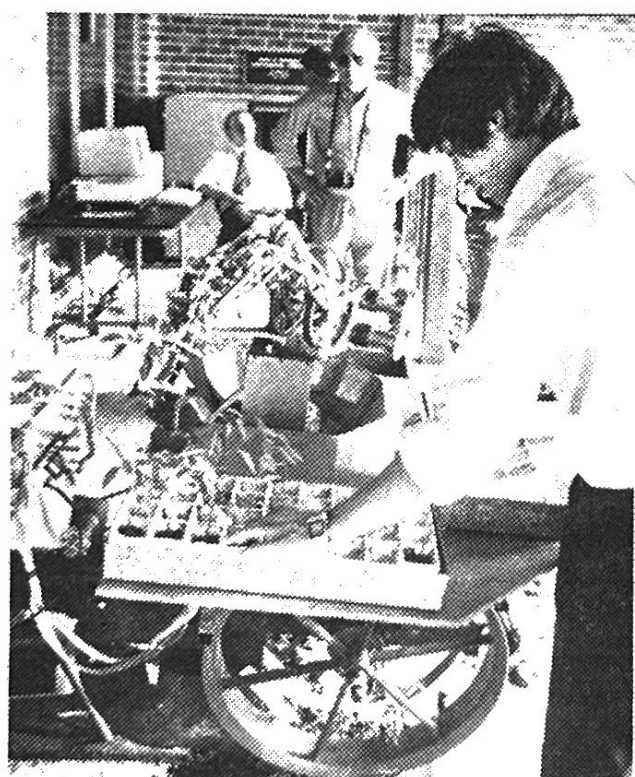


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Official Publication of The Louisiana Association of Nurserymen • Volume 8, Number 3 • Fall 1985



Field Day Spotlights Nursery Research

Details on Page 10



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Welcome, new members

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Scions of the times

Divided we stand

LAN has subdivided into regional groups during the past year, to encourage professionalism and fellowship through informal area meetings. Some groups are recently formed; others, like the Central Louisiana Association of Nurserymen and the Southwest Louisiana Association of

Nurserymen, have been around a long time.

Contact people for the regions are as follows: Region 1 (**Baton Rouge** area), Walter Imahara (504) 275-4078; Region 2 (**New Orleans**), Dr. Severn Doughty (504) 486-4054; Region 3 (**Florida Parishes**), Louis Parr, P.O. Box 99, Lacombe, LA 70445; Region 4 (**Southwest**

Louisiana), Earl Vallot (318) 856-5358; Region 5 (**Lake Charles**)--currently combined with region 4; Region 6 (**Central Louisiana**), Bobby Messer, president, Central Louisiana Association of Nurserymen, Forest Hill, LA 71430, and Richard Odom, LAN board member, Forest Hill, 71430; Region 7 (**Northwest Louisiana**), Richard Maxwell, president (318) 688-3333, and Frank Akin (318) 868-2701.

The subgroups vary in size, requirements, dues and structure.

Vallery wins \$9,000

LAN raffle

Forest Hill nurseryman **Milton Vallery**, a charter member of LAN, held the winning ticket number 253, for the \$9,000 grand prize at the LAN scholarship fund raffle.

Vallery generously donated \$2,000 of his winnings to the scholarship fund.

His ticket was picked at the Oct. 17 nursery field day at the LSU Burden Research Center.

Ten others won \$100, effectively breaking even on their \$100 ticket purchase.

Vallery is at Williams Nursery in Forest Hill; he first joined LAN in 1955.

New Orleans Garden Show April 5 & 6

The annual New Orleans Spring Garden Show will again be held in the Delgado College Cafeteria April 5 & 6, 1986.

Sponsored by the Metro Area Horticulture Committee Foundation, and the Louisiana Cooperative Extension Service, the show includes exhibits of garden products and services. It will be free and open to the public. For further information, contact Dr. Severn Doughty, (504) 486-4054.

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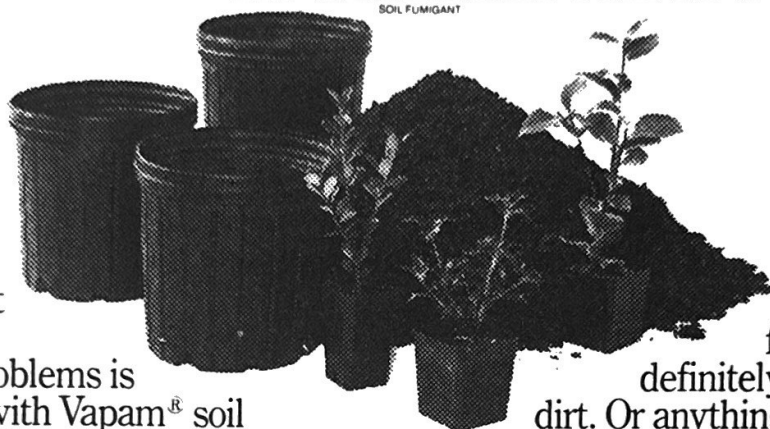
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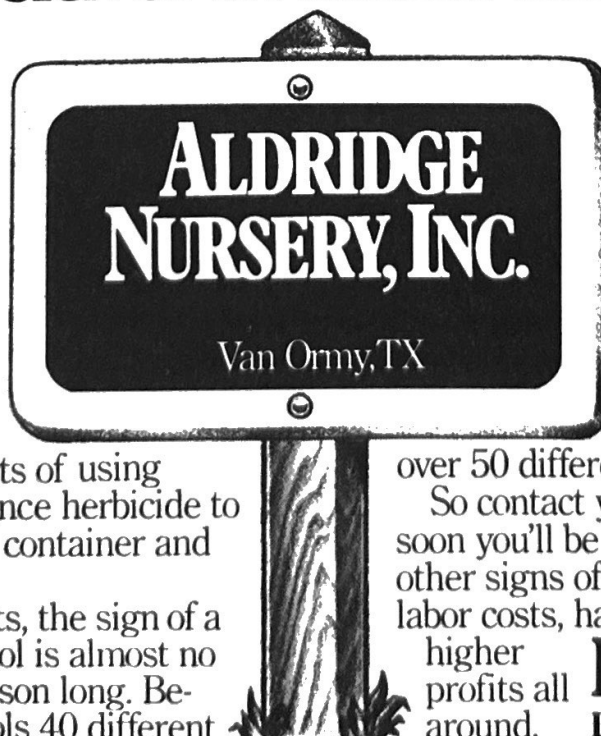
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Summer Honeysuckle Azalea for the Landscape

by Dr. Severn Doughty

Summer Azalea, also known as Summer Honeysuckle Azalea, Swamp Azalea or Hammock-Sweet Azalea, is a little-known member of the *Ericaceae* family (or more commonly, the Heath family). *Rhododendron serrulatum* (Small) Millais, its scientific name (according to *Hortus Third*) was once thought to be *Azalea viscosa*, *Azalea viscosum* or *Rhododendron viscosum*.

R. viscosum (5) is very similar to *R. serrulatum*, except its range extends from Maine to northern Mississippi, especially evident in the higher elevations of the Great Smokey Mountains. The major botanical difference between the two is that *R. serrulatum* has strongly hairy, reddish-brown twigs and banded buds (9).

Summer Azalea has a limited natural range from southeast Louisiana east to Florida and



north to central Georgia. According to Vines (9), it is the southernmost American azalea. However, Galle (4) reports that soon after Swamp Azaleas were first collected around 1830 near

New Orleans and in Florida, they were introduced into cultivation by the Arnold Arboretum near Boston in 1919 from seed collected near Folkston, Ga.

Galle also remarked that its hardiness is not generally known, but the plant is valuable in Southern gardens for its late, fragrant flowers. He suggested that *R. serrulatum* hardiness range could extend from zones 9a to 7a (which would include southern Pennsylvania and New Jersey south to Central Florida and west to Texas).

Swamp Azalea has excellent landscape potential, especially near swampy or moist sites. Its

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maximum height is 20 feet, but more generally it grows to 4 to 8 feet. It is somewhat open and upright, and is predominantly an understory shrub. The deciduous leaves are clustered at the ends of the branches and are simple and alternate.

Leaves are thin, 1 1/2 to 3 1/2 inches long by 5/8 to 1 1/2 inches wide, and narrowly obovate to elliptic, or even oblanceolate, with serrulate to ciliate leaf margins. The leaves are lustrous-green on both sides and glabrous, except for an occasional scattering of hairs on the midrib.

The twigs when young are reddish-brown and pubescent. Later the twigs turn brown to gray, and glabrous. The flower bud scales are numerous and marked with a dark band maturing from June through August. The tubular clover-scented flowers are formed in terminal clusters, and are usually white to slightly pink (2,3,8 and 9). The pubescent fruit is a woody capsule somewhat ovoid from 3/8 to 5/8 inches long, and five-valved.

Probably the easiest method to propagate Summer Azalea is

(Continued on next page)

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by seed. Seed collection may be made from October through November. Mature seed capsules are rather obvious because the capsules dry and crack open or become dehiscent, but not all fruit are mature at the same time, so frequent harvesting for large quantities of seed will have to be made. Sow seed as soon as available, because its viability diminishes shortly after harvesting, according to Mayronne (6).

Prepare a well-drained seeding medium by mixing peat and sand or other sandy combinations, and incorporate a time-release fertilizer like Osmocote, according to package rates. Once the medium is moist and well-mixed, place into flats and sprinkle a layer of shredded sphagnum moss over the medium. Create a humid environment (80 to 100% humidity) by placing clear plastic or glass over the flats. Expose the flats to light, or better yet, to two 40-watt fluorescent lights, and maintain a 75° F. temperature. Mayronne indicated that germination should occur within two to three weeks.

Another propagative method would be division of clumps, but be sure to obtain enough roots on each division. To enhance this method, mound layering or "crowning" may be done to increase plants. Instead of dividing, place a mound of very sandy soil or a mixture of sharp sand : peat moss : sandy garden loam (1 : 1 : 1 ratio) over the crown or over the root system to a height of 8 to 12 inches around the stems. Leave this in place for at least a growing season, preferably longer. Rooted suckers form and can be divided and potted up or transplanted.

Cuttings may be attempted, but very little work and virtually no literature is available on this propagative method. Generally speaking, greenwood deciduous azalea shoots should be taken and treated with rooting hormones. Use a sandy, well-drained rooting medium and mist, maintaining 75° F. temperature.

Transplanting Summer Azaleas should be done from late November through February. Obtain as much root system as possible, and try to duplicate growing conditions as much as possible, with regard to light exposure and soil type. When planting or relocating the plant, never plant it in water. It should be placed near or next to water, but higher than water level, in a moist, sandy soil. Mulching with leaf litter or pine needles is very beneficial, especially for the first year.

Summer Azaleas respond well to time-release fertilizers applied at rates recommended on the package for azaleas. Foliar feeding with soluble fertilizers or chelated iron may also keep foliage green and healthy, especially if alkaline irrigation water is used.

Summer or Swamp Azalea was another of the plants featured at the 1984 Louisiana World Exposition, with the hopes of winning more recognition for its outstanding qualities. Availability is still limited, but Natives Nursery, P.O. Box 2355, Covington, LA 70434, and Jenkins' Farm and Nursery, Rt. 2, Box 140-A, Amite, La 70422, should have it in stock.

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Field day spotlights nursery research projects

More than 400 nurserymen viewed research projects ranging from a robot transplanting device to a study of container-grown pecan trees, at the annual LSU Agricultural Center Nursery Field Day.

Held Oct. 17 at the Burden Research Plantation in Baton Rouge, the event presented details of some 26 projects underway at the Burden Center, the Hammond Research Center, and LSU departments of horticulture, plant pathology and agricultural engineering.

The projects are annotated below; for further information about any research listed, contact Dr. Warren Meadows, Burden Research Center, 4560 Essen Lane, Baton Rouge, LA 70809-3424; (504) 766-3471.

1. **New Container Design: Stair-Step Ribs.** See photos on the next page.
2. **Rice Hulls and Wetting Agent: One-Gallon Production.**
3. **Large Containers.**
4. **Gro-Bags/Field Planting.**
5. **Fertilizer & Herbicide Programs Under High pH Irrigation.**
6. **Hardwood Bark.**
7. **Three-Gallon Production from Pot-Grown Liners.**
8. **Large Container/Field Planting Comparison.**
9. **Transplanting Large Crape Myrtles into Wood Boxes.**
10. **Pre-Emergent Herbicide Test.**



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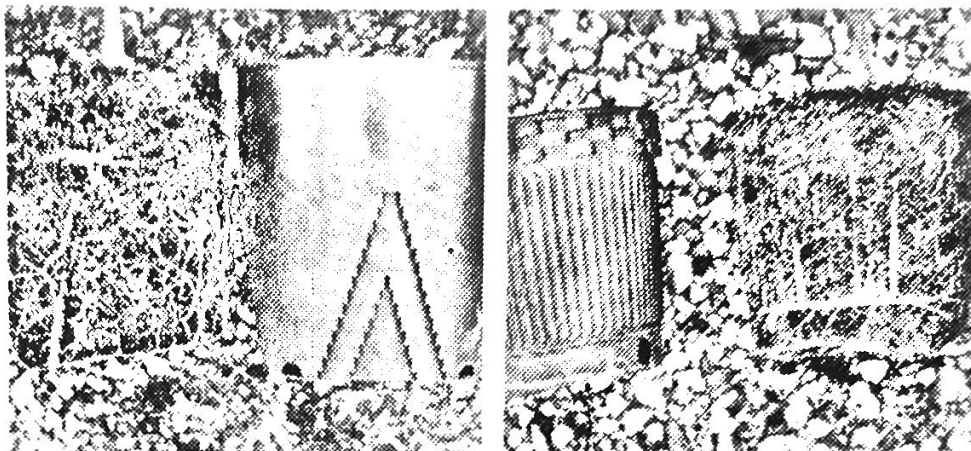
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Stair-Step ribs on this new pot design (left) discourage the tendency of plants' roots to spiral around the conventional pot (right). This encourages greater top branching, as can be seen in the photo below by comparing the three rows of plants at right (with the stair-step ribs) to the three rows of conventionally potted plants at left.



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1986 LAN-MNA Short Course and Conference

Time	Activity	Speaker/Sponsor
FRIDAY, JANUARY 10		
Noon-7 p.m.	Exhibit set-up (Empire Room)	
1-5 p.m.	Registration (Ramada lobby)	
SATURDAY, JANUARY 11		
7:30 a.m.	Registration opens (Ramada lobby)	
9 a.m.	General Session (Ramada rooms 1-4) Welcome	Bill LaCroix, LAN Lee Howell, MNA
9:20-9:40 a.m.	Remarks	Dr. Rouse Caffey Dr. Louis Wise
9:40-10:20 a.m.	"Evaluation of Ornamentals for the Southeast "	Dr. J. C. Raulston
10:20-11 a.m.	"Trends Which Will have a Direct Effect on the Nursery Industry"	John Floyd
11 a.m.-2 p.m.	Visit exhibits; lunch on your own	
2-2:30 p.m.	Concurrent Sessions Greenhouse: "Influence of Plugs on Production" Growers: "Tissue Culture in the Nursery Industry" Landscape: "Marketing Approach of Over 100 Award-Winning Residential Landscapes" Retail: "Care of Flowering Plants in the Retail Nursery and Interiorscapes "	Lou Berninger Sterling Cornelius Jim Gibbs Jack Sweet
2:40-3:10 p.m.	Concurrent Sessions Greenhouse: "What's Bugging You " Growers: "Propagation Using a Fogging System" Landscape: "Marketing Approach (continued)"" Retail: "How Customers See Your Garden Center "	Ron Adams Tom Mee and Moretta Hudgins Jim Gibbs Barbara Patterson
3:10-3:30 p.m.	Break	
3:30-4 p.m.	Concurrent Sessions Greenhouse: "Production of Gloxinias & Tuberous Begonias " Growers: "Production of Trees in Large Containers" Landscape: "Naturalistic Landscaping" Retail: "Finding Yourself in the Marketplace"	Jack Sweet Frank Skinner Ed Blake Fred Fisher

4:10-4:40 p.m.	Concurrent Sessions Greenhouse: "Data Base Management" Growers: "Weed Control in the Nursery" Landscape: "Use of Native Plant Material" Retail: "Merchandising a Retail Garden Center"	John Mendell Dr. Wayne Houston Lester Estes Sterling Cornelius
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5:30-7 p.m.	Hospitality (Empire Room) Dinner on your own
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SUNDAY, JANUARY 12

7-8:45 a.m.	State association business meetings (continental breakfast from 7-7:45 a.m.) (LAN--Ramada 1-2; MNA--Ramada 3-4)
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7:30 a.m.	Registration opens (Ramada lobby)
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8:45 a.m.	General Session (Ramada rooms 1-4) Devotional service
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9:15-10 a.m.	"Landscaping as a Marketing Tool"	Fred Hooks
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10-10:30 a.m.	"How Small Businesses Will Survive"	Dr. J. C. Raulston
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10:30-11 a.m.	"An Overview of the Nursery Industry"	Sidney Meadows
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11 a.m.-2 p.m.	Visit exhibits; lunch on your own
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11:30 a.m.-1 p.m.	AAN Luncheon (Gallery CD); ticket required; \$10.
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2-2:30 p.m.	Concurrent sessions Greenhouse: "Production of Exacum and Gerbera Daisies" Growers: "Winter Protection of Container Nursery Stock" Landscape: "Landscape Management of a 1,000-Acre Project" Retail: "Selling Color"	Jack Sweet Zack Westbrook Charlie Scoggins Steve Pizzitola
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2:40-3:10 p.m.	Concurrent sessions Greenhouse: "Tissue Culture for Greenhouse Use" Growers: "Wholesale Distribution Center" Landscape: "How to Start a Small Professional Landscape Business" Retail: "Dollars Lost to No-Sales Areas in the Garden Center"	Tom George Sterling Cornelius Walter Imahara Barbara Patterson
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3:10-3:30 p.m.	Break
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3:30-4 p.m.	Concurrent sessions Greenhouse: "My Ideas for Operating a Wholesale Bedding Plant Operation" Growers: "Operation of a Small Field-Growing Nursery" Landscape: "Landscape Maintenance: A New Activity for Nurserymen" Retail: "Profit and Expense Centers to Watch in Controlling Costs"	Jack Williams Dr. Bob Barry Denny Phillips Bill Stevens
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1986 LAN-MNA Short Course and Conference, continued

4:10-4:40 p.m.	Concurrent sessions Greenhouse: "Plant Nutrition with Water-Soluble Fertilizers" Growers: "Philosophy of Developing a Small Wholesale Nursery" Landscape: "Interior Plantscaping" Retail: "Financing a Modern Garden Center"	Jack Peters Richard Odom Tom George Walter Imahara
5:30-6:30 p.m.	Hospitality (Parlors 4142, 4144, 4146 and 4150)	
7 p.m.	Joint LAN-MNA banquet (Ramada rooms 1-4) (tickets are \$20) Dance follows the banquet; theme is "Back to the Fifties."	

Meeting Sites

Concurrent sessions will meet as follows: **Greenhouse**, Gallery AB; **Growers**, Ramada 1 & 2; **Landscape**, Gallery CD; and **Retail**, Ramada 3 & 4.

Conference speakers

Dr. J. C. Raulston

Professor of horticultural science at North Carolina State University, Dr. J. C. Raulston is developing the NCSU Arboretum, an eight-acre facility with some 4,000 taxa represented. He has published some 100 papers, and won the best ornamental paper award from the Florida State Horticultural Society.

A&M before joining the NCSU faculty.

Dr. John Alex Floyd, Jr.

In 1977, John Floyd left a faculty position at Jefferson State College (Birmingham, Ala.) to become senior horticulturist at *Southern Living* magazine. Under his direction, the magazine's Garden and Landscape section won many national awards for editorial excellence.

In December 1984, Floyd was named editor of a new magazine published by Southern Progress Corp., *Southern Living Classics*. He retains his previous position

with *Southern Living*, as well as his role as coordinator of the Southern Country Living section of *Progressive Farmer* magazine.

Sidney Meadows

Mr. Sidney Meadows needs no

introduction to most Southern nurserymen; for decades he has been a spokesman for the nursery industry and a role model for many successful nurserymen. He has been manager of Flowerwood Nursery since 1950.

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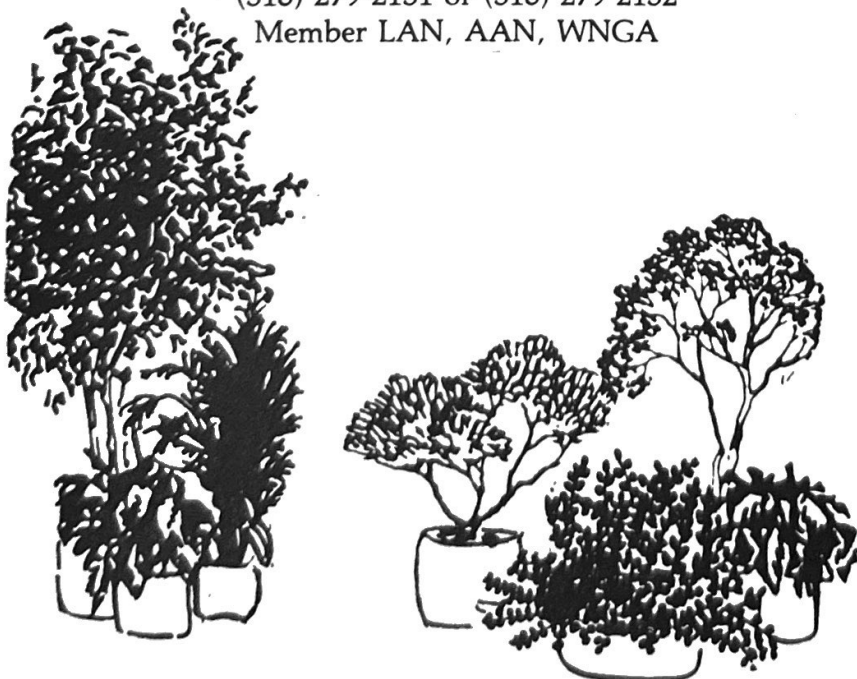
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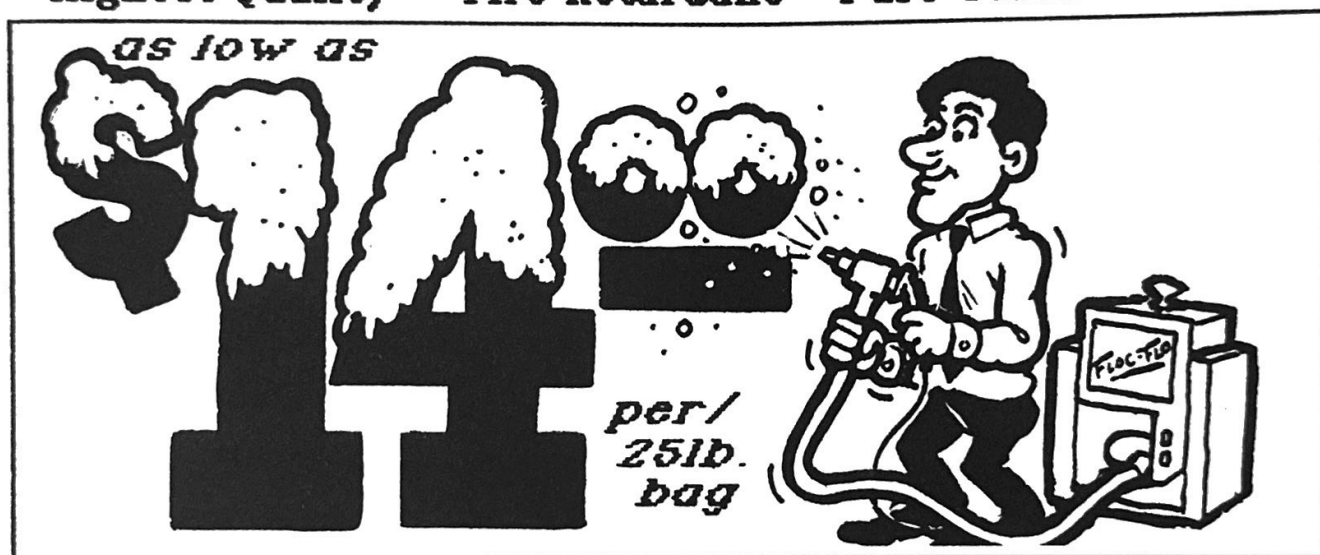
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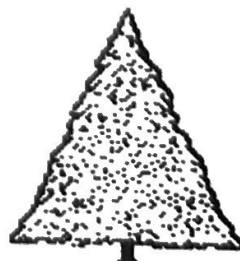
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Post-Emerge Grass Control Herbicides Look Good on Container-Grown Ornamentals

by Dr. Wayne Wells and Dr. Roy Constantin
LSU Agricultural Center,
Hammond Research
Station

A herbicide screening test was conducted during 1982 and

1983 at the Hammond Research Station on container-grown ornamentals. Gold Coast Juniper, Dwarf Burford Holly, Dwarf Gardenia, Green Liriope, Helleri Holly, Carror Azalea, Asian Jasmine and Monkey Grass were potted in gallon containers and

overseeded with various grasses (signalgrass, bermudagrass, barnyardgrass, bahiagrass, goosegrass and crabgrass) to see if grass control could be achieved without injuring the ornamental plants.

Poast 1.53 E., Fusilade 4 E, Verdict 2 E and Assure 0.8 E, plus crop oil (1 quart per acre, added to all herbicides) were applied directly over the tops of the container plants with a CO₂ air-pack sprayer.

Overhead sprinkler irrigation was applied 1 1/2 hours after treatment, and thereafter as needed for adequate growth.

There was virtually no plant injury with the ornamentals tested, except Gold Coast Juniper. Verdict caused extensive injury at both 0.125 and 0.5 lbs. active ingredient per acre (lbs. a.i./A) rates of application. The grasses controlled varied with the herbicide and rates applied, but generally total to adequate control was achieved on the species of weeds tested (see table 1).

(Reference to commercial products or trade names is made with the understanding that no discrimination is intended and no endorsement of products by the authors is implied.)



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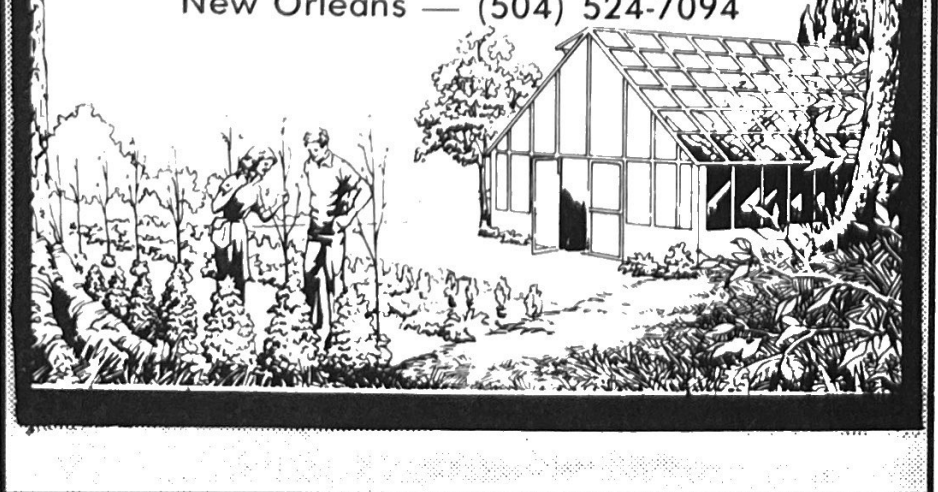
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Phytotoxicity and Weed Control Ratings of Grass Herbicides on Container Ornamentals

Hammond Research Station, 1983

Treatment	Rate ¹	Gulf Coast Juniper/ Signalgrass		Dwarf Burford Holly/ Bermudagrass		Dwarf Gardenia/ Barnyardgrass		Green Liriope	Helleri Holly/ Bahigrass	
		P	W	P	W	P	W	P	P	W
Poast ²	.25	.00	10.00	.00	9.00	.00	8.50	.00	.00	8.75
Poast	1.00	.00	10.00	.00	9.75	.00	10.00	.00	.00	10.00
Fusilade ²	.25	.00	10.00	.00	9.50	.00	8.25	.00	.00	8.75
Fusilade	1.00	1.75	10.00	.00	10.00	.25	9.75	.00	.00	10.00
Verdict	.125	3.50	10.00	.00	10.00	.00	9.50	.00	.00	10.00
Verdict	.50	5.00	10.00	.25	10.00	.00	10.00	.00	.00	10.00
Assure	.25	.25	10.00	.00	10.00	.00	10.00	.00	.00	10.00
Assure	1.00	.75	10.00	.00	10.00	.00	10.00	.25	.00	10.00
Untreated Control	----	0.00	0.00	.00	0.00	.00	0.00	.00	.00	0.00
Crop Oil Control	1 qt.	0.00	0.00	.00	0.00	.00	0.00	.00	.00	0.00

Treatment	Rate ¹	'Carror' Azalea/ Goosegrass		Asiatic Jasmine/ Crabgrass		Monkey Grass
		P	W	P	W	P
Poast ²	.25	.00	8.75	.00	9.75	.00
Poast	1.00	.25	9.50	.00	10.00	.00
Fusilade ²	.25	.00	8.75	.00	8.75	.00
Fusilade	1.00	.00	10.00	.00	10.00	.00
Verdict	.125	.00	10.00	.00	10.00	.00
Verdict	.50	.00	10.00	.00	10.00	.00
Assure	.25	.00	9.75	.00	10.00	.75
Assure	1.00	.00	10.00	.00	10.00	1.25
Untreated Control	----	.00	.00	.00	.00	.00
Crop Oil Control	1 qt.	.00	.00	.00	.00	.00

P=phytotoxicity: 0=no injury; 10=complete kill.

W=Weeds controlled: 10=complete control; 0=no control

¹Rate= lbs. active ingredient/acre

²Only Poast and Fusilade are labeled on ornamentals at present.

Plot size=two plants each of eight ornamental species X six weed species; four replications; 12 treatments. Plotted and overseeded 9/9/83; treated 9/30/83; rated 10/26/83.

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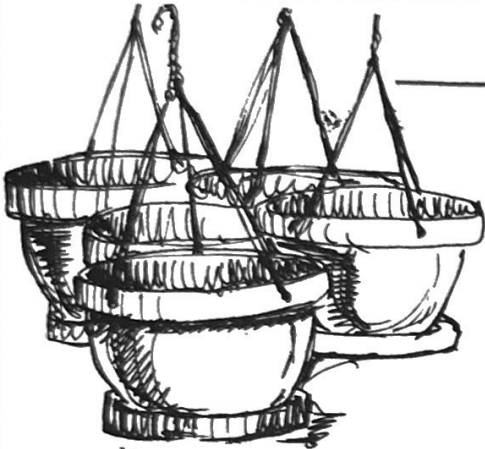
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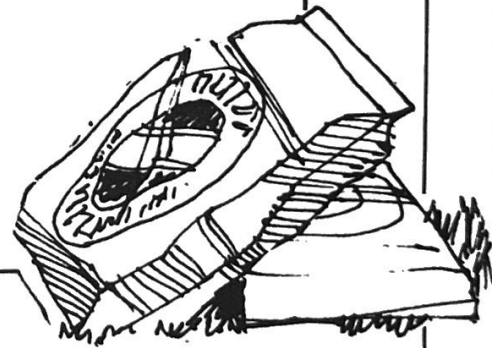
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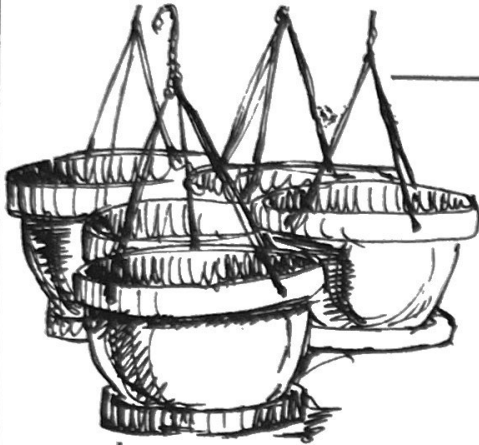
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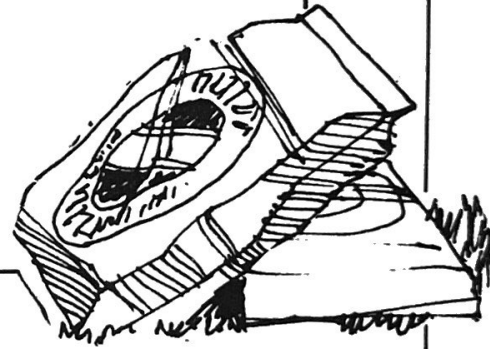
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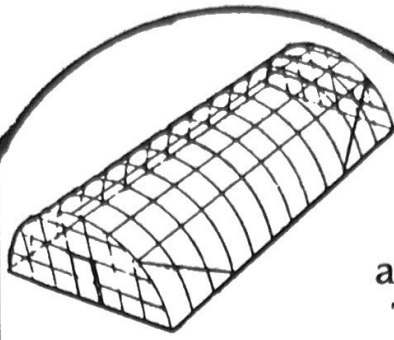
People

"It's been fantastic" says Forest Hill nurseryman **Bobby Messer** of the past two business years at **B & T Nursery and Greenhouse Manufacturing** in Forest Hill. "Business has increased between 800 and 900 percent. We sold \$250,000 of plants at TAN-Misslark this year." He and his son Travis specialize in four-inch potted plants, but also have about 40 acres in field stock and 34 greenhouses.

They work on volume, and ship in their own truck. But plants are only half their business. They and their crew built some 350 greenhouses during the past year, all over the South. "When the plant business gets slack, the greenhouses pick up," Messer says. Bobby's background includes construction work in Fort Worth in the 1950s, but the Forest Hill native returned to Louisiana, first to operate a service station and grocery, then as a race car track owner (he sold the track four years ago), then as a nurseryman. The Messrs. Messer are expanding their operation, and have in mind a garden center and retail outlet for their plants, to handle the retail traffic from Alexandria and Lake Charles. B & T Nursery is on Highway 165, just north of Forest Hill.

More Gold

If Baton Rouge nurseryman **Walter Imahara** keeps setting records, this magazine will have to add a sports section. He's done it again, this time taking a gold medal at the World Masters Weightlifting Championships in Colorado Springs in the 45 to 50 age group. He snatched 198 pounds, and clean-and-jerked 226 pounds, for a total of 424 pounds. Imahara, who has won five National Junior Olympic championships, began weightlifting as a student at the University of Southwestern Louisiana.



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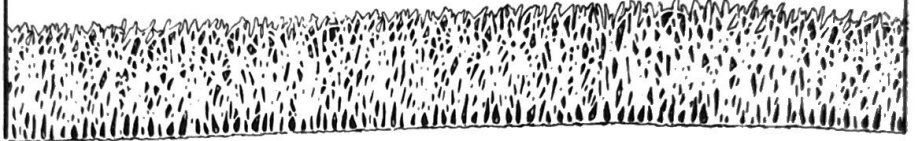
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LAN Board News

Revised in 1982, Louisiana's horticulture laws still contain many loopholes and gray areas that make enforcement difficult, it was reported at the October 17 LAN board meeting.

Particularly nebulous are those regulations defining the boundaries between landscape architects and landscape contractors. For example, can a landscape contractor legally sketch out what he will do for a customer-if he does not charge for the plan?

"We need better clarification of who does what," Baton Rouge landscape architect Van Cox told the LAN board. Cox added that Louisiana is the only state that does not require a college degree for licensure as a landscape architect.

Cox said the landscape architects will push for both a degree requirement and a period of apprenticeship, as prerequisites for licensure as a landscape architect.

"The main thing is to protect the consumer," said LAN board member Fred Hoogland of Bossier City. Hoogland added that the Horticulture Commission had revised the rules and regulations to allow self-taught individuals to take the landscape architecture licensure test.

"We would like to have everyone's input on the horticulture laws," said Craig Roussell, horticulture commissioner. "We have to resolve our differences before we go to the legislature."

LAN President Bill LaCroix appointed Hoogland and Louis Parr to chair a committee on proposed revisions to the horticulture laws. For further information, contact either of them (Hoogland at 2301 Viking Drive, Bossier City, LA 71111; Parr at the Garden Spot Nursery, P.O. Box 99, Lacombe, LA 70445). For copies of the horticulture laws, rules and regulations, contact Craig Roussell, Louisiana

Department of Agriculture, P.O. Box 44095, Capitol Station, Baton Rouge, LA 70804.

The board discussed the January 1986 retirement of Dr. J. A. Foret, who has served as LAN secretary since LAN's inception in 1954. Dr. Warren Meadows of LSU has been nominated for the post by a search committee headed by Hoogland.

As chairman of the nominating committee for 1986 LAN officers, Hoogland also presented the following roster: President, Bill LaCroix; First Vice President, Louis Parr; Second Vice President, Richard Odom; Treasurer, Walter Imahara. Board members: Ronnie Casadaban, Severn Doughty, Jim Mizell, Bob Barry, Earl Vallot, Murphy Johnson, Richard Maxwell and Fred Hoogland.

Many current officers, including President LaCroix, were asked to continue for a third year during 1986, so that officers' two-year terms will synchronize with the every-other year schedule of January conferences hosted by LAN.

Anyone wishing to nominate others for LAN offices can do so from the floor at the upcoming January conference, which will be held in Jackson, Mississippi.

In other business, board member Richard Odom reported that LAN membership is at 377. Dr. Foret presented a financial statement which showed that LAN had a combined total of \$15,885 excess of revenues over expenses through September 1985. As of that date, the association had \$2,258 cash in the bank, and some \$34,155 in certificates of deposit. Foret also reported that LAN has \$13,347 in CD's within its regular scholarship account.

The LAN board also approved a proposal from magazine editor Mike Maher to boost circulation 41% and increase the magazine ad rates 15%, beginning with the 1986 spring issue. The move would bring the magazine circulation up to 2,050.

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