUED LOYALTY. CALL US AT 800.293.1286, OR COME VISIT AND LET US KNOW HOW WE CAN SERVE YOU.

5050 HAZEL GREEN RD. NE • SALEM, OR 97305
WWW.ALPHANURSERY.COM

Quality Bark at Wholesale Prices

Fir and Hemlock Bark • Sawdust Compost • Hog Fuel • Fines Rock, Chips, Bark Rock

Marr Bros. Bark has been serving the area with quality products and competitive pricing for over 30 years. And we deliver anywhere in the Willamette Valley!

**When you want the best ...
Marr Bros. is your only choice!**

**Call 503-838-1830
to schedule a delivery**

Conveniently located at:
875 S. Pacific Hwy, Monmouth, Ore.



Marr Bros. Bark

Woodburn, Oregon.

Janet works at

Grower's Nursery

Supply Inc. in

Salem. She

started out on

the chapter

board for

a few years

before becoming

president in

2017, and continued in the role

through 2023. Cody Plath of Nutrien Ag Solutions took over as the new president.

He presented her with a plaque in honor of her service.



Janet Poot

In Memoriam

DOUGLAS FEMRITE

The Oregon Association of Nurseries is saddened to report the passing of Douglas Femrite on December 5, 2023.

Femrite was born

in Portland and

graduated from

Reynolds

High School.

He attended

Clackamas

Community

College and

Oregon State

University.



Douglas Femrite

He was married to Kathie Femrite, who preceded him in death on September 24, 2023.

Femrite is survived by his son Robert and his wife Rachel, their daughters Brianna, Bailey, Olivia, and Ava, and son Thomas his wife Maria and daughter Kayla.

Femrite and his wife owned Femrite Nursery Company in Aurora, Oregon, where they raised bareroot shade and flowering trees and selected grafted conifers.

He was Young Nurseryman of the Year in 1982 and was an OAN Honorary Life Member along with his wife Kathie. She served as OAN president in 1992.

No service has been announced. ☹

Change is constant



Dancing Oaks Nursery and Gardens in Monmouth, Oregon, created a display garden to show customers how to use some of their unusual plants in the landscape. PHOTO COURTESY DANCING OAKS NURSERY AND GARDENS

CHANGE IS INEVITABLE. Whether we like it or not, change is constantly with us and the nursery business is no exception. Sometimes the change can be a step forward with the result either creating a better environment, or perhaps the change could be keeping a business, like a garden center, alive.

We, as gardeners, have very little, if any, input into these matters and can only hope that the change will be beneficial for our gardening needs.

Several years ago, Joy Creek Nursery, a specialty nursery in Scappoose, Oregon, closed. The owners wanted to retire and there were no viable buyers. This was a sad time for many local gardeners because Joy Creek Nursery was well known in the garden community as being a source for many hard-to-find plants. They also had plant collections of hydrangeas, clematis, penstemons, and hardy fuchsias, many of which were featured in their display garden.

When a nursery like this disappears, it is a loss to the garden community because there is often no viable alternative available.

When **Dancing Oaks Nursery and Gardens** opened 27 years ago in Monmouth, Oregon, the owners, Leonard Foltz and Fred Weisensee, had a long-term vision. They wanted to create a nursery that would feature perennials, trees, and

shrubs that were not readily available in many mainstream garden centers. They wanted to be known as a specialty nursery where plant collectors could find the unusual plant.

Of course, they also wanted to introduce these plants to the average urban gardener and thus, a display garden was created. Here gardeners could see and learn about new plants and see them growing in an outdoor environment. It was an instant hit, so who could envision a subsequent change?

A possible future transition

At the Hardy Plant Society of Oregon's Plant Nerd Night this past year, when Fred Weisensee began his presentation, three of Fred's nieces came onto the stage and were introduced as possibly a new generation to carry on the legacy of Dancing Oaks. Fred and Leonard are not ready to retire, but need to have some options when the time comes. They do not want to pressure these nieces, but it would be nice to keep Dancing Oaks in the family. So, maybe all change is not inevitable.

Other changes

Ernie and Marietta O'Byrne of Northwest Garden Nursery in Eugene, Oregon, began a hellebore breeding pro-



Mike Darcy

Head "plant nerd," longtime speaker, host of gardening shows on radio and TV, and author of the *In the Garden* email newsletter. You can reach Mike, or subscribe to his newsletter, at ITGMikeDarcy@Comcast.net.

gram over 30 years ago. During the early years, they dabbled in breeding hellebores but also had a retail nursery to run, a 1.5-acre display garden to maintain, plus they participated in many plants sales throughout the area.

When Plant Nerd Night began in 2001, they were one of six presenters at the inaugural event. They have since been presenters several times.

Wanting to obtain the best hellebore stock available, they traveled abroad to get first-rate breeding stock and visited premium breeders in England, Holland, and Germany. All of this takes time, and the hellebore breeding program began to become a major focus of their business. They have created new colors and new color combinations of both single and double forms.

Through their efforts, hellebores have become widely planted in many Northwest gardens. They have been instrumental in introducing gardeners to the wide and varied selection of hellebores that we see in garden centers today.

Now, after more than 30 years of hybridizing hellebores and creating many varieties, Ernie and Marietta have come to a time in their lives when they need to pass the torch. Thus, they are exploring their options. They are very pleased and gratified to find that **Little Prince of Oregon Nursery** is willing to take on the breeding and sales of Winter Jewels® hellebores and continue their legacy.

"Little Prince of Oregon Nursery is honored that Ernie and Marietta deem us worthy to carry on the legacy of the Winter Jewels Hellebores," the company stated in a release. "We recognize



Chamaecyparis
Sciadopitys
Kalmia
Thuja
Picea



Rhododendron
Boxwood
Prunus
Pieris
Ilex

Container and Field Grown Ornamentals

Phone: 503-663-1200 • Fax: 503-663-5134

www.reardonnursery.com
info@reardonnursery.com

10050 SE 282nd Ave
Boring, OR 97009



Looking for a health plan for your business, employees and family?

Providence Health Plan is proud to work with Leonard Adams Insurance to offer members of the Oregon Association of Nurseries access to quality, affordable healthcare.



Standard features available with our various health plans:

- Multiple plan offerings
- Preventive medications with a \$0 copay
- Chiropractic and acupuncture embedded for each member
- NEW for 2024: Option Advantage Plus plans offering a lab/x-ray benefit with the first \$500 fully covered



Additional member perks are available to cover other aspects of life, including:

- Personal health coaching
- Fitness center and workout video discounts
- Emergency travel assistance
- ID protection
- Savings on thousands of activities like movies, travel, or a night out on the town

Interested in learning more?

Visit lacoinsurance.com or contact Leonard Adams Insurance at 503-296-0077, or toll-free at 866-907-1850.

What I'm Hearing

that their diligent and patient work over many decades has created the most beautiful and desirable hellebore hybrids found anywhere in horticulture. Some changes are welcome.

The physical presence of Ernie and Marietta will be missed at many of our regional plant sales, but it is satisfying to know that their hellebore collection and breeding program are in good hands.

Change in the nursery industry continues with the sale of **Buchholz and Buchholz Nursery** of Gaston, Oregon, which is renowned for a vast selection of maple trees, and also for conifers and other hard to find trees and shrubs.

In 1979, Talon Buchholz bought 25 acres and created not only a magnificent display garden, but a renowned maple nursery. But as Ernie and Marietta O'Bryne discovered, sometimes there comes a time when there is a need to pass the torch. Talon did that with the sale of Buchholz & Buchholz Nursery to MrMaple, a well-known nursery in North Carolina. Sometimes change is distant.

Retail change

In the local retail world, Lori and Richard Vollmer of Garden Fever!, have sold their very popular northeast Portland garden center to two employees, Tim and Shawna O'Neal.

Garden Fever! has been such a unique and eclectic garden center and the hope of many gardeners is that it will retain the same good vibe that it has had. Tim and Shawna have similar thoughts and hope is to continue the great things that the store has provided gardeners and plant enthusiasts with for the past twenty years, while also making some changes along the way to reflect their own interests and creativity. Change can be innovative and creative.

Change often reflects the best of things that can happen and what customers can anticipate, but it also can stimulate gardeners to incorporate changes and to explore new changes that reflect their interests. Let us hope that all of these new owners can maximize the changes and continue to provide successful garden centers that attract customers and thrive. ☺



Greenhouse options

Structure types vary, so pick the one that suits your operation best

Mark Leichty of Little Prince Nursery with Hellebore plants in a GK Machine 5000 series peaked-roof greenhouse. Leichty prefers greenhouses with peaked roofs in part because snow and ice easily slide off them. PHOTO BY MITCH LIES

BY MITCH LIES

AT LITTLE PRINCE OF OREGON NURSERY, a wholesale annuals/perennials grower in Aurora, Oregon, Mark Leichty works with several styles of greenhouses, including gutter connect, Quonset-style and peak-roofed structures. His preference is a **GK Machine** peak-roofed greenhouse, part of the Donald, Oregon, company's 5000 series. And, fitting with Leichty's philosophy, you can find several of the structures on the grounds at the nursery.

Leichty's main principle for greenhouse selection is, "Once you find what you like, stick with it." He gave several reasons.

"Your crew will get used to building it, and the more they do it, the easier it becomes," he said. "And all the parts are interchangeable. It just makes sense to do it that way, because anytime you're trying to make a conversion from one style of greenhouse to another, it's difficult."

Given the cost and the time a grower will spend working in a greenhouse, choosing an appropriate greenhouse for an operation is critical.

The basic premise with any greenhouse, is to extend the growing season when conditions outside are too hot or too cold for plant growth. But there are several ways to do that and several factors to consider when choosing a greenhouse.

Gutter-connect

The first big choice a grower will make when purchasing a greenhouse is whether to go with a gutter-connect or a freestand-

ing greenhouse.

"The upside of a gutter-connect greenhouse is they are very pleasant to work in," said Leichty. "You've got a large space that you step into, and you can see everything all at once. Your sight is not limited by side walls. And because they are gutter connected, the heat loss is less. You don't have as many side walls for heat to escape, so there is an advantage there."

"I think that a grower really needs to decide what they want to do and what they're going to grow," Leichty said. "If I were a house-plant grower only, I would absolutely have a gutter-connected greenhouse. You can control the light in them a little bit better, and there's probably better air circulation."

Another plus for a gutter-connect greenhouse is better utilization of square footage. At **Little Prince of Oregon Nursery**, for example, the nursery maintains a four-foot separation between its freestanding houses, a loss of production space that isn't at play in a gutter-connect greenhouse. "If an operation is limited for space, then it may be worthwhile in the long run to build gutter-connected houses," Leichty said.

Downsides of gutter-connect

The biggest downside of a gutter-connect greenhouse may be the cost difference between the price of a gutter-connect and a freestanding greenhouse.

"I have a lot of friends in this industry that I think would argue that in the long run, it will pay to put in a gutter-





Little Prince of Oregon Nursery is phasing out Quonset style greenhouses. According to Mark Leichty (right), they add braces to every third bow in fall and winter to prevent roof collapse due to snow or ice. PHOTO BY MITCH LIES

connected house,” Leichty said. “But it is a pretty long run to make up that much cost difference. They are many times more expensive than the freestanding houses.”

It can also cost more and take longer to replace covering materials on a gutter-connect greenhouse than on a freestanding greenhouse, Leichty said. “I’ve always thought gutter-connects are a little bit harder to replace the material on,” he said. “And always felt it was safer for workers to work on freestanding houses than in a gutter-connect.”

Leichty noted that his crew can replace the cover material on a freestanding house in well under the time it takes to replace covering material on a gutter-connect house.

“We’ve simplified the process,” he said. “So, we’ve got a couple of guys working on the ground. We’ve got one guy up on a scissor lift to unlock the peaks. And then we lift the roll up and remove the old poly (film). It’s a relatively simple process, and I’ve actually timed them.”

It typically takes Leichty’s crew 3–5 minutes to roll the plastic out on a 200-foot greenhouse.

Also, Leichty said, because his crew is so accustomed to working with the GK Machine 5000 series greenhouses, the crew can erect a greenhouse many times

faster than it takes to erect a gutter-connect house.

“I’ve got a crew of three guys that can put up a 30-by-200 foot house in a week because they are used to it,” he said.

Another thing to consider when purchasing a greenhouse is the convenience factor in getting replacement parts. To that end, Eric Bizon, owner of **Bizon Nursery**, a wholesale shrub and tree grower based in Hubbard, Oregon, in Hubbard, said he believes it is important to buy a greenhouse from a local manufacturer.

“In my experience, it’s really important to buy locally, because we have so many manufacturers here in Oregon, and if you need parts, if something goes haywire like on a Friday afternoon, you can get replacement parts pretty much the same day,” Bizon said.

The advantage of free-standing

One of the benefits of free-standing greenhouses is ease of organization, Leichty said, as well as meeting the climate control needs of individual plants.

“It’s easily manageable,” Leichty said. “Our production and sales software can identify exactly which greenhouse and which bay of the greenhouse every single crop is in, and how many of them there are.

“And another advantage I see in free-

standing greenhouses is that we can dedicate an entire greenhouse to one type of plant,” he said. “For example, we have a greenhouse that is dedicated just for *Hosta*. We have a greenhouse that is dedicated just to fuchsias. And we are able to do the climate controls right on point for what each one of the crops demands. And we have some houses that don’t have any heat and the only electricity they have is for rolling the side walls up and down. And in that kind of house, we put in plants that don’t require heat in the winter.”

Another consideration when choosing between a gutter-connect greenhouse or a freestanding house, according to Leichty, is spread of disease. If a plant disease gets into a gutter-connected house, it can more easily spread than if it is isolated in a freestanding house. “You can slow the spread of a disease down easier in single houses,” Leichty said.

When it comes to selecting between a Quonset-style greenhouse and a greenhouse with a peaked roof, Leichty said he prefers the peaked roof, primarily because of issues with snow. On the semi-gabled roof of the GK Machine 5000 series houses, snow will slide right off, he said, whereas on Quonset houses, snow and ice tend to build up. As a result, Little Prince installs support posts every third bow of

its Quonset houses. He added that the nursery is now phasing out the Quonset houses. But, he said, there are advantages to Quonset-style greenhouses as well, including that they are less expensive than other houses.

Temperature control

Greenhouses can be fully automated with preprogrammed climate controls. These can roll up walls when conditions get too hot for optimal plant growth. That's a vital feature, regardless of the type of greenhouse structure.

One production aspect to keep in mind when working with greenhouses is to make sure plants have some exposure to the elements before taking them outside, Bizon said. This can be done either through rolling up walls or adjusting interior conditions in other ways to mimic outdoor conditions.



In a gutter-connected greenhouse, your sight is not limited by side walls. And because they are gutter connected, less heat is lost, Mark Leichty said. PHOTO BY VIC PANICHKUL

Babying plants for too long in a greenhouse can lead to extensive plant loss when they are taken to the field, Bizon said.

Bizon uses greenhouses for propagation and for cold protection and sets his propagation greenhouses to mimic the environmental needs of the different plants. In some cases that means keeping

one greenhouse colder than another or inducing more air flow in one greenhouse than another. In some cases, he will keep a greenhouse warmer or more humid than another. And in some cases he will add more light penetration in the winter in certain greenhouses.

With hardy conifers that actu- ➤



Oregon Valley GREENHOUSES

503-678-2700
info@ovg.com * www.ovg.com
20357 Hwy 99E * Aurora, OR 97002















Poly Film
Ground Cover
Roll-Up Sides
Code Structures

Poly Carbonate
Circulating Fans
Heaters
NRCS Approved

Shade Cloth
Wire Lock
Exhaust Systems
Custom Sizes

CELEBRATING 70 YEARS

OBC NORTHWEST, INC. Nursery & Greenhouse Supplies

Your Complete Source for Greenhouse, Nursery,
B&B Supplies and Accessories since 1954

OBC IS YOUR GREENHOUSE SPECIALIST

- * Highest quality steel made in the USA, fabricated in Canby, Oregon
- * Customizable sizes and kits
 - * Hose trolleys, benches, ground cover, polyfilm; you name it, we can supply it.
- * We're also a distributor for Conley's engineered structures and Gintec's shade structures.



Everything you need to grow!



OBC's custom soil mixes
& OBC's Earthpots®

All the supplies you'll need to
take your plants from
germination to fruition!



1076 SW Berg Parkway Canby, OR 97013 • obcnw.com
1-800-477-4744 • information@obcnw.com

Greenhouse options

ally prefer temperature fluctuations, Bizon exposes them more to the elements than he does his more sensitive conifers or deciduous plants, which he likes to keep in a climate-controlled environment.

Outdoor conditions

Mimicking outdoor conditions to better prepare a plant for the outdoors is a key premise behind Cravo greenhouses, according to Benjamin Martin, business development manager for **Cravo Equipment Ltd.**, in Branford, Ontario, Canada. The company features retractable roof greenhouses and recently introduced a retractable rain shelter, as well.

"When we started this company, we made these greenhouses that were really good for when crops were preparing to go outside," Martin said. "And I would say today, our focus is we're really an outdoor growing system."

The idea behind any greenhouse is to extend the growing season, Martin said, but not in a way that babies a plant. In the Northwest, that involves protecting plants from cold conditions in winter, he said, but introducing them to the outdoor conditions as soon as possible in the spring.

Bizon noted that in addition to exposing plants to outdoor conditions earlier than some nurseries might, he cuts back on fertilizer inputs and does some regimented water shortages to help prepare plants for the outdoors, management strategies that he said greatly improves their survival rate when moved outdoors.

The bottom line is a greenhouse can provide dramatic benefits to plant production when utilized correctly, Martin said. "When you manage the climate on a minute-by-minute basis through the whole season and the season is longer than outdoor conditions allow, then the plant will express its genetics in the best way possible, because you're optimizing the weather conditions for that plant and you're extending the season." And getting the greenhouse that best serves your operation, can provide benefits for years to come. ☺

Mitch Lies is a freelance writer covering agricultural issues based in Salem Oregon. He can be reached at MitchLies@Comcast.net.



Touched with color

Variegated plants add variety and texture to gardens

One of plants that are trending include *Caladium* plants mixed with reds and *Colocasia* like the Waikiki variety with purple, yellow and green all on the same leaf. PHOTO COURTESY MCHUTCHISON INC.

BY EMILY LINDBLOM

HEUCHERAS WERE ONCE KNOWN for their flowers. Now, they're regarded for their flashy foliage in different shades of red, purple and yellow.

Dan Heims, president of **Terra Nova Nurseries Inc.** in Canby, Oregon, is known for introducing many variegated plants to the market, including variegated *Heuchera*.

"I've always had a fascination with variegated plants," Heims said. "If I have two plants in front of me, one variegated and one not, I go for the variegated one."

His 50 years of experience in horticulture started with an interest in organic gardening out of high school. He went on to supply plants for the interiors of the University of Oregon's buildings, then a

business selling indoor plants at the first Saturday market in Portland. He specialized in stunning foliage plants like *Calathea*.

"I had my own property, and our greenhouse was bigger than our house," Heims said. "I joined an indoor light gardening society and that's where I met my future business partner."

As the house plant market shifted, he had to change careers to landscape design with Terra Green Landscape Company, which he started in 1979 and continued for 20 years designing, building and maintaining landscapes. In the last three years of running Terra Green, he started a second business, Terra Nova, working 16-hour days between the two.

He focused his selection on exciting

foliage, including *Hosta* and *Heuchera*.

Hardy *Heuchera* plants can survive on the tops of mountains, in the arctic circle and in warm subtropical regions.

"They can be crossed and work in all ranges," Heims said. "Early on I found one gold sport off a purple ruffle heuchera, and that one variegated piece led to our whole palette," Heims said. "If any *Heuchera* has a ruffle, that started with us."

Finding new variations

Since then, Heims' company has introduced 1,200 new variations of plants to horticulture. Terra Nova has a 15-acre research facility in Canby and sells plants across the globe, including England, Japan and China.

"We work with several Chinese >>>

Touched with color

companies and one of them buys our plants and puts them in a forest setting and charges for people to walk through the forest,” Heims said.

Terra Nova uses tissue culture labs in Indonesia, Germany, Costa Rica and Poland, as well as farms in Kenya and Guatemala that grow plants from cuttings.

“One of the most exciting parts of my job is to go to other countries on a plant collecting tour,” he said. He recently brought back 50 plants from Japan and 300 plants from Thailand.

“One out of 10,000 plants, seedlings or tissue, there is some difference or variegation,” Heims said. “I like to walk entire greenhouses and there are one or two that pop out, and I call that sport fishing,” he joked.

After testing the plants for 3–5 years to ensure they’re stable and multipliable in tissue culture, the company speculates how many plants to sell. Heims said \$1 million per year is spent to support testing in labs



Heuchera ‘Forever Purple’ is one of the colorful varieties developed at Terra Nova. PHOTO COURTESY TERRA NOVA NURSERIES INC

to ensure the variegation is consistent.

“If the plants are too variable, it is hard to sell them,” Heims said.

When the variegated plants are tested and found to be stable, they sell for more than the original version of the plant

would. Heims said a philodendron could go for \$16, but a variegated version could be up to \$600.

Heims said the industry is seeing a “house plant boom 2.0” in which tissue culture is making it easier for plant producers to sell plants at accessible prices.

“For example, the [*Monstera deliciosa* ‘Thai Constellation’] up until last year would sell for \$1,500 for an eight-inch pot, and we were able to put it into tissue culture and crank them out at a reasonable price,” Heims said.

Variegation adds value

When he started his career in the 1970s, *Alocasia* plants could go for \$100, but now tissue culture has brought the price down. Heims added that tissue culture adds vitality to a plant.

“It’s more like a seedling than a cutting of a plant and they surprise people with how quickly they grow, with no fungus and no disease,” Heims said. “It’s pretty darn cool.”

Monrovia Nursery Company is one of Terra Nova’s customers.

Heims said home plant growers who come across an extraordinary variegation in their plant are welcome to reach out to Terra Nova to see if it could become the next new variety.

Mark Leichty, director of business development at **Little Prince of Oregon Nursery** in Aurora, Oregon, said he’s always been fascinated with variegated plants.

NOW AVAILABLE IN THE NORTHWEST

AmeriDeck
HYDRAULIC LOADING SYSTEM

**The next big thing
— in moving things!**

**Transform your pickup to easily
move equipment and materials!**



LOAD

MOVE



DUMP

**Multiple bed types,
swappable beds**



CALL FOR INFORMATION
888-994-3473
skp@truckdecks.pro

AUMSVILLE
EQUIPMENT SALES
www.truckdecks.pro



Heliopsis helianthoides 'Sunstruck' has bright yellow flowers and eye-catching variegated foliage.
PHOTO COURTESY BALL SEED

"They sell well and are beautiful and add a richness of color into a landscape," Leichty said. "I think different colors are really what lead the eye around a landscape. If every plant was just one particular hue of green, it would not be an interesting landscape. So when a plant produces different foliage and textures, it offers a different reference for our eyes to move around."

He said the same can be said for having this variety in a houseplant collection. He said some exciting examples are 'Pink Princess' philodendron with its pink and red foliage and variegated monstera, like the 'Thai Constellation'.

"They're highly prized by collectors so they're worth a lot of money," Leichty said. A straight green monstera could sell for 25 dollars, but the same plant with variegation could sell for six hundred to \$1,000.

Almost two decades ago, when he co-owned Fry Road Nursery in Albany, Oregon, he introduced a variegated *Phygelius rectus* 'Lemon Spritzer' PP24294, named for its yellow leaves with green dots.

"It may still be the first and only variegated *Phygelius* plant and it started with a random sport," Leichty said. "It was found through observation of one plant that popped up in propagation, and it was variegated, and it turned out to be stable."

He's been at Little Prince for the past 10 years growing many different variegated plants especially the last few years.

"When Covid started and houseplants became popular, we began propagating and bringing in many different varieties of variegated plants," Leichty said. "There are many people out there trying to alter the genetics of plants, but we're not trying to do that. We simply observe for random mutations and then try to propagate them and see if they're stable."

After years of propagating the plants to make sure they're stable, Little Prince can send them to a tissue culture lab to multiply them much more rapidly.

Massy Sanaei has been involved her whole career in research and development of different foliage and colors, starting with Costa Farms for 12 years. She's been at **Ball FloraPlant** for the last five



YEAR ROUND AVAILABILITY

Loen Nursery

Wholesale Growers & Suppliers of High Quality Plants for over 35 Years

One Stop Shop

2,000+ varieties.

Delivery throughout Oregon, Washington, Idaho
(26'-48' trucks)

QUALITY PLANT MATERIAL

- Japanese maples: 80+ varieties
- Shade & flowering: 20,000 in prod.
- Fruit trees: 10,000 in prod.
- Perennials, ferns and grasses
- Broadleaf and deciduous shrubs
- Roses: Shrub, groundcover
- Conifers: Grafted, seedling
- Groundcovers
- Rhododendrons and Azaleas
- Natives and vines
- Berries: Blueberry, Logan, Raspberry
- Contract growing
- Yes, we have it!
- And yes, we can find it for you!

CONTAINER-GROWN AND CONTAINER-ESTABLISHED PREFERRED

Let us quote your COMPLETE plant list.

Wholesale Sales/Growing Facilities
(Real people will answer your call)

503-982-6300
Woodburn, OR

Local Contractor's Yard
503-625-5454
Sherwood, OR

www.loennursery.com



Echeveria glauca 'Compton Carousel' is a sought-after variegated succulent. PHOTO COURTESY TERRA NOVA NURSERIES INC

years, where she is the product launch and assortment manager in charge of vegetative development for colors.

She and her team receive the new plants from breeders, work on development of the products, then present them to the sales and marketing team.

Sanaei said one of the most exciting variegated plants is *Coleus*, which adds color to an otherwise green houseplant palette.

“With the new development of everybody having houseplants, it’s either green, or green and white there is not much color, so coleus adds a nice purple color and shades of purple and red,” Sanaei said. “There’s a lot of interest in shade items that don’t need direct sunlight. You can find four to five colors in the leaf for coleus, so a lot of breeders are working on that. They also last for a long time.”

She added the trend is not only about variegation, but also about the usefulness of plants.

“The main purpose is to have plants not only as ornamentals, but also to have a use for them, including herbs for food or aromatherapy,” Sanaei said. “So those are different things we’re considering in breeding.”

Sanaei said the houseplant industry is still seeing an uptick when compared to 2019, but it’s starting to slow down since the peak of the Covid pandemic.

“In the early years of Covid, a lot of even non-plant lovers started having plants in their house because they bring joy and happiness to people,” she said. “They weren’t doing anything else, so they started gardening and having plants in their house, but we’ve seen the market slowing down lately.”

Social media has been a popular way for people to be introduced to new variations of plants and spread houseplant trends.

Lately, she said people have been looking for plants that are variegated but also compact for small spaces.

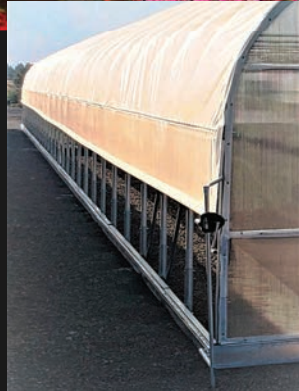
“With space being one of the issues with houses not being affordable, we are also working on varieties that are more compact for outside or inside,” Sanaei said. “We’ve begun working on micro-coleus.” She said coleus are usually large plants, but Ball FloraPlant has been working on developing smaller versions to meet that need.

Sarah Greenwood, global product development manager at **Darwin Perennials**, has 13 years of experience in the trial process of getting new plants into the market.

“We trial plant material in containers and in the ground and evaluate their performance all along a product life cycle, so we know what shelf life to expect when it goes to retail,” Greenwood said. “And we’re looking at garden landscape performance to know how it is going to perform for the final end user.”

Greenwood works with her team >>

GK MACHINE GREENHOUSES



Quality built commercial greenhouse packages are pre-engineered for easy installation and setup. All steel construction for lasting quality. GK carries fans, shutters, heaters, roll-up sides, doors, fasteners, hardware and a variety of covers.

WWW.GKGREENHOUSE.COM

DONALD, OREGON 503-678-5525

Touched with color

to test if a plant variety will hold a stable variegation as it is propagated over at least three to five years.

Darwin Perennials has its own internal breeders who send the code for new plants over to Greenwood's team, then after the trial process, the sales and marketing team works with customers to bring it to market.

"It's a big team effort," Greenwood said.

Some highlights from her program include *Brunnera macrophylla* 'Frostbite' PP35059, with a silver green pattern, and a white and green ground cover sedum called what a doozy, and *heliopsis* sun-struck. Darwin Perennials also produced two variegated grasses, one called bandwidth and the other high frequency.

Another of Greenwood's favorites is a *Polemonium pulcherrima* called 'Golden Feathers'.

"It's a really pretty one and works

in the shade which is nice as well," Greenwood said.

She said variegated plants add value to a houseplant collection with their different colors and shades, even after a plant has stopped blooming for the season.

"When it's not in full bloom, the interesting foliage is still eye-catching so as long as the stability is consistent throughout the supply chain, that value added to the product still resonates," Greenwood said.

Forecasting trends

With 20 years of experience in the gardening industry, Allison Pennell, horticultural sales representative at **McHutchison Inc.**, sells plants to vendors in the Pacific Northwest and Idaho.

"I help people decide what plants to grow and I follow trends and the different directions in the industry," Pennell said. "I'm already studying the new plants that are

going to be available in 2025. Those plants have been in trials and production with different growers for many years beforehand."

She said one trend she's seeing is a rise in people adding variegated foliage into their pots of annuals to create a unique combination, such as variegated *Pothos* in a pot of petunias.

"I've seen more diversity and creativity in what can be in a combination," Pennell said. "I've seen a lot more growers embracing *Colocasia*, *Alocasia*, and *Caladium* and integrating them into spring annual combinations." She said the independent garden centers she worked with can get creative in their combinations.

Some plants that are trending include *Caladium* plants mixed with reds and *Colocasia* like the Waikiki variety with purple, yellow and green all on the same leaf.

"From a grower or garden center perspective, anytime they're bringing in something new, they're taking a bit of a risk," Pennell said. She uses her observations and experience to help discern what will perform well in the market to minimize this risk.

"Variegation can sometimes be unstable so it's helpful to see it for a season or two because if it's unstable, it will go back to its main color," Pennell said.

She added that plant trends also follow fashion and interior design trends of other consumer goods, so she stays on top of those too.

Pennell said variegated foliage can help extend a garden center's season for offering colorful plants.

"You have a lot more flexibility because you can't grow flowers and sell hanging baskets in November, but you can sell variegated plants so it has helped to get people in the garden center between peak seasons," Pennell said. ☺

Emily Lindblom is an Oregon-based freelance journalist covering business, environmental and agricultural news. She has a background in community reporting and a master's degree in multimedia journalism. Visit her website at EmilyLindblom.com or reach her at Emily@EmilyLindblom.com.



We keep your business moving.

Transportation Brokers

Intermodal | Refrigerated | Van | Flatbed

PacWest
TRANSPORT

503-641-8828
800-333-4434
P.O. Box 91220, Portland, OR 97291
pacwesttransport.com



Value and the customer's perception of value plays a big role in pricing. REXON STOCK PHOTO

The price is right (or is it?)

Garden centers have to navigate choppy waters, customer perception when pricing their goods

BY JON BELL

FOR ALMOST FIVE YEARS, Crystal Cady owned her own garden and farming business, Sunflower Acres Farm & Garden in Salem. Through it, she would grow and source plants and garden products. She sold mostly at farmers' markets and plant shows, where it almost never failed that her hanging flower baskets were more expensive than anyone else's — and market-goers would let her know it.

"They'd say, 'Your stuff is so expensive,'" said Cady, who's now the CEO-designate of the **Northwest Nursery**

Buyers Association. "It was a tough pill to swallow. But if I could tell them why I charged what I did, I think they'd have a better understanding."

Cady's baskets were more expensive not simply because of a numbers game. She made her arrangements with premium baskets and hangers and high-quality plants. The cheaper route would have been to use seed petunias, but Cady used unrooted cuttings and vegetative selections that didn't require deadheading. She hand-pinned them three times so they were full and flush, and she used top-tier soil and fertilizer.

The result was a hanging basket that lasted on and on, far beyond what her lower-priced competitors could offer. The price was higher, but the product was worth it.

"A big part of pricing is educating the customer," Cady said. "You just have to get them to listen."

In the world of garden and flower retail, pricing can be a constant mystery. Done right, retailers are able to move products, back up the cost of their offerings with knowledge and expertise — and, thus, value for customers — and stay competitive. Approached incorrectly, garden centers can find themselves with pricey plants collecting dust or, on the flipside, caught in an unwinnable race to the bottom trying to compete with big box stores' basement-level prices.

There's a science and art to it, and getting it just right takes attention, strategy and, sometimes, a little bit of luck.

"Pricing is not one-size-fits-all," said Ian Baldwin, an adviser to garden and hardware retailers who is based in Elk Grove, California. "The public has a way of letting you know when you've not gotten it right."





Portland Nursery worker Margie McDonald checks prices on plants on display in the greenhouse at the Stark Street location. PHOTO BY VIC PANICHKUL

Inflated importance

Prices — on everything — have been the talk of the town lately, as most have risen along with inflation. Baldwin said that for about 10 years, prices in the retail garden industry rose more than inflation. But, in the past three years, that's eased, and prices have not increased as much as inflation.

While rising inflation has had real impacts, he said the media's extensive coverage of it hasn't necessarily been a good thing.

"The media's talked of inflation so much the public expects it," Baldwin said.

It is important, however, to keep ahead of inflation when it comes to pricing. That can mean raising prices, but also tracking how much inflation costs to a company. If labor or energy costs are heading up, then prices need to rise accordingly.

"Or you can cut your labor bill," Baldwin said, "which is not popular."

The price of value

Sid Raisch, a nursery consultant and owner of Horticultural Advantage in Hillsboro, Ohio, said value and the customer's perception of value plays a big role in pricing. If a retail garden center is able to offer better customer service, more expert knowledge and experience and plants that are going to thrive in a customer's home or garden, a higher price will be muted by the perception — and reality — of greater value.

"Anytime it can be recognized that the customer perceives value that is higher than the price is an opportunity and time to increase the price," Raisch said. "And whenever perceived value can be increased through a better product, improvements in the store environment or increased service is an opportunity to increase prices."

Ellen Egan owned Egan Gardens, a nursery and retail operation in Salem,

Oregon, for more than 40 years before selling the nursery and closing the retail side in late 2023. She said offering value is something that's not always tangible, but it's noticeable if you're doing it right.

"I never had doubts," she said about her company's ability to deliver value. "I pushed myself and my staff hard to make sure our plants were healthy and beautiful, our customers were cared for and treated like real people, not money-bearing objects, and that we were providing them with the information they needed to grow our plants successfully when they got them home."

Something else to keep in mind when it comes to value, Raisch noted, is that a lower cost won't add any perceived value to a product. Similarly, playing around with prices and charging widely varying amounts for similar products won't help either.

"There's no point in having random prices," Cady said. "There is the custom-

ers' perceived value. What they see is that \$3.79 is the same as \$4, so it makes sense to round up and charge \$3.99 instead. It's only 20 cents, but 20 cents thousands of times throughout the year, that's going to add up."

Eye on the price

Figuring out the right price can take all kinds of angles. It starts with the basics of just knowing what to charge to cover the costs. From there, it turns to margins and gets much more complicated.

Egan said she never really knew if her plants were priced right, but she got good feedback from customers that helped her stay in a comfortable ballpark.

"Listening for customers' feedback helped. Since my staff is small, I can get info from them, as well as my own listening," she said. "If we hear a lot of, 'Your prices are so reasonable here,' then it's time to raise prices. Likewise, 'You've really raised your prices recently, haven't you?'

lets us know we may have to hold off on more price increases for a couple of years to let inflation catch up to us, and that we may want to have some sales in the summer."

Egan said she would watch profit and loss statements for increased input costs on the growing end and her costs for labor. If those were edging up, she'd decide what items she could raise prices on without ruffling customers. And she never raised retail prices across the board. Instead, she would choose certain categories, based on her insight and that of her staff.

Known entities

Most retailers are familiar with the idea of known value items, another impor-



"If we hear a lot of, 'Your prices are so reasonable here,' then it's time to raise prices."

— Ellen Egan, former owner of Egan Gardens

tant consideration in pricing. Known value items are those that customers are most familiar with and most likely to have price expectations about.

In a grocery store, they are items such as bread, eggs and milk. In a retail garden center, they may be staples like small geraniums, plain hanging baskets or 4-inch tomato plants.

Baldwin said it's important to price those types of items in line with comparable competitors, but don't try to compete with the big

box stores.

"If your prices are way up on known value items, the perception is that everything is overpriced," he said. "But you should not be going head-to-head with Home Depot."



BUILT TO GROW YOUR BOTTOM LINE

Let us show you the benefit in having one source for all your nursery needs. We have you covered from plastic hard goods to lumber. We're your total packaging solution.

- Lumber shipping materials: load gates, pallet repair boards, and tilt sticks
- Custom assembly: shipping racks, shelves, pallets, bare root crates, nursery pallets, and planting stakes *(multiple sizes & styles available)*
- Greenhouse and nursery containers, film, shade cloth, ground cover and treated lumber

Scan to schedule a free consultation.

UFP PACKAGING
A UFP INDUSTRIES COMPANY

D-Stake Mill
A UFP Industries Company

UFPPACKAGING.com
P.916.365.1059 Kelsey Dean
P.503.708.3450 Dan Harris

Retail pricing

One place to go higher on prices is on items that are rare or harder to find. Cady said in her past retail life, she had a close connection with someone who bred a unique coleus series that was popular on the East Coast but, at the time, had yet to hit on the West Coast.

"I knew that I could charge a higher price for it," she said. "It was unique and rare, and people were willing to pay a few more dollars for it."

That's a big reason for retailers to stay on top of the latest trends, and to always be educating themselves about what's new and unique. Reading trade publications, attending tradeshow and keeping well-informed can give retailers the edge on their competition and allow them to charge more for plants and flowers that are hot — or about to be.

"If a product is incomparable, it will earn a premium because it is either not comparable at all or it is very difficult to access at any price," Raisch said.

For the right price balance, Baldwin said it's important to have a mix of competitively priced lines — the known value items — and a range of more attractive products that are less price sensitive. And while it's fine to aim for the higher end, he also noted that it's important to have some entry-level pricing for customers who are new to landscaping and gardening, especially considering the wave of younger homebuyers and burgeoning gardeners that are emerging in the market.

"If the cheapest thing you have is a \$39 two-gallon plant, that's not going to be very good for first-time buyers," he said. "It's a big risk to put \$160 worth of plants in your yard that might be dead next week. You need a gentle, more introductory path too. It's a sensible way to get people locked into your store. And if you can help them with success, they'll keep coming back to you." ☺

Jon Bell is an Oregon freelance journalist who writes about everything from Mt. Hood and craft beer to real estate and the great outdoors. His website is www.JBellink.com.

CUSTOM NURSERY GRADE POTTING MIXES



WE DELIVER!

A stylized white line-art illustration of a semi-truck with a long trailer, positioned horizontally across the text.

SUPER SACKS/TOTES. SEMI. RAIL...

Delivery available throughout Oregon - 7 days a week!

 **(888) 345-9085**
www.laneforest.com

 **LANE**
FOREST PRODUCTS
The company to grow with

IT'S



DIGGING SEASON!

visit daybag.com/oregon

- Burlap
- Wire Baskets
- Twine
- Nursery Supplies



**DAYTON
BAG & BURLAP** 

Ryan Basile

8851 Sleepy Hollow Rd NE
Woodburn, OR 97071

503-951-3074



OREGON
ASSOCIATION OF
NURSERIES™

MEMBER SINCE 2012



It takes the whole family to keep Country Garden humming along. From left: Aaron, Emily, Melissa and Joe McLaughlin. PHOTO BY VIC PANICKUL

MEMBER PROFILE

FOUNDED: 1991

OWNERS: Melissa and Joe McLaughlin

KNOWN FOR
Custom-designed and planted hanging baskets tailored to specific locations

PEOPLE: 6 full-time and 6 seasonal employees

CONTACT

6275 NW Poverty Bend Road, McMinnville, Oregon, 97128

503-472-1351

Email: Sales@CountryGardenNursery.com



Nursery Guide

Scan code to view listings >>



Country Garden Nursery LLC

BY VIC PANICKUL

IMAGINE THAT your custom hanging baskets are so successful and have such a loyal following that when a customer in Tiburon, California, passes away, they've set up a trust so that your hanging baskets keep getting shipped to their town.

That's the kind of loyal customer that has made Melissa and Joe McLaughlin's **Country Garden Nursery** in McMinnville, Oregon, so successful — and that tale is not an uncommon one.

"Our first customer is still a customer today," said Melissa. "They were a pivotal growth point in our business."

"The woman who was the mayor of Corte Madera, California, grew up in Gaston, Oregon, and drove through here on the way and saw the baskets and fell in love with them," said Joe.

"She went back to California and created a beautification committee, and we ended up making 50 baskets for them," Melissa said.

"In Toledo, Oregon, there's probably more baskets per capita than anywhere. The mayor started a program and raised all the funds to buy our baskets," Melissa said. "She died unexpectedly, but her daughter has picked up where she left off."

Over the years since it started in >>

Member Profile: Country Garden

1991, Country Garden has honed a sharp focus on creating custom hanging baskets and selling them directly to consumers. There's no middleman involved.

The recipe for their success is simple. First, gather creative input from the client to create custom baskets that suit their needs. Next, create a feedback loop that collects input from them regularly on what they liked and what worked for them. And then finally, incorporate that feedback into future orders.

"Our customers are primarily made up of downtown associations that develop 'Main Street' projects, shopping centers, restaurants, office parks, and some homeowners," said Aaron McLaughlin, Melissa and Joe's son.

"A whole shopping center may want 40 or more baskets. They tell us the size, colors, shapes that they're looking for and we create the hanging baskets for them," Melissa said.

"A shopping center in Beverly Hills has been buying from us for 28 years. They're under water restrictions so we use self-watering pots. The top half is filled with potting soil and bottom filled with water and it wicks into the pot," Aaron said. "A lot of people have switched to this in California because they've been in drought and under water restrictions for so long. It cuts down on labor cost from having to water frequently as well as water."

"Having relationships with our customers is what makes us successful," Melissa said. "We can check in with them and see how things are for them, especially if it's a new customer. A shopping center manager will check with the landscaper or maintenance team to find out what was successful and what they liked, and we incorporate that feedback for their next order. People really like that. We will tweak their baskets from year to year based on that feedback."

"They may say 'I love that red plant but not the yellow plant.' We have a record of what we planted for them, and we know what went into their baskets," Aaron said. "But it's always helpful if they send us a picture," especially if more than one plant of that color is used in the basket.



All of the hanging baskets are designed and planted to order for each client. PHOTO COURTESY COUNTRY GARDEN

"Often, we want to have a little variation even if they ask for the same color scheme, it's not going to be cookie cutter from year to year," Melissa said.

New customers receive special attention to set them up for success, ensure they're happy with the product, and turn them into repeat clients.

"When we get new customers, we try to educate them and have them come up with a management plan that works before we plant something for them. They need to budget for the cost of watering and main-

tenance," Melissa said. "We do everything we can to help them be realistic out of the box," so the customer is successful and happy with the results.

"It's an expensive product, but it's a premium product. They get the bang for the buck," she said. And what they're doing develops repeat business.

"The majority of our customers are long term. They've been with us 10 years or more," Aaron said. "The hanging baskets become part of the property's culture and look. Frequently someone will be



Melissa McLaughlin removes some spent flowers from a hanging basket in a greenhouse. PHOTO BY VIC PANICKUL

at a shopping center and see the baskets and ask the property manager where they came from, and they'll send them to us. That's how we get most of our new customers, by referral."

The nursery produces about 4,000 baskets during the spring and 1,000 during the fall — each one custom-created and planted to order.

A road-side start

Melissa and Joe started the nursery in 1991. "We started with 3,000 impatiens and petunias in 4-inch pots in one greenhouse by the house. They were 50 cents each and we sold them by the side of the road, and it would sell out in a couple of weeks," Joe said.

"In 1992 we added a second greenhouse and kept adding one every year or so," Joe said. Now they're up to 11. "We have just over half an acre under greenhouse," Aaron said.

"In 1998 we bought our first box truck and added a second one later because we started shipping more to California.

It was a 26-foot box truck, and we can put more products in there than a semi," Aaron said. "In semis, we can only put baskets on the floor, so it's not an efficient way to ship. Most of our customers are not equipped with docks and forklifts to handle a truckload of racks."

"We built our own racking system, and our drivers deliver the baskets and help them unload the plants. They also close the loop with the customer on any information they need to be successful with the plants," Melissa said.

"We want our delivery to be the best for our customers because it's the one time we see them every year," Aaron said.

Changing directions

In 2009, Country Garden finally quit the retail operation to focus on hanging baskets.

"We had been doing baskets since 1993. It was easy to recapture that customer for the next year, but we didn't have enough basket customers to live on, so we needed to also sell retail bedding

plants," Melissa said. "As the number of basket customers grew, we were able to drop retail."

"When we started, grocery stores and hardware stores didn't sell bedding plants. But 15 years later, they began to, and it added to the competition," Joe said. "We didn't really want to create a destination retail nursery."

Focusing on creating custom baskets lets the nursery play to its strengths and word began spreading.

"Growth has been by word of mouth. When people see our product in their area and it's what they want, they track us down," Melissa said.

"Sometimes it takes 2–3 connections before they get our information," Aaron said. A prospective client might start with a mall worker, who then refers them to a mall manager, who then might have to check with the landscaper.

"When Gavin Newsom was mayor of San Francisco, he wanted the city to be greener and he wanted hanging

**Member Profile:
Country Garden**

baskets like they had in Marin [County]. He has people so he told them to ‘go find where to get them,’ and we got a call,” Melissa said.

As the operation has grown, it’s come to involve the whole McLaughlin family.

Aaron worked at the nursery since he was a kid. “I was 3 years old and filling pots and trays,” he said. “When I was growing up, I thought the last thing I wanted to do was work in the family business. But when I went to Oregon State University, I fell in love with horticulture and got a degree in horticulture and business.”

He went to work for **Bailey Nurseries, Inc.** after graduating, but eventually returned to the family nursery.

“In 2016, Aaron came to work for us,” Joe said. “The day he came in we were talking about building a new greenhouse. I said, ‘That’s Aaron’s job now.’ I just got out of the way,” he said. “What I



Aaron McLaughlin says the nursery uses wire baskets so that flowers can be planted down the sides as well as top. PHOTO BY VIC PANICKUL

found important was to get out of the way and let the next generation take the reins. I’m his support if he needs it. He’s been fabulous. He’s helped the nursery a lot.”

Aaron focuses on operations and has been able to build efficiencies and improve product quality at the nursery. “I wasn’t gifted with the artistic genes,” he said.



F&L LUMBER, INC

WHOLESALE LUMBER BROKERAGE



Specializing in Nursery Lumber Needs!

- **Tilt Sticks**
1x1-8’ or cut to your length
2x2-8’ or cut to your length
1x2-8’ or cut to your length
- **Tree Stakes**

- **Container/B&B Pallets**
- **Gates/Gate Boards**
1x4-8’ or cut to your length
- **Shipping Rack Kits**

Call Michelle at **503-803-1175**
FLLUMBER@AOL.COM • WWW.FLLUMBER.COM

Where Great Customer Service is a Given!
We accept Credit Cards

Challenges ahead

Looking ahead there are challenges for the nursery. “It’s time for me to take action on a succession plan,” Melissa said.

“We all wear a lot of hats around here and that’s great but there’s room for a new person. We have a really solid core group of people and an established company culture. We need a new person to bring a new perspective and ideas to help us grow,” she said.

“Our biggest challenge we have is acquiring new customers. We’ve spent little on advertising in the last two years. When we’ve advertised in the past and new customers call, they’ve never seen any of the ads,” Aaron said.

“We’ve had steady growth and we’ve tried to push on that but taking care of our existing customers is our best plan for growth. People find us more efficiently than we can find them,” she said. ©

Vic Panichkul is Publications Manager at the Oregon Association of Nurseries and managing editor and art director for Digger Magazine. Contact him at 503-582-2009 or VPanichkul@OAN.org

Digger CLASSIFIEDS

1. Select Standard or Display Classified formats.
2. Determine general heading and subhead that ad runs under:
 - General: "Employment," "Plant Material," "Service/Supply," "Real Estate."
 - Subheads run under general headings. Create your own, but be general: "Conifers," "Liners," "Equipment," etc.
3. Indicate number of months ad runs.
4. Indicate any blind box for confidential replies. We assign number and mail any responses.
5. Compose ad. Designate headlines.
6. Email ad by deadline, **Monday, February 12** for the **March 2024** issue.
7. We bill established clients after publication. New clients may need to prepay.
8. We reserve right to edit ads for content.
9. Annual contract discounts available (12-month minimum commitment).

Classified Line Ad

- \$40/column inch for OAN members / \$60 for nonmembers.
- Regular, one-column, standard typeface, approximately 28-38 characters per line, 7 lines per inch. Use headlines, bold, italics and special characters.
- Corporate logo (black & white) \$30 additional charge.
- Employment ads also include online post to DiggerMagazine.com/jobs and OAN.org/jobs. Online-only option: \$125 members, \$150 nonmembers per month.

Classified Display Ad (plus production charges @ \$69/hour)

- \$50/column inch for OAN members / \$80 for nonmembers.
- Use logos, display type, borders, screens or reverses.
- Electronic ad files can be supplied. Call for production details.

Digger Classifieds

29751 S.W. Town Center Loop W., Wilsonville, OR 97070
Phone 503-682-5089 • Fax 503-682-5727 • Email: advertising@oan.org

EMPLOYMENT

PESTICIDE APPLICATORS

Iseli Nursery located in Boring Oregon is hiring for Pesticide Applicator positions! You must be able to work well with others. You must be attentive to details and safety focused. Must be alright with multiple tasks and projects a day with the ability to stay on task and prioritize time. Applicator experience is preferred. Essential functions of the job:

- Must be able to lift 35lbs to 50lbs containers repetitively, with occasional heavier lifting.
- Work requires repetitive twisting and bending.
- Must be able to work outdoors.
- Know how to drive a tractor.
- Be able to carry a backpack sprayer - approx 20-30#.
- Be able to carry a Warren Spreader - approx 15-20#.
- We would prefer an employee that is able to speak, read and understand some English.
- You must be able to follow all safety rules and practices concerning pesticides and operation of equipment.
- You will need to pass a medical evaluation or physical in order to wear a respirator.

This describes most, but not all, of the duties required; and others may be assigned by the supervisor or management. Please apply in-person Monday to Friday between the hours of 8am to 4:30pm.



PLANTS,
PRODUCTS,
SERVICES

Search at:
www.NurseryGuide.com

NurseryGuide.com

EMPLOYMENT

SALES MANAGER

We are seeking an experienced and goal-oriented Sales Manager to lead our sales team and grow our customer base in the tree nursery industry. You will research current and potential markets to pinpoint potential business leads, then develop strategies to broaden our outreach and bring in new customers, conduct customer needs research to help direct product line enhancement. Plan and implement effective training methods to provide our sales representatives with the tools they need to meet annual sales goals. We prefer candidates who have at least three years of sales management experience in any industry (preferably in wholesale) and a history of success in that role. Sales Manager Requirements and Qualifications: • Bachelor's degree in business, administration, or related field preferred • 5+ years of experience in sales, management, customer service, or a related field • Demonstrated and proven sales results • Proficient with Microsoft Office Suite and other related computer programs. Salary (DOE), Bonus, 401k, Healthcare, Vacation.

Apply to:

John Holmlund Nursery, Boring, OR
VladimirL@JHNSy.com

HELP WANTED

For jobs and key employees throughout California and the Northwest, call Florasearch, Inc. You know us. For more than four decades we have been bringing together key people and excellent companies in the nursery and greenhouse industries and allied trades. Check our references. Confidential. Employer pays fee.

Florasearch, Inc.

1740 Lake Markham Rd.
Sanford, FL 32771
Ph 407-320-8177
Fx 407-320-8083

www.florasearch.com
search@florasearch.com

EMPLOYMENT

INSIDE SALES AND CUSTOMER SERVICE REPRESENTATIVE

J. Frank Schmidt & Son Co., a leading provider of shade and flowering trees in North America, is seeking an Inside Sales and Customer Service Representative at our headquarters in Boring, Oregon. In this position you will actively sell our full product line of trees, positively collaborate with our existing inside team, and support four outside sales representatives to ensure daily productivity toward achieving sales goals. Experience in the green industry (preferably with bare root trees), a strong team work ethic and a customer centric mentality are key skills for this role. If you're interested in a long-term position with an established leader in the nursery industry please send your resume to:

J. Frank Schmidt & Son Co
Attn: Human Resources - Sales
PO Box 189
Boring OR 97009
pame@jfschmidt.com



INSIDE SALES REPRESENTATIVE

TSW Nursery Sales Inc. is seeking a plant-knowledgeable inside sales representative with 3-5 years of sales experience. The perfect candidate must be proficient in MS Office Suite and Quickbooks software, provide excellent customer service, have strong verbal and written communication skills, manage their time, and be organized. Salary commensurate with experience.

Please mail or email cover letter and resume to:

TSW Nursery Sales, Inc.
Attn: Human Resources
P.O. Box 1217,
Wilsonville, OR 97070
accounting@tswnurserysales.com

EMPLOYMENT

IPM / GROWER OPPORTUNITY

We are looking to add someone with IPM experience to our team. This team member will need experience with conifers and broadleaf shrubs in all stages of production. The ideal candidate should understand plant growth cycles and could work into grower responsibilities. A commercial applicator's license or willing to become licensed is a requirement. Experience with backpack, tank and air blast application methods helpful. Candidate will need some computer skills for reporting requirements. Experience managing people and communicating with other key team members is very important. Duties may require night or weekend shifts. Bilingual in Spanish and English would be a plus. This is a year-round, full-time position.

Apply to:

dan@highlandmeadownursery.com



We are always looking for career oriented skilled staff. Our operations include wholesale growing, shipping, landscape contractor sales, and retail nursery. If you have the interest and skills needed to be a part of our team, please apply. We are growers of container and field grown ornamentals.

We are looking for people in the following areas:

- Sales / Customer Service (Wholesale/Retail)
- Production / Growers / Supervisors
- Shipping & Receiving
- Inventory / Office Mgmt & Admin / Purchasing
- Pesticide / IPM Managers & Applicators
- Irrigation Management / Skilled Laborers
- Outside sales throughout U.S. & Canada
- Controller / Accounting Manager
- Horticultural Website Developer

Applicants with specific work experience or education in the nursery industry is desired. Computer skills, Spanish / English bilingual, plant ID knowledge and equipment operation skills also preferred.

Pay commensurate with experience. Benefits to include: Paid vacation and sick leave, paid holidays, medical and dental insurance. Respond with resume to hr@loennursery.com to the specific job for which you qualify.

For more information, please visit us online at
www.loennursery.com

INVENTORY/SHIPPING SPECIALIST

Are you passionate about the meticulous management of product flow? Do you thrive in dynamic, fast-paced environments, ensuring smooth coordination between production and shipment? If so, we're looking for someone just like you to play a pivotal role in our success by analyzing production data, facilitating seamless shipping, and maintaining inventory records. If you're ready to be a key player in our dynamic team, apply now! Your attention to detail and knack for problem solving could be just what we're looking for. Your job responsibilities will include handling fall/harvest preparations, ensuring precise grading reports, maintaining records of tree storage, overseeing shipping logistics during winter, orchestrating timely truck loading and accurate product shipments, maintaining spring/summer inventory adjustments, and assisting in developing budding schedules. Requires high school diploma or equivalent and one to two years in nursery and shipping or equivalent combo of education and experience. Great benefits and bonus opportunities. If you're interested in a long-term position with an established leader in the nursery industry please send your resume to:

J. Frank Schmidt & Son Co
Attn: Human Resources - Sales
PO Box 189
Boring OR 97009
pame@jfschmidt.com



EXPERIENCED HANDS ON NURSERY MANAGER

Our partially employee-owned Nursery, north of Seattle, is looking for an experienced Nursery Manager who can guide a team of up to 12 members. 10 or more years of hands-on experience in growing and propagation of nursery stock is recommended. Compensation from \$95K per year plus bonus. Please send resume to diggerjobs@oan.org with the subject line Blind Box C.

***WANTED*
Nursery Stock
BROKER**

SEGGER NURSERY



SPECIMEN TREES
WWW.SEGGER.CA 604-857-7783

GENERAL MECHANIC

Do you like to work with old-school equipment, minimal technology, just getting your hands dirty fixing things? Or maybe working with some high-tech robotics equipment with state of the art electronics? Everde Growers is a leader within the horticulture industry with a true coast-to-coast footprint consisting of over 6,700 acres in production encompassing 15 farm locations throughout Texas, Florida, California, and Oregon. Our superior growing methods and pruning practices ensure consistent high quality and availability.

We are seeking a General Mechanic to join our team at our Forest Grove growing grounds in Forest Grove, Oregon. You will be doing repairs and overhauls on trucks, large diesel vehicles, on-road trailers, other automotive vehicles and all types of farm equipment (tractors, trailers, canning machines, etc.). You'll also be maintaining the equipment used in the field, for propagation and planting, that are state of the art robotics. Your skills and expertise will be needed for repair, replacement, adjustment, lubrication, whatever the equipment needs are. You may also be required to troubleshoot weld/solder.

A typical work day is very busy, and you'll be communicating with managers, operators, and employees who use and rely on the equipment you're working with. You need to be a good time manager and team player, and able to prioritize and work with shifting priorities. The pay is fair and competitive. The benefit package is excellent, and the hours are reasonable.

Job Type: Full-time. Salary: From \$18 per hour. Benefits: 401(k), dental insurance, health insurance, life insurance, paid time off, vision insurance. One year experience required. 8 hour shift, Monday to Friday, and weekends as needed.

If interested please contact Eillen Taylor at etaylor@everde.com or 503-495-2261, or forward your resume to recruiting@everde.com.

HIRING? WORK WITH US!

Email us at ads@oan.org or call 503-682-5089 **CLASSIFIED ADS WORK!**



PROPAGATION MANAGER, FOREST GROVE, OR

We are seeking a Propagation Manager to work out of our Forest Grove, OR location. Job requires Horticulture/Agriculture or related experience and well-developed leadership skills including the ability to listen without judgement, give and receive honest feedback, create a culture of open communication and place a high value on teamwork and accountability. You will get to work closely with the Production Manager for management and oversight of the Propagation department, including all aspects of propagation production from cutting, harvest and preparation, sticking and potting, lay down, growing, finishing, sorting, canning and delivery to internal and external customers.

You will get to: • Oversee the daily operations of the Propagation teams, executing propagation & production plans. • Ensure that quality standards and best management practices are met in production and within the propagation department. • Schedule and prioritize work lists, plan daily production & labor. • Maintain raw material inventory counts and insure needed supplies are on hand. • Coordinate daily operations and labor needs for the department. • Work with team leads to communicate cutting and potting needs from their areas. • Assist the General Manager in improving productivity and reducing shrink. • Embrace learning and training on all new mechanization equipment and tools. • Work with the management team to implement best management practices and efficiencies within propagation and canning, in part by learning and implementing lean projects and processes. • Work with the Availability team in preparation for and taking of physical inventories & cycle counts in the Propagation department. • Financial results & meeting monthly & yearly budget results. • Capital needs & projects. • Work with the Scheduling manager to reduce residency of crops. • Oversee the new products department. • Handle staffing, training and discipline of employees.

Job requirements: • Experience in nursery, landscape, horticulture or other agricultural-related endeavors • Bachelor's degree (B. A. or B.S.) from four-year college or university; or 1-2 years related experience and/or training; or equivalent combination of education and experience • Strong leadership, supervisory and communication skills • Must have a current driver's license • Ability to communicate in English and Spanish • Must be able to operate a computer using Windows based programs to include but not limited to Excel, Word and Office. Full time, 8-10 hour shift, Monday-Friday.. Benefits to include medical, dental, vision, life, long term disability, vacation and sick time, and more. Compensation to start in the low \$50s, higher based on experience.

Everde Growers is a leader within the horticulture industry with a true coast-to-coast footprint consisting of over 6,700 acres in production encompassing 15 farm locations throughout Texas, Florida, California, and Oregon. Our superior growing methods and pruning practices ensure consistent high quality and availability.

If interested please contact Eillen Taylor at etaylor@everde.com or 503-495-2261 or forward your resume to recruiting@everde.com.

MILLER WOODS NURSERY CARETAKER

Yamhill Soil & Water Conservation District is excited to announce the position opening for a nursery caretaker at Miller Woods, McMinnville, Oregon. The nursery grows an average of 60,000 native plants each year for wetland restoration projects and for the District's native plant sale. The nursery caretaker provides labor and oversight to help plant and care for native trees, shrubs, and herbaceous plants. If you are interested in this part time position, see our position announcement for more information.

See: YamhillSWCD.org for details

**FIND PLANTS,
PRODUCTS AND SERVICES**

Search at:
www.NurseryGuide.com
NurseryGuide.com

MAKE YOUR NURSERY CAREER HAPPEN!

Looking to grow in the nursery and greenhouse industry, or related businesses? Oregon nurseries post their openings here. We have job listings in print and online. Online postings are updated as we receive them.

Visit OAN.org/Jobs or DiggerMagazine.com/Jobs

Digger

**DISPATCHER
FOREST GROVE, OR**

Are you looking for a career opportunity, one that gives you the ability to learn and grow with a well-established company? Are you looking for something different, working with plants and flowers, and the people who care for them?

Everde Growers is a leader within the horticulture industry with a true coast-to-coast footprint consisting of over 6,700 acres in production encompassing 15 farm locations throughout Texas, Florida, California, and Oregon. Our superior growing methods and pruning practices ensure consistent high quality and availability. Our inventory mix includes trees, shrubs, perennials, palms, grasses, succulents, tropical, fruit, and many other items.

Reporting to the Distribution Manager, we are seeking a Dispatcher to join our team at our Forest Grove location at Forest Grove, Oregon. You will use your outstanding organizational and communication skills to assist with routing orders and getting them properly set up and ready to leave the loading dock.

Duties will include:

- Routing loads and entering into Oracle
- Working with carriers to book loads and monitoring deliveries
- Assisting with budgeting, and staying on track
- Assisting with ordering shipping supplies as needed
- Overseeing paperwork flow, from making a load to running the PODs
- Checking in drivers, going over load paperwork with them, checking them out with the load
- Overseeing and managing DMV licenses, tags, registrations, etc. on vehicles as needed
- Maintaining all DOT & DMV driver and equipment files, including driver logs, trip reports, pre- and post-trip inspections, rental equipment reports, and issue chain of custody forms to drivers for drug/alcohol testing
- Assisting other departments as needed

Qualifications:

- High school diploma or general education degree (GED)
- Ability to read/write English; ability to communicate in English
- Bilingual Spanish a strong plus
- At least one year experience working in a team environment
- Have a basic knowledge of geography of the lower 48 states a strong plus
- Excellent phone skills
- Availability to work extra hours and/or weekends

Full-time, 8 hour shift Monday-Friday with weekend availability. From \$20/hour. Benefits: 401(k), dental insurance, health insurance, paid time off, vision insurance.

If interested please contact Eillen Taylor at etaylor@everde.com or 503-495-2261 or forward your resume to recruiting@everde.com

**LOGISTICS COORDINATOR/
ASSISTANT HORTICULTURAL
BROKERAGE MANAGER**

Company Overview: The Nursery Stock Market, Inc specializes in the procurement and sales of live plant materials, including trees, shrubs, perennials, annuals, and houseplants. We are seeking a dynamic and experienced individual to join our team as a Logistics Coordinator/Assistant Horticultural Brokerage Manager. Responsibilities: As a Logistics Coordinator/Assistant Horticultural Brokerage Manager, you will be responsible for:

- Assisting our sales representatives in coordinating and overseeing the shipment of each plant category.
- Collaborating with truck brokerages to ensure a cost effective, safe and efficient transportation of live plant material.
- Order entry and management of orders for live plant material, including but not limited to, trees, shrubs, and perennials.
- Procuring plant material across various categories as requested by sales representatives and/or customers.

Qualifications:

- Previous experience in wholesale nursery sales and logistics
- Proficiency in Microsoft Office products such as Excel, Outlook, and Word.
- Familiarity with other types of order processing software used in the horticultural industry.
- Minimum requirement: At least 3 years of experience in horticultural sales.

Desired Attributes:

- Very organized with a keen attention to detail.
- Enjoys working collaboratively with people.
- Solutions-oriented mindset.
- Strong work ethic.
- A succinct, organized, and clear communicator.

Location: Sherwood, OR.

Additional Information:

- Full-time position based in Sherwood, OR.
- Competitive salary based on experience.
- Health and Dental Insurance offered.
- Paid Vacation/Sick Time
- Opportunities for professional growth within our expanding company.

How to Apply: Interested candidates are invited to submit their resume to info.tnsm.inc@gmail.com. Please include "Logistics Coordinator/Assistant Horticultural Brokerage Manager Application" in the subject line.

PLANT MATERIAL**B&B OR POTTED
WHOLESALE**

Emerald Green Arborvitae
(4ft, 5ft, 6ft & 7ft)
Green Giant Arborvitae
(4ft, 5ft, 6ft)

Taxus container grown 3G & 7G
Green Mountain & Green Velvet
1G-3G, B&B 18-20"
email:
amrit@evergreenpropagators.com

**CLEARWATER GROWERS
LINERS:**

Arctostaphylos - 'Mass'; Carex;
Ceanothus g. 'Pt Reyes'; Cotoneaster -
'Lowfast' / 'Coral Beauty'; Deschampsia
caespitosa; Fragaria; Juncus; Liriope m.
'Big Blue'; Liriope spicata; Mahonia;
Pachysandra; Pennisetum; Polystichum;
Rubus c. Sarcococca; Thuja o. -
Emerald Green'; 'Green Giant'; Vinca

1 gal availability

Arctostaphylos - 'Mass'; Calamagrostis;
Carex; Cotoneaster dammeri - 'Coral
Beauty' / 'Lowfast'; Deschampsia;
Festuca; Fragaria; Helictotrichon
sempervirens; Juncus; Liriope;
Mahonia; Pennisetum; Rubus;
Sarcococca; Vinca

Custom Propagation Available

Ph: 503-359-7540
Fax: 503-357-2282
Forest Grove, OR

SCHURTER NURSERY

Arborvitae - Emerald Green
Green Giants

Various Sizes & Varieties
503-932-8006

BAMBOO

Specimen size
BAMBOO
over 30 feet tall
available

GARDEN

- **Clumping Bamboo**
- Large diversity
- Quality wholesale plants
- We carry bamboo barrier
HDPE 60 & 80 mil x 30"
- Controls running bamboo

503-647-2700

www.bamboogarden.com
bamboo@bamboogarden.com

PW
PROVEN
WINNERS

COLOR CHOICE
FLOWERING TREES

BRANCHING OUT



Now offering 14 superior
selections of ornamental trees.
bit.ly/PW-Trees. Call 800-633-8859
Maria@SpringMeadowNursery.com

SEGGER NURSERY**SPECIMEN TREES**

WWW.SEGGER.CA 604-857-7783

Ground Covers**Pacific NW
Native Plants**

Container • B&B • Bareroot

Environmental & Ecological
Re-vegetation Landscape Contractor

Native Trees & Shrubs
Groundcovers

Wetland & Riparian Plants
Conifers & Deciduous Trees

Contract & custom growing year-round

**A Valley
Growers
Nursery**

503-651-3535 • FAX 503-651-3044

www.valleygrowers.com

email: vlygrwrs@web-ster.com

Hubbard, OR • OR and WA Certified D/WBE Company

Northwest Natives**BEAVERLAKE
NURSERY****Native, Wetland
and Riparian
Specialist**

*Growers of
Quality, Healthy,
Ready-to-Sell Plants.*

Phone: 503-632-4787

Fax: 503-632-5412

**CONTRACT GROWING
YEAR ROUND**

21200 S. Ferguson Rd.
Beavercreek, OR 97004

www.beaverlakenuresery.com

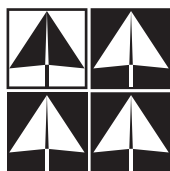
PLANT MATERIAL

PLANT MATERIAL

PLANT MATERIAL

SERVICE & SUPPLY

Northwest Natives



Bare Root Native Plants

Acer, Alnus, Amelanchier, Betula, Conifers, Cornus, Fraxinus, Holodiscus, Lonicera, Mahonia, Malus, Physocarpus, Populus, Rosa, Salix, Spiraea, Symphoricarpos, Wetland Plants

Over 300 species of source identified natives

Fourth Corner Nurseries

salesdesk@fourthcornernurseries.com
P: 800-416-8640
fourthcornernurseries.com

ADVERTISE JOBS WITH DIGGER

Call Tana @ 503-682-5089 to list them in print or online!

Rhododendrons

The place

TALL RHODODENDRONS

Available up to 10' tall+
Also in cans, most 5' tall.

OPEN TO OFFERS

Hidden Acres Nursery

Sherwood, OR
503-625-7390

www.hiddenacresnursery.net

Rootstock

TRECO®

THE FOUNDATION OF YOUR ORCHARD STARTS HERE.

PREMIUM QUALITY OREGON ROOTSTOCK SINCE 1941

TRECO® offers the finest apple rootstock, hazelnut trees and softwood cuttings.

WWW.TRECO.NU

Oregon Rootstock & Tree Co. Inc.
P.O. Box 98 | Woodburn, OR 97071
p: 1.800.871.5141
f: 503.634.2344

READ ONLINE DiggerMagazine.com

Rootstock

WILLAMETTE NURSERIES

YOUR SOURCE FOR ORNAMENTAL SEEDLINGS, FRUIT TREE ROOTSTOCK, CUTTING LINER VARIETIES & MORE.

We specialize in understock for flowering, fruiting and shade.

www.willamettenurseries.com

Excellent quality.
Outstanding service.

25571 S. Barlow Rd. Canby, OR 97013
503-263-6405

Toll-Free: 1-800-852-2018
E-Mail: willamette@canby.com

SERVICE & SUPPLY

EQUIPMENT FOR SALE

- One Gallon Soil Filling Line (3 yd feeder bin w/soil return, 56' chain conveyor, one gallon stripmatic) - \$9,000.
 - Belt Conveyor (2 - 30'L x 20"W, vari-speed control) - \$8,000.
 - RAPID TRANSPLANTER 500 Series II \$5,000. Photos available.
- All equipment manufactured in the Portland, OR area.
Contact Mike
cell 707-495-1384
thefishingfarmer@AOL.com

PANZER NURSERY CLOSING EQUIPMENT LIQUIDATION

Spray equipment, 4 Dramm Auto Fogs, tractors, lift trucks, Nelson sprinklers, mist systems, natural gas unit heaters, Delta "T" finned tube system with 2 boilers, continuous mix soil line, Taylor Dunn electric carts, plumbing and electrical supplies, Karsten rolling carts, office furniture, and more. Located in Beaverton.

Call Brad 503-936-6807

CONTAINERS WANTED

WE BUY \$\$\$ used 1-gallon and 2-gallon nursery containers. Drop in or we'll pick them up (larger quantities),

Beaverlake Nursery,
21200 S Ferguson Rd,
Beavercreek OR, 97004.
Phone 503 632 4787

Email info@beaverlakenursery.com
Monday-Friday, 7 a.m.-4:30 p.m



Equipment for sale

2001 GK H7 Tree Digger \$89,000

Chopper and Undercut
Blade Included

Discs - \$1,800 each

Dayton, OR 503-437-4833

Digger ADVERTISERS

*Please contact our fine advertisers for your plant, service and supply needs.
To advertise in Digger, contact Curt Kipp at 503-682-2008 or ckipp@oan.org.*

AAA Mercantile.....	45	Leonard Adams Insurance	18
AgWest Farm Credit Services.....	9	Loen Nursery Inc.....	25
Alpha Nursery Inc.....	16	Marion Ag Service Inc.....	6
American National Insurance.....	2	Marr Bros.....	16
Anderson Pots	48	Material Flow Systems	13
Aumsville Equipment Sales.....	24	Motz & Son Nursery	45
Biringer Nursery.....	43	Nursery Haulers / In Place Technology Inc.....	45
Bowers Forest Products.....	12	Nutrien Ag Solutions	6
CAEP (Community for Agriculture Exchange Program).....	43	OBC Northwest	22
Dayton Bag & Burlap.....	32	Oregon Valley Greenhouses	21
F & L Lumber Inc.....	36	Pac West Transport Services.....	28
First Commerical Real Estate.....	42	Reardon Nursery.....	18
GK Machine.....	27	Rickel's Tree Farm.....	45
HC Companies	15	Schurter Nursery	45
Hostetler Farm Drainage.....	45	Spring Meadow Nursery.....	3
Jiffy Group	11	Star Roses	5
Lane Forest Products.....	32	UFPI.....	31
		Willamette Nurseries Inc.....	11

3
WAYS TO
SUBSCRIBE TO

Digger

PHONE
503-682-5089

ONLINE
www.oan.org/
publications

EMAIL
info@oan.org

GROWING KNOWLEDGE

Series content is coordinated by Dr. Lloyd Nackley, associate professor of nursery production and greenhouse management at Oregon State University in Corvallis, Oregon.



Oregon State University



An ongoing series provided by Oregon State University in collaboration with the United States Department of Agriculture and in partnership with the Oregon Association of Nurseries



An aerial view of the indoor/outdoor plot system at Oregon State University Northwest Extension Center in Canby. PHOTO COURTESY OREGON STATE UNIVERSITY

PACE courses coming for nursery, greenhouse IPM

Classes will provide industry-specific information and strategies

BY MELISSA SCHERR AND LLOYD NACKLEY

THE NURSERY PROGRAM at the Oregon State University Northwest Extension Center in Canby, Oregon, will soon be offering online courses for Pesticide Applicator Continuing Education Credits (PACE) and to the nursery community at large.

The upcoming PACE classes are intended to provide more industry-specific information about strategies for pest management in greenhouses and nurseries, and the specific challenges that come from this production system. The core courses will take approximately one hour each to complete, and cover four topics: Introduction to IPM/

the IPM Toolbox; Scouting and Monitoring for Insects; Identifying Pest Insects; and Common Pests/Natural Enemies.

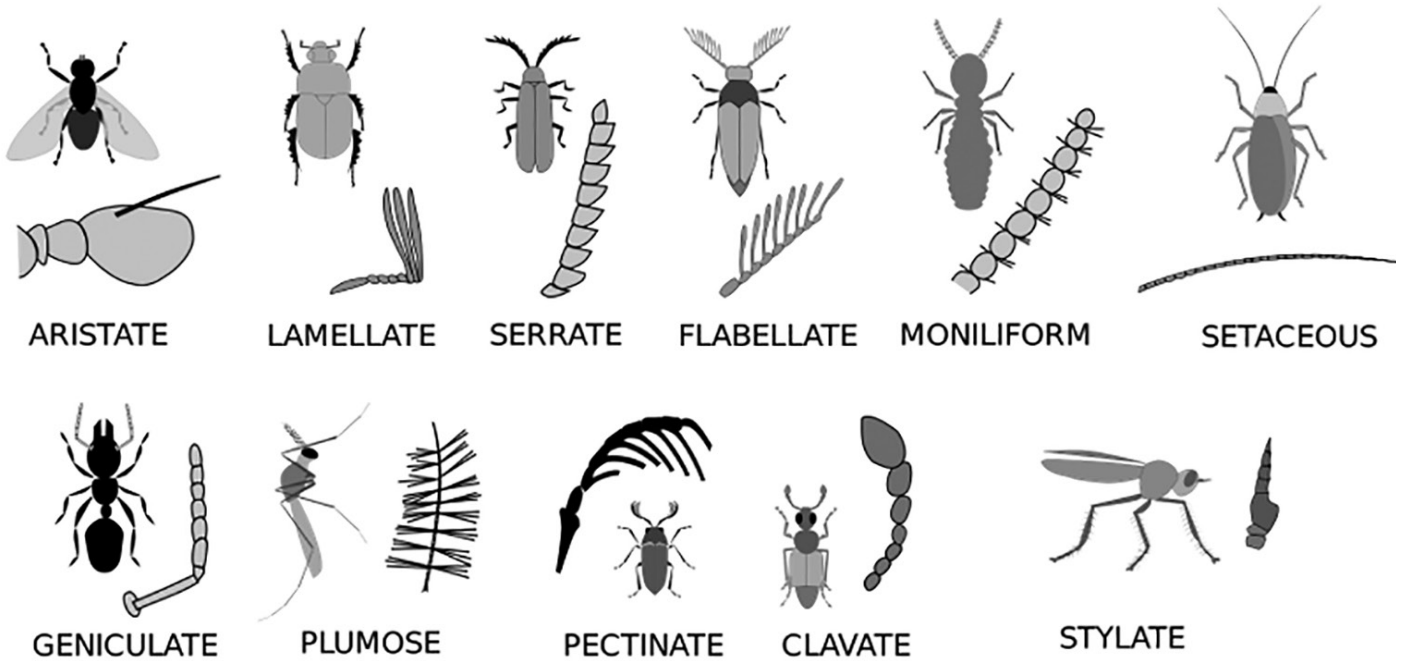
Entomologist for the Nackley Lab, Dr. Melissa Scherr, says “These courses are intended fill an educational gap for the nursery and greenhouse community. There are so many courses available for pesticide applicators, but it’s rare to come across courses tailored to this very specific and vital industry in Oregon’s economy.”

Scherr is the instructor of record for the newly developed classes and says the classes are targeted toward more than just pesticide applicators, but also for all production workers, managers and students interested in professional development in nursery and ornamentals, crop advising and consulting.

The first course in the series, “Intro to IPM, the IPM Toolbox” walks growers through the basics of implementing an integrated pest management program, beginning with



Growing Knowledge



A diagram from the insect identification course showing common insect antennal shapes. PHOTO COURTESY OREGON STATE UNIVERSITY

the importance of pest identification and scouting for damage, and continuing through use of historical records in establishing treatment patterns for pest insects.

Pest management is categorized by

action type — cultural control establishes new environmental aspects that limit the ability of insects to be successful or even invade; mechanical control gives examples of how insects can be physically removed

or blocked from invasion; and biological control gives suggestion for biological agents that may hunt and feed on pest insects present.

In addition, the module discusses

OPERATING NURSERY FOR SALE

6490 & 6494 WINDSOR ISLAND RD N, KEIZER, OR 97303



Conrad Venti | conrad@firstcommercialoregon.com
Jennifer Martin, ccim | jennifer@firstcommercialoregon.com

503-364-7400 | 365 STATE ST, SALEM, OR 97301 | FIRSTCOMMERCIALOREGON.COM

46.3 ACRES
\$3,950,000



Dr. Lloyd Nackley evaluates pest presence on potted plants in magnifying headgear. PHOTO COURTESY OREGON STATE UNIVERSITY

how chemistry is integrated into an IPM program rather than excluded, showing the importance of using pesticides as tools in cooperation and mixing strategies to maximize efficacy and reducing cost.

In the second module, “Scouting and Monitoring for Insects,” the equipment used for sampling insects and strategies for incorporating scouting into an IPM program is more extensively examined. The hour-long session focuses on modifying typical field crop techniques for more appropriate use in greenhouses and on potted nursery plants. Considerations for water management and beneficial insects are taken into account, as well as sampling for insects that could be acting as natural enemies of pests present — without killing them.

Videos include a complete examination of a potted plant when searching for evidence of pests, an irrigation man-

agement case study, and an interactive session where registrants identify pests, their natural enemies, and quantify pest successes based on pest observation. There are many examples of trap types as well, including how to using a “tape trap” method to capture insects and other pests that may be crawling in and out of buds or newly developing stem tissues.

“Identifying Pest Insects” is the most technical of the four modules, but does not focus specifically on teaching names of pests and memorizing how plants are damaged. Instead, the focus of this module is a more general approach to identifying key features of insects and recognized traits that are diagnostic by damage type — for example, types of mouthparts that create chewing damage to leaves vs. “silvering” damage caused by rasping mouthparts.

“The idea isn’t to be able to identify every insect you find after just an



BIRINGER NURSERY

Wholesale Growers of
Fruit, Flowering, Shade
Trees and Deciduous Shrubs

Frost Peach ©
Hanna’s Heart © Katsura

Growing since 1974

360-848-5151
FAX 360-848-5959

Mount Vernon, WA

www.BiringerNursery.com

Host an International Horticulture Intern

Educated. Dedicated. Eager to Learn.

With either a college degree or hands-on experience, CAEP interns and trainees come to your operation eager to explore the horticulture industry in America and have a real desire to learn. A dedicated set of extra hands for your operation!

As a host, you and your organization will have the opportunity to learn about new cultures and make friendships with those from around the world. A unique cultural exchange opportunity for your organization!



Why Choose CAEP?

For over 35 years, CAEP has brought young adults together from all over the world to share and learn ideas, beliefs, and agricultural practices through international paid agriculture exchange programs.

Email Madison@caep.org
or call 218-770-5084 to learn more!





"Tape traps" made with double sided sticky tape sample insects migrating to branch tips. PHOTO COURTESY OREGON STATE UNIVERSITY



Dr. Melissa Scherr offers a preying mantis as an example of a beneficial insect. PHOTO COURTESY OREGON STATE UNIVERSITY

hour online — that's not really possible," Sherr said. "The idea is to know which structures matter for identification so you can have informed discussions with experts to help you diagnose an issue." Another recognizable feature are the various shapes of antennae.

"And not just the parts of the insect," Scherr added, "but also the other evidence they leave behind." She indicates an image insect poop, called "frass" on her computer screen.

The fourth module, "Common Pests and Natural Enemies," draws from a recent revision to the extension publication "A Pocket Guide to Common Natural Enemies of Nursery Crops and Garden Pests in the Pacific Northwest," which was recently updated by Scherr, Nackley, and Robin Rosetta, a former Oregon State University Nursery IPM specialist who is

now retired.

The publication is available free online at TinyUrl.com/NWPestGuide and aims to help not only identify natural enemies, but to monitor the populations.

"The biggest benefit of the online approach is that we have access to one of the best online platforms in the country and we can treat each module as if the student is with us, examining our potted plants, examining our irrigation system, and show them how to see it through the lens of pest management," said Nackley. "We aren't constrained to what we can bring into a classroom or what happens to be in bloom and available in the winter when growers have more time to attend workshops."

The new PACE courses are expected to launch fully in 2024. Because the classes are online, they have been created to be fully asynchronous, meaning there

are no scheduled meetings and the course modules can be completed whenever the registrant has time.

Enrollment is \$50 per course, and admittance into courses will be rolling, with no specific timing required to sign up or complete the course. Courses will be advertised online through OSU Extension's various outlets, as well as on the ODA's website for available accredited courses for continuing education credits. In addition, the Nackley Lab has plans to host in-person workshops throughout the year to provide hands-on experience, with presentations in both English and Spanish. ©

For questions about these courses, contact Dr. Lloyd Nackley (Lloyd.Nackley@OregonState.edu) or Dr. Melissa Scherr (Melissa.Scherr@OregonState.edu).



Digger MARKETPLACE

HOSTETLER FARM DRAINAGE 503-266-3584

- Plastic Tubing 3"-24" • Laser Grade Control • Open Ditch for Buried Irrigation • Plows and Trenches • Pot-n-Pot Drainage • Oldest Drainage Firm in Oregon • Newest Subsurface Irrigation Techniques



Canby, OR

**Materials and
Technical
Assistance
Available**

WHOLESALE GROWERS

Motz & Son Nursery

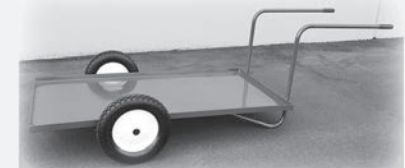
- SHADE & FLOWERING TREES
- FRUIT TREES
- Dwarf, Semi-Dwarf & Standard
- COMBINATION FRUIT TREES (4 in 1)
- Semi-Dwarf & Standard
- ESPALIER APPLES
- Semi-Dwarf, Combination & One Variety
- WALNUTS & FILBERTS
- DECIDUOUS SHRUBS

www.motzandson.com
11445 N.W. Skyline Blvd.
Portland, Oregon 97231
Phone 503-645-1342
FAX 503-645-6856



**Nursery
HAULERS**

LONG-LASTING



NLWB1 NURSEYMAN'S WHEELBARROW

www.NurseryHaulers.com InPlace
562-366-3557 help@inplacetechnology.com TECHNOLOGY

Hiring? Work with us!

Digger magazine employment classifieds are THE go-to resource for skilled nursery professionals in search of their next opportunity – and companies in search of the perfect team member. To place an ad, contact **Bill Goloski** at 503-682-5089 or ads@oan.org. View ads online at www.oan.org/jobs.



Schurter Nursery

- Arborvitae–Emerald green
- Virescens
- Boxwood
- Japanese Maples
- Otto Luyken
- Skip Laurel

Various sizes & Varieties
503-932-8006

Digger MARKETPLACE

**Small Investment
Huge Impact**

Reach over 8,000 Digger subscribers with a Digger Marketplace ad

Reserve your space
Curt Kipp, CKipp@OAN.org, 888-283-7219

Supplies for Small Growers

SEED STARTING
Pots Trays Inserts
Plug Trays

Labels - large variety size, color & shape of blank plant pot & row markers

Weed control, fertilizer, tapes & ties, watering, and more

www.amazon.com/shops/AAAmmercantile

Are you looking to save on office supplies?

OAN members can receive discounts, free shipping and next-day delivery on office supplies.*



Contact SWeihrauch@oan.org for details.

* The OAN participates in Staples Business Advantage®. Free shipping and next-day delivery available for some purchases more than \$50. Visit www.oan.org for more.

B&B Spruce 4 to 24 feet
Chamaecyparis • Fir • Pine
Japanese Maple • Poodle Pine
Cut Christmas Trees



(503) 630-4349

FAX (503) 630-7542

PO Box 598 – Estacada, OR 97023

Digger MARKETPLACE

Welcome to the Hall of Fame Class of 2024

IT IS NO SECRET, I am a sports nut. So whether or not we are talking about Canton, Ohio (football), Cooperstown, New York (baseball), Springfield, Massachusetts (basketball), Toronto, Ontario (hockey) or Atlanta, Georgia (college) as shrines to legends, leaders or innovators at a Hall of Fame — the OAN has its own in Wilsonville, Oregon.

The Oregon Nurseries' Hall of Fame was founded in 1991 with an initial class of six people. Since then 47 more people — 35 individuals and six couples — have joined them. There have been 15 classes in all. All stand out as examples of leadership at the association, and major contributors to the industry.

This year several more are joining the Hall of Fame, and we intend to celebrate them! It's a remarkable class.

George Anderson

George Anderson's son, Rick, is fond of talking about the impact his father had on him and the business. OAN is proud to echo why this inductee is worthy. There is something about a leader who takes the road less traveled, and George exemplifies this style. He led the industry's movement from growing in coffee cans and used food cans to the plastic containers of today.

Anderson Die & Manufacturing Company was one of the first companies to offer plastic pots for growing and propagation, and set the stage to propel the growth of the Oregon nursery industry.

J. Frank Schmidt Sr.

When you think of the nursery industry, **J. Frank Schmidt & Son Co.** comes quickly to mind. Frank Sr. began his nursery career in the 1920s and was founder of Schmidt Ornamentals Nursery which later became Weedin Nursery. He was a pioneer in developing horticulturally sound nursery production processes, while introducing and producing many new cultivars and plant material for the industry.

This inductee served as the association's president in 1938. His son, J. Frank Schmidt Jr., was inducted into the inaugural Hall of Fame Class of 1991 and with

this honor, they become the first father-son duo to be in the OAN Hall of Fame.

Irene and Ray Burden

Rod Park, **Park's Nursery**, said it best: "Sometimes you need to break the glass ceiling twice." In my October 2020 column, I examined women in leadership and I reminded the membership that Julia Hausch, co-owner of Roseway Nursery in Beaverton, was OAN's first woman president in 1948. She was inducted into the OAN Hall of Fame in 1993.

The OAN would wait another 31 years before the next woman served as our president in 1979, when our Oregon nursery industry was starting to fulfill its destiny. That year, Irene Burden of **Hazel Dell Gardens** took the helm. The association was in the midst of a battle to be considered a part of agriculture. It was also dealing with subsequent high insurance costs. This sowed the seeds for our long-standing relationship with the State Accident & Insurance Fund (SAIF). Irene was bestowed Honorary Life Membership in 1993.

Rod Park and Joy Guidry

I think Rod is best described with the phrase, "Service over self." I first got to know him at Metro when he was elected as Metro Councilor and brought his considerable intellect and nursery experience to the regional government. Respect for his ethics, strategic thinking and warm friendship made our relationship grow over the past 25+ years.

However, my predecessor, Clayton Hannon, said it best: "Rod is a logical candidate based on his service on the Oregon Board of Agriculture as its chairman, and his service at Metro on land use and water. Both paid dividends to the industry."

Rod was the Young Nursery Professional of the Year in 1986, and then OAN president in 1991. Add to it a plethora of other meaningful awards before being awarded the Clayton W. Hannon Distinguished Service Award in 2006. In 2018, he was inducted as an Honorary Life Member.

Rod and his spouse, Joy Guidry, are



Jeff Stone
OAN EXECUTIVE DIRECTOR

close personal friends with my family and I could not be prouder of Rod.

Doug and Jaime Zielinski

"Get 'er done, Stoney." I can hear Doug's voice in my head before he enters the room.

Let's face it: Jamie is the rock of the **Alpha Nursery** operation and makes the organization perform seamlessly. Regarding Doug, his wife, Jamie, said, "My first thought is that Doug has always worked hard and played hard. He is strong minded (stubborn?), but that's how he gets things done. He's very proud of Alpha Nursery, a dream he started after graduating from Oregon State University. He has given to many organizations, particularly the OAN, and he values what these groups have provided to him and the industry. He is also very proud of his two sons who continue in the family business and assure a legacy of Doug's dream."

Tom Fessler, **Woodburn Nursery & Azaleas**, added, "Whether he is at the nursery or on the farm, one thing that stands out: Doug cares for and supports his workers."

Doug is a friend and a mentor and am so glad the OAN Awards Committee saw the value of elevating this leader to the Hall of Fame.

Celebrate with us

Our 2024 Hall of Fame induction will be held on Leap Year Day, Thursday, February 29, 2024 at the Abernethy Center (606 15th St., Oregon City, Oregon 97045). It will run from 6-9 p.m. The cost is \$109. Please join us there. You can purchase tickets at TinyURL.com/OANHallofFame. I hope to see you! ©

Nursery Guide

NurseryGuide.com

FIND

HUNDREDS OF GROWERS
THOUSANDS OF LISTINGS
MILLIONS OF PLANTS

Search:

Enter what you're looking for...

- PLANTS
- COMPANIES
- SERVICES & SUPPLIES



Scan to order your
FREE print copy of
Nursery Guide

Must be qualified member
of nursery industry.

The Oregon Association of Nurseries' Nursery Guide is the most comprehensive wholesale buyers' guide in the industry, online and in print with over 6,500 copies. Find MILLIONS of plants from HUNDREDS of growers, plus THOUSANDS of services and supplies for the horticulture industry. Pick up your copy at ProGreen or Cultivate '24. For more information, visit www.NurseryGuide.com.

PUBLISHED BY



OREGON
ASSOCIATION OF
NURSERIES

Cost-effective Pots

Anderson's *NEW* #5 Squat



This tough 100% recyclable pot features superior denesting to reduce your labor costs.



www.andersonpots.com • 503.654.5629 • info@andersonpots.com