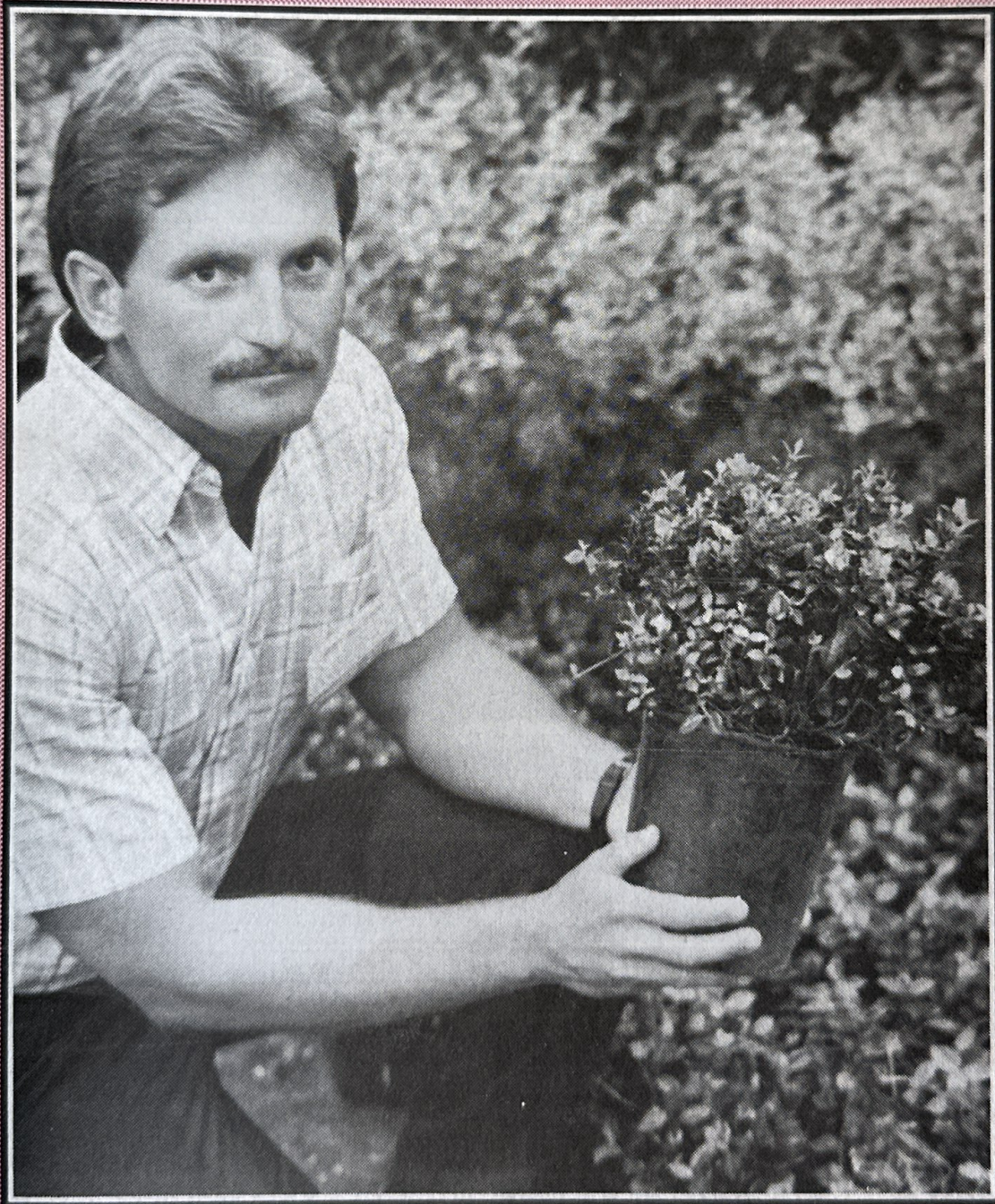


Louisiana's **NURSERYMEN**

Official Publication of the Louisiana Association of Nurserymen • Volume 9, Number 3 • Winter 1986



**THE MINOR MIRACLE AT
LIVE OAK GARDENS NURSERY**
PATENTED ASIA MINOR JASMINE — SEE PAGE 8



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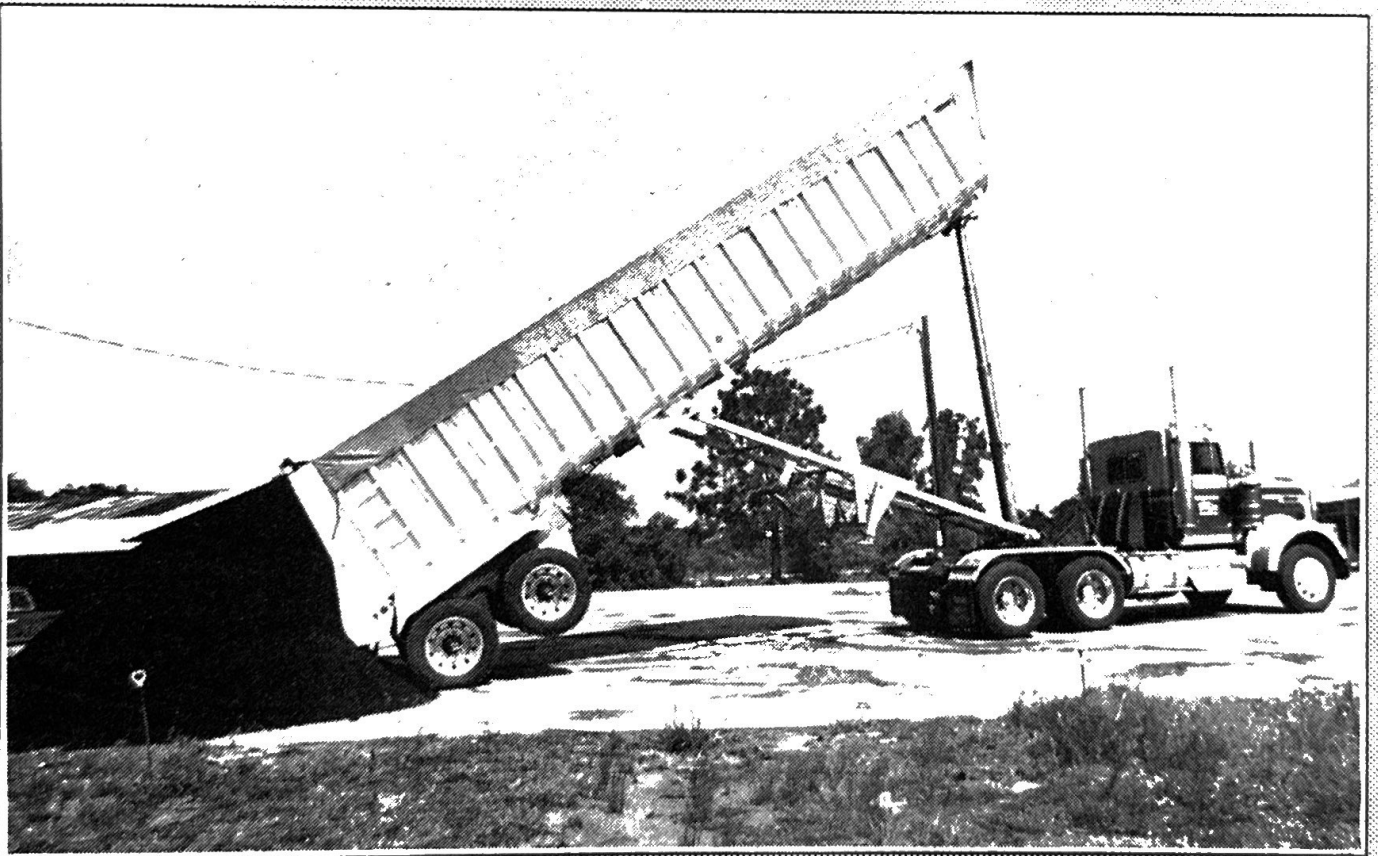
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Scions of the times

Nurseryman elected to Congress

More than 50,000 people in central Louisiana have given Forest Hill nurseryman **Clyde Holloway** a new title: Congressman Holloway.

The first Republican elected from his district in modern history, Holloway defeated his democratic opponent Faye Williams in the November runoff. "It's an honor to be elected, and a victory for the little man," Holloway said of his victory. "Our district had the highest percentage turnout of any congressional election in the nation — 67 percent."

Holloway first entered the political arena as a community leader in a controversial school busing dispute. Those involved eventually formed a private school, to keep Forest Hill children from being bused as far as 39 miles. Holloway is chairman of the board of the school, now named Forest Hill Academy, which will graduate its first high school class in May.

In 1980 Holloway ran unsuccessfully against Gillis Long.

Selling American-made products will be the main issue he'll fight for in Washington, Holloway said. As this magazine went to press, he was seeking assignment to the House Agriculture Committee.

"I look forward to serving, and won't really worry much about reelection," Holloway said. "If I vote right, reelection will take care of itself."

Those wishing to contact Congressman Holloway can write to him care of the U.S. House of Representatives, Washington, D.C. 20515.

A Forest Hill native, Holloway worked for nurserymen Robert Young and Fred Adams when he was growing up. He worked for the airline industry, in sales, for 18 years, including five years at Kennedy Airport, and 13 as a sales representative in western Louisiana.

He started Holloway's Nursery in

1968, as a hobby, and gradually built it into one of the largest in the state. He became a full-time nurseryman in 1980.

Holloway has about 200 acres in field stock and 50 in containers, and employs from 40 to 50. Trees and woody ornamentals are the standbys, with boxed trees a heavy seller. His primary markets are Dallas and Shreveport, but he sells throughout the state and in Oklahoma, Tennessee, Florida, Mississippi and Arkansas.

Spring Garden Show

The 1987 New Orleans Spring Garden Show will be held at the Delgado College Cafetorium Saturday and Sunday, April 4-5, from 10 a.m. to 6 p.m.

Area nurserymen, Cooperative Extension personnel, equipment distributors and plant society representatives will be on the program with information of interest to gardeners. Free handouts, plant raffles and demonstrations of garden products are part of the show. For more information, contact nanette Simmons, (504) 486-4054.

Arborists Program

Dr. Alex Shigo will be the featured speaker at a special program for arborists, that will meet in conjunction with the LAN-MNA conference. Shigo, an international authority on arboriculture, will have three hours of the program, which runs from 8 a.m. to 4:30 p.m. Sunday, Jan. 11. Registration for the program costs \$30.

Scholarships Available

LAN now sponsors or cosponsors four \$500 scholarships for horticulture students in the state's universities. Three of these are funded by annual interest on an endowment of \$18,000; a fourth is funded by Windmill Nurseries. Companies or individuals interested in creating an endowed scholarship,

or in contributing to the existing fund, should contact Dr. Warren Meadows, LAN secretary, at (504) 766-3471.

Women Horticulturists Meet

The National Association of Women in Horticulture will meet in conjunction with the Grower's Expo Convention in Chicago, and with the WF & FSA Trade Fair in Atlanta. Any women in horticulture interested in joining the association should contact **Betty Hensinger**, Sunbelt Marketing Services, P.O. Box 1485, Mont Dora, FL 32757-1485. Annual dues are \$25 a year.

NOWLAN Social

Richard Maxwell has been elected president of the Northwest Louisiana Organization of Nurserymen (NOWLAN). The group has scheduled a Christmas social for December 18, at the Bossier Hilton Inn (Airline at I-20), and a Red River cruise aboard the River Rose, the week after Mother's Day. For more information, contact Richard at 688-3333, or Liz at Akin's Nursery, 868-0267.

Louisiana's Nurserymen

*is the official publication of
the Louisiana Association of
Nurserymen, Inc.*

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Dr. Warren Meadows,
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Sunset, LA 70584

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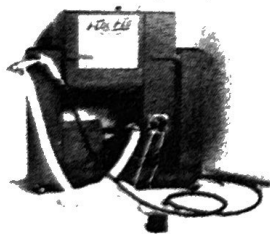
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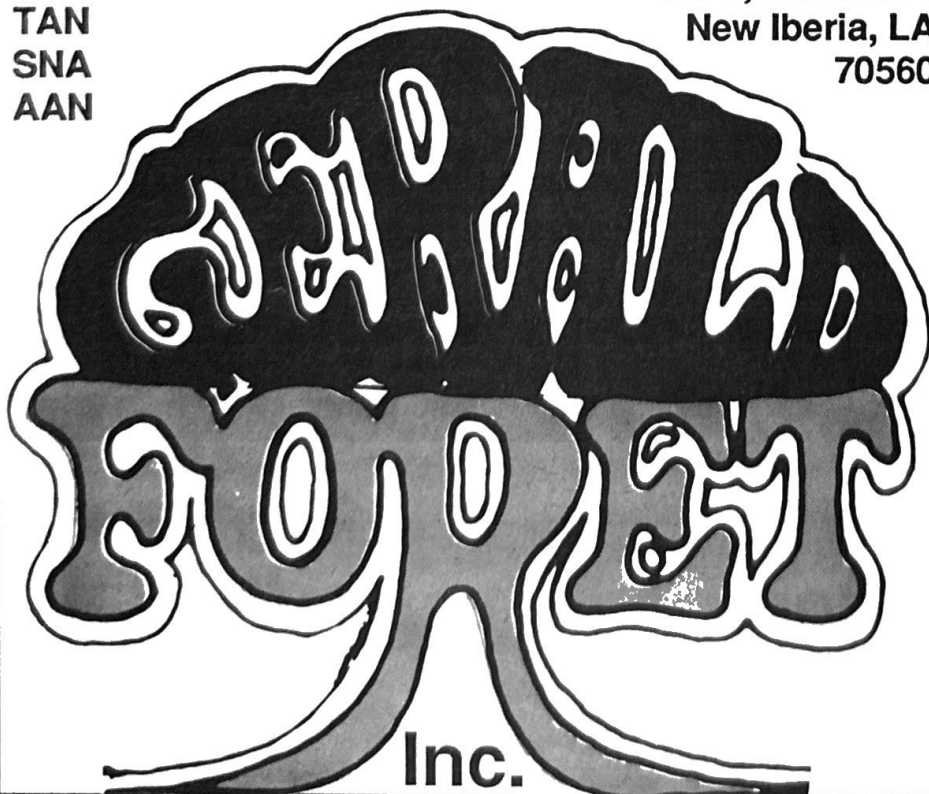
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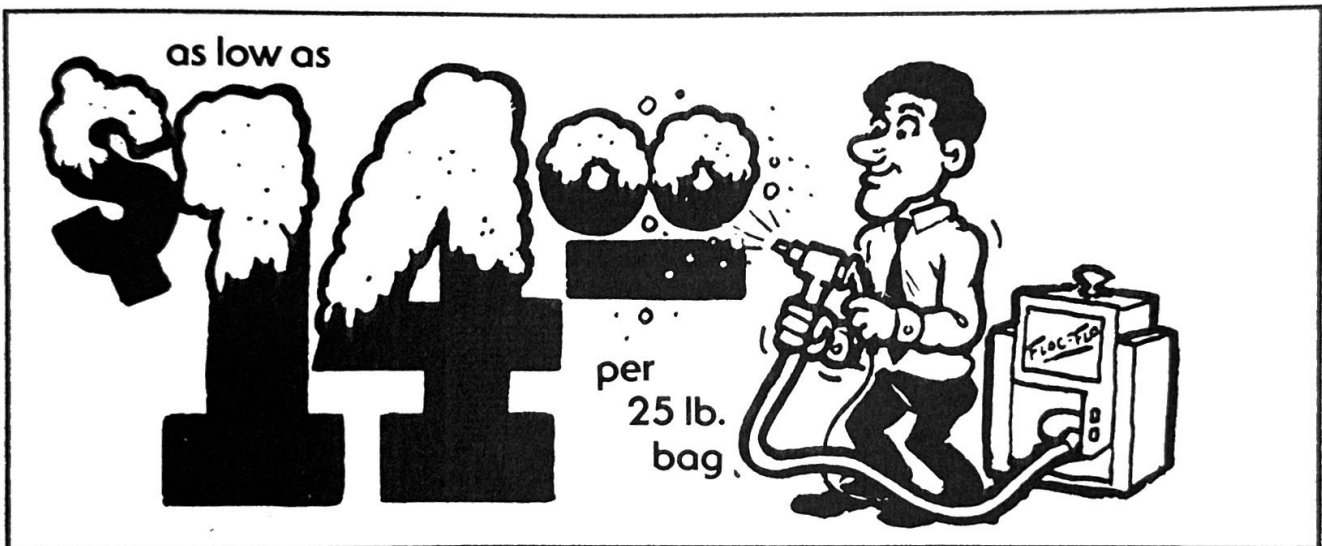
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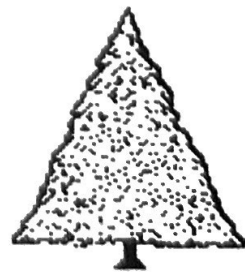
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The Minor Miracle at Live Oak Gardens

New patented asiatic jasmine grows in popularity

About six years ago, Live Oak Gardens Nursery horticulturist Joey Billeaud noticed a mutated growth on an asiatic jasmine plant that was being loaded onto the tailgate of a truck for shipment. He segregated it for further study and propagation.

That simple act eventually resulted in the nation's only patented variety of asiatic jasmine. Propagation from that single mutation, or sport, has produced more than 250,000 plants, which Live Oak has named Asia Minor.

"We ran a patent search, and found no members of that genus patented, so the process was fairly easy," explains Live Oak manager Mike Richard. Live Oak was granted patent #5340, and began licensing the rights to grow Asia Minor to other nurseries.

Currently licensed are Greenleaf Nurseries in El Campo, Texas; Hines in Rosenberg, Texas; Windmill Nurseries in Franklinton, Louisiana; and Gateway Gardens in Florida. Hines markets the plant under the trade name "Elegant." Live Oak, located on Jefferson Island near New Iberia, also grows and sells Asia Minor.

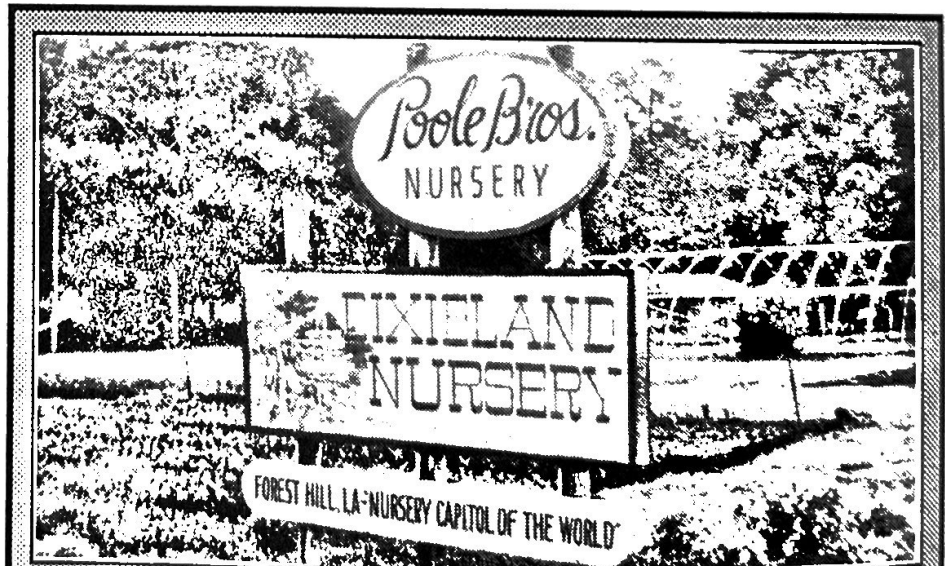
"We're not looking for any other licensees in this area," Richard says, "but we would consider licensees on the East Coast."

Licensees pay Live Oak seven cents a plant royalty. The nursery splits net profit with Billeaud 50-50, an arrangement generous by anyone's standards. Richard says this encourages employees to keep alert to possible new patentable plants.

"Any time we see something unusual, we put it in a separate area for observation. Right now we're looking at a couple of new varieties of hawthorne that seem to be mutations," Richard says.



The differences between Asia Minor (left) and conventional asiatic jasmine are immediately obvious. The patented variety has less than half the leaf size, and its pattern of growth is much more compact. Asia Minor's internodes are less than one-fourth the normal internode length. While asiatic jasmine grows by sending out long runners that eventually back-fill with leaves and branches, Asia Minor is much more tight-growing. Asia Minor requires less maintenance to keep within borders, and seems to be cold-hardier, as well, Richard says.



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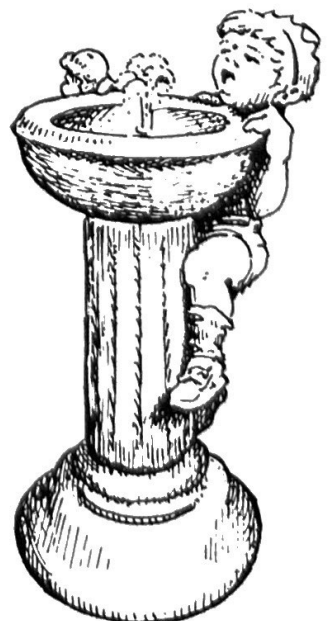
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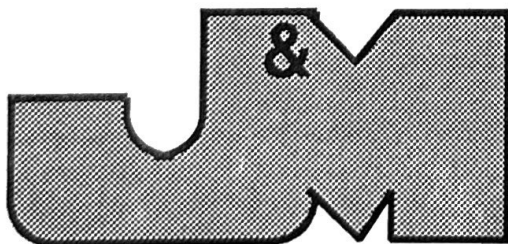
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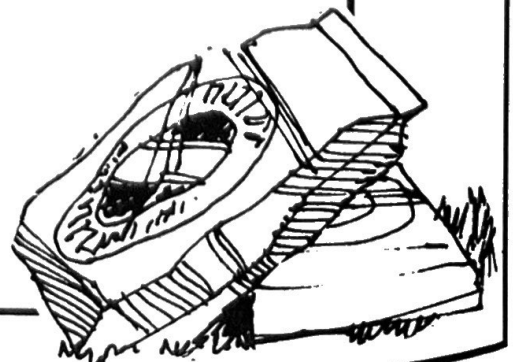


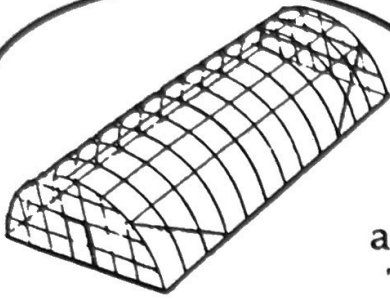
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1987 LAN-MNA Short Course and Conference

January 10-11
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Time	Activity	Speaker/Sponsor
SATURDAY, JANUARY 10		
9-9:30 a.m.	GENERAL SESSION	
9:40-10:10 a.m.	RETAIL — <i>Specialized Off-Price Retail Garden Center</i> GROWERS — <i>A Fuel-Efficient Floor-Heated Greenhouse</i> LANDSCAPE — <i>How to Get Started in the Landscape Maintenance Business</i> GREENHOUSE — <i>Fertilizer toxicity</i>	Roger Mayes Mike Richard Vaughn Banting Dr. Jim Knauss
10:10 a.m.-2 p.m.	VIEW EXHIBITS	
Noon	LAN and MNA BUSINESS MEETINGS	
2-2:30 p.m.	RETAIL — <i>Marketing Perennials</i> GROWERS — <i>Pruning Container-Grown Plants: When and How</i> LANDSCAPE — <i>Bidding on Landscape Jobs (Participants will prepare a landscape job bid)</i> GREENHOUSE — <i>Problems and Solutions of a Greenhouse Operation</i>	Cor Noordemeer Steve Adams & Jim Letlow Dr. Neil Odenwald Rob Dupont
2:40-3:10 p.m.	RETAIL — <i>Merchandising in Today's Market</i> GROWERS — <i>The Great Dibble Debate, Part II: It Does Work</i> LANDSCAPE — <i>Review and Critique of Bids</i> GREENHOUSE — <i>Water Quality: Its Implications for Greenhouse Growers</i>	Sonny Panzico Don Fuller Panel of Professionals Dr. Jim Knauss
3:20-3:50 p.m.	RETAIL — <i>Displays</i> GROWERS — <i>Soil Mixing Procedures</i> LANDSCAPE — <i>Review and Critique of Bids</i> GREENHOUSE — TBA	Frank Akin Mike Richard & John Jordan Panel of Professionals
4-4:30 p.m.	RETAIL — <i>The Garden Center Checkout Counter</i> GROWERS — <i>Update: Root Control Bags in Field Production</i> LANDSCAPE — <i>Review and Critique of Bids</i> GREENHOUSE — <i>A Look at the New Poinsettia Fertilizers</i>	Mike Hoogland, Don Tranchina & Marshall Mugnier Kent Langlinais Panel of Professionals Jim Knauss
5:30-6:30	PRE-BANQUET HOSPITALITY HOUR, GREAT HALL BALLROOM IV	
6:30	JOINT LAN-MNA BANQUET GREAT HALL BALLROOM IV SPEAKER: "CAJUN" HUMORIST JUSTIN WILSON	

SUNDAY, JANUARY 11

8 a.m.-4:30 p.m.

SPECIAL LAN-AFFILIATED PROGRAM FOR ARBORISTS, FEATURING DR. ALEX SHIGO. SEE SCIONS OF THE TIMES IN THIS ISSUE FOR DETAILS.

9-9:30 a.m.

RETAIL — *Garden Centers of Today*
GROWERS — *Tree Production in Large Containers*
LANDSCAPE — *A Landscape Architect's Philosophy of Landscape Design and Maintenance*
GREENHOUSE — *Unique Problems in the Production of Floricultural Crops*

Art Lancaster
 John Clifton
 Robin Tanner
 Dr. Ed O'Rourke

9:40-10:10 a.m.

RETAIL — *Garden Center Layout*
GROWERS — *The Latest in Weed Control: Field and Container*
LANDSCAPE — *Building the New Orleans Botanical Gardens into a Premier Garden*
GREENHOUSE — *Efficiencies of Various Nitrogen Sources*

Renee & Glenn Wilson
 Dr. Bryson James
 Paul Soniat
 Dr. David Scott

10:20-10:50 a.m.

RETAIL — *Nursery and Garden Center Management*
GROWERS — *Wholesaler: Re-Wholesaler Marketing*
LANDSCAPE — *Knowing Your Costs: A Planned Approach to Bidding*
GREENHOUSE — *Rootzone Heating in Bedding Plant Production*

Richard Ammon
 Art Lancaster
 J. C. Patrick
 Kathy Cudé

10:50 a.m.-2 p.m.

VIEW EXHIBITS

AAN LUNCHEON

Frank Akin

2-4 p.m.

PANEL DISCUSSION — *What's Ahead for the Nursery Industry?*
Panelists: John Wight, Wight Nursery, Cairo, GA; Grady Wadsworth, Greenleaf Nursery, El Campo, TX; Gerald Taylor, Hines Nursery, Houston; Art Lancaster, Bennett's Creek Nursery, Suffolk, VA; Dennis McCloskey, Windmill Nurseries, Franklinton; Mr. Sidney Meadows, Flowerwood Nursery, Mobile, AL

SPEAKERS

RETAIL

Roger Mayes, Louisiana Nursery Outlet, Baton Rouge
 Cor Noordermeer, Dallas, TX
 Sonny Panzico, Panzico's Garden Mart, Monroe
 Frank Akin, Akin's Nursery and Garden Center, Shreveport
 Mike Hoogland, Hoogland's, Bossier City
 Don Tranchina, La. Nursery Outlet
 Marshall Mugnier, Marshall's, Lafayette
 Art Lancaster, Bennett's Creek Nursery, Suffolk, VA
 Renée and Glenn Wilson, Tumbleweed Nursery, Burleson, TX
 Richard Ammon, Burlington, VT

GROWERS

Mike Richard, Live Oak Gardens Nursery, New Iberia
 Steve Adams, Adams' Nursery, Forest Hill
 Jim Letlow, Flowerwood Nursery, Mobile, AL
 Don Fuller, Burden Research Center, Baton Rouge
 John Jordan, Windmill Nurseries, Franklinton, LA
 Kent Langlinais, Kent's Nursery, Youngsville
 John Clifton, Sunbelt Trees, Richmond, TX
 Dr. Bryson James, nursery consultant, McMinnville, TN

LANDSCAPE

Vaughn Banting, Nicholas and Banting, New Orleans

Dr. Neil Odenwald, LSU dept. of landscape architecture, Baton Rouge
 Robin Tanner, New Orleans
 Paul Soniat, New Orleans Botanical Gardens
 J. C. Patrick, Pro-Scape, Baton Rouge

GREENHOUSE

Rob Dupont, Dupont's Nursery, Plaquemine
 Dr. Jim Knauss, W. R. Grace Co.
 Don Fuller, LSU-Baton Rouge
 Dr. Ed O'Rourke, LSU-Baton Rouge
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LAN profile

Windflower Farms & Trading Company



New LAN member Michele Folson grows more than 60 varieties of herbs at her St. Martin Parish nursery, Windflower Farms & Trading Company.

"Herbs are really popular now," she says. "I went to the first National Herb Growers Conference this summer at Purdue. They anticipated 200 people, admitted 400 and turned away another 400."

"I started out growing for other wholesalers, but began selling direct to retail nurseries myself. That's when the business really took off."

She sells nothing smaller than three-inch pots, except for specially ordered liners. She sells gallon containers, four-inch pots, and some hanging baskets. Basil is her best seller, and she carries six varieties, including Purple Ruffles, an All-American winner. Others include garlic chives, Spanish tarragon and burnet.

"Herbs require good drainage and a slightly alkaline soil. Sand mixed

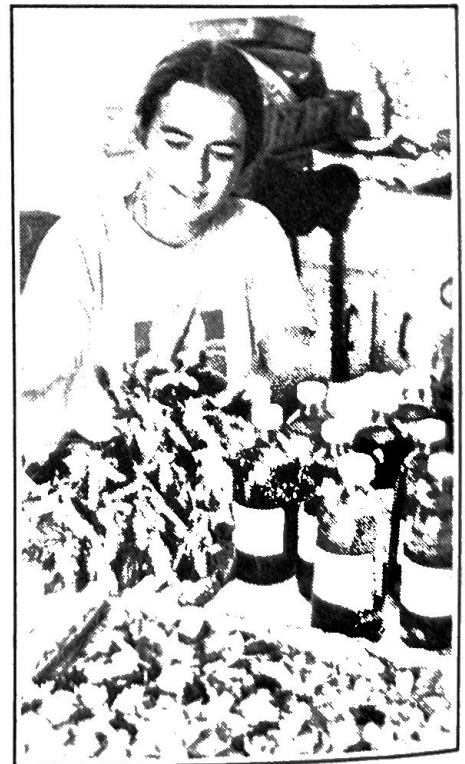
in their soil and mulch are very helpful. We're trying to get a line of perennial flowers together. Many herbs are perennial, so perennial flowers make good companion plants."

Michele also makes holiday wreaths of prostrate rosemary, and sells Christmas cactus and poinsettias.

While not a certified herbalist, Michele is familiar with most popular medicinal uses of herbs.

Windflower is now comprised of a greenhouse and a shade house. "We're getting ready to add three sawtooth greenhouses real soon," she says. Her market has been mostly in south Louisiana, but she plans to expand it, and will be exhibiting at the January LAN-MNA short course.

Windflower Farms & Trading Company is located at 124 Oscar Guidry Road, St. Martinville, LA 70582.



Above, Michele Folson crafts an herbal holiday wreath. Below, she assembles herbs for drying.



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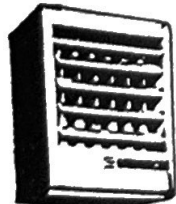
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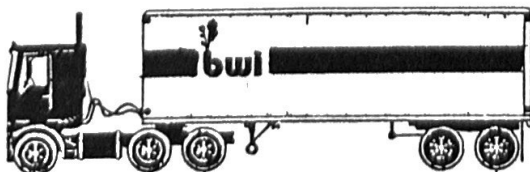
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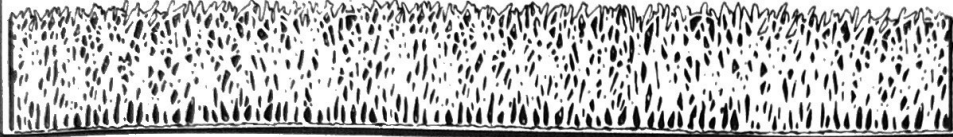
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Native intelligence

Ever heard of fetter-bush?

by Dr. Severn Doughty

This scarcely known native evergreen shrub would make a lovely addition to any landscaped garden, particularly if it were grown on a site that is somewhat moist, acid and sandy, but well-drained.

It prefers filtered light, but can tolerate a wide range of light conditions, from full sun to shade. In the literature are a number of common names, including pipe-stem, stagger-bush, Fetterbush *Lyonia* and most commonly, fetter-bush.

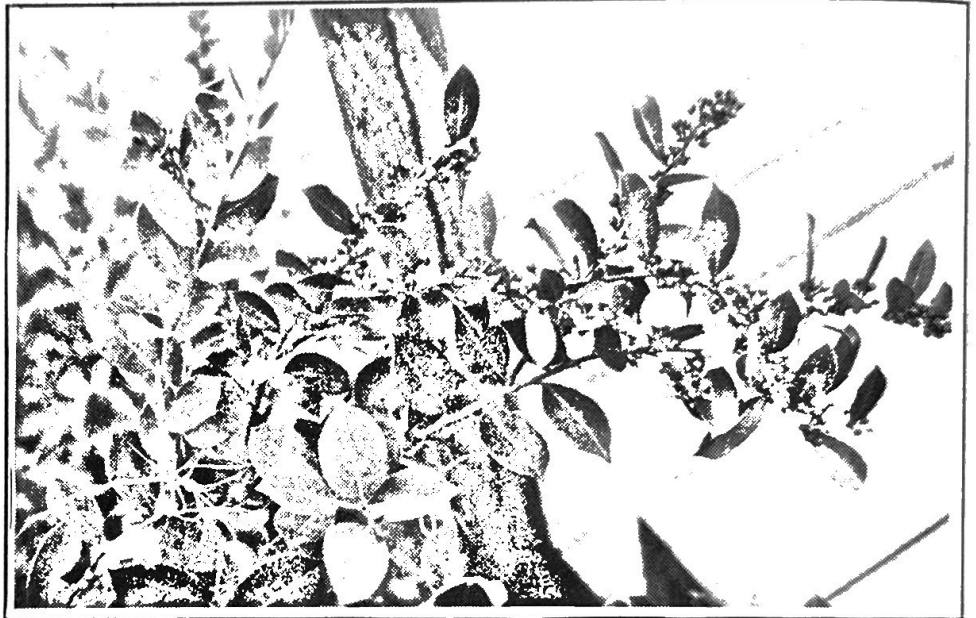
It belongs to the heath family (*Ericaceae*), and is now commonly accepted as *Lyonia lucida* (Lam) C. Koch [*Desmothamnus lucidus* (Lam.) Small; *Pieris lucida* (Lam) Rehd.; *P. nitida* (Bartr.) Benty & Hook. F., *Andromedia lucida*].

Its natural range extends from Louisiana east to Florida and north to Virginia. It is often not found abundantly. However, in southeast Louisiana, especially in Washington and St. Tammany parishes, it is common along sloughs, swampy woods and sandy stream bottoms in the piney woods.

Its landscape qualities are numerous. Its rounded, upright habit of growth does not exceed six feet. It is somewhat irregular in shape, since its branchlets are often sharply angling in three directions but arching, lending a rather drooping characteristic. However, sometimes fetter-bush is sparingly branched.

It has a tendency to colonize, forming almost thickets with numerous surface roots. It is medium in texture, medium in density, and lends itself ideally to moist, acid, wooded areas for detail design in a naturalistic setting.

Lyonia lucida has simple, alternate leaves that range from 1 1/2 inches to 3 1/4 inches long, and 1/2 to 1 1/2 inches wide. The



leaves may be variable in shape, elliptic, obovate, oblong, lanceolate or oval, very persistent, somewhat stiff, thick and leathery. The leaf surface above is glabrous or smooth, dark green and lustrous. Below it is pale and glandular—dotted with margins enrolled.

It flowers from March to early May in axillary, nodding clusters of from three to ten blooms. Each flower is about 3/8 inch long, and may be creamy white to mostly shades of pink.

The fruit is considered a capsule. It is somewhat ovoid to globose, rounded at the apex, five-lobed, thick and woody, from 1/8 to 1/6 inch long. The seeds are club-shaped and have a smooth and membranous seed coat. They mature from September to October in Louisiana.

The twigs are reddish-brown when young, turning gray when older. They have black dots sparingly along their length.

Robert Vines reports a fetter-bush with red flowers, *L. lucida* forma *rubra* (Lodd) Rehd., but does not report a source. Apparently it is scarce.

According to John Mayronne, fetter-bush may be propagated by

division of stolons or by seed. Fall is the best time to make divisions. However, if ample roots are obtained, divisions may be made any time. Severe pruning may or may not enhance establishment at time of division, as he has done both with equal success.

Seeds should be obtained during September or October and may be sown immediately or stored in a refrigerator until spring. Sow seeds on top of milled Sphagnum and keep moist. Germination, according to Mayronne, is somewhat less than 100 percent.

Once plants are established, they exhibit a moderate rate of growth. Additions of soluble or slow-release fertilizer will enhance development—follow manufacturers' rates. Keep the plants somewhat moist with at least 50% shade.

Fetter-bush should be transplanted to an acid soil, well-drained but moist, with ample organic matter. Add one or two pounds of finely ground sulfur per 100 square feet of bed area to help lower the pH to between 4.5-5.5. Be sure irrigation water does not contain high quantities of calcium. Mulch the bed with three to four inches of pine

needles, cypress mulch or other suitable material.

In Louisiana, pests do not seem to adversely affect the fetter-bush. Occasional leaf-eating pests forage new flushes of foliage, but not to the extent of serious damage. Diseases also do not seem to seriously mar its beauty. However, the Index of *Plant Diseases in Florida* lists a number of leaf spots, a rust disease and several leaf galls within the genera, but none of which appear severe.

Fetter-bush availability is limited at this time, however, sources include: Natives Nurseries, P.O. Box 2355, Covington, LA 70434; and Tom Dodd Nurseries, P.O. Box 45, Semmes, AL 36578.

Even though fetter-bush has been in cultivation since 1765, it is very much unknown to the nursery industry. It is a lovely little evergreen shrub that deserves more attention.

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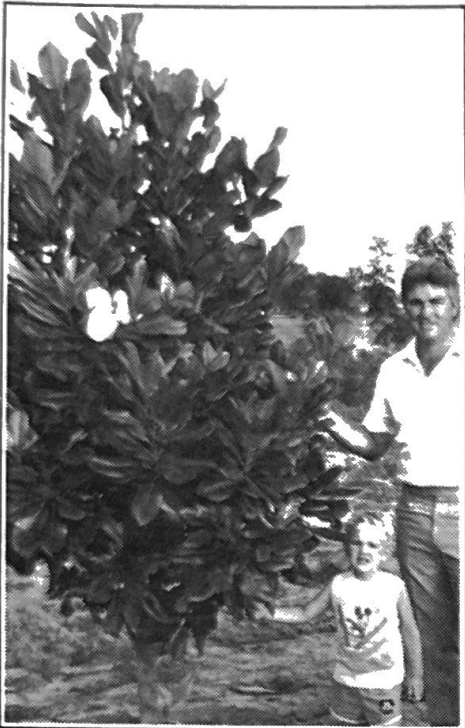
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Getting underway as a nursery is the realization of a lifelong ambition, Foret says. He's trying to reach the large tree market with his field stock: "It's not how many you grow and ship; it's the quality that's important," he says. To achieve that quality, he's growing trees on a spacing that many would consider unconventional: nine feet on a grid, which allows disking and cross-disking for weed control, and which also allows the tree lots of room to develop a full canopy.

Foret's nursery employs 10 horticulturists (not yet including son Christopher, above) and a fulltime bookkeeper/secretary. He'll continue his landscape service.

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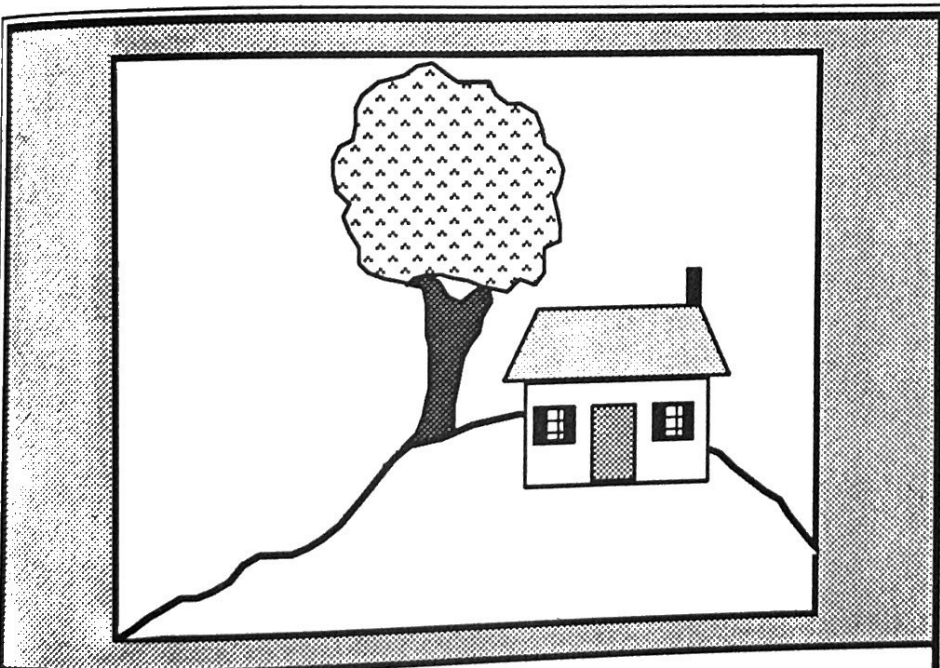
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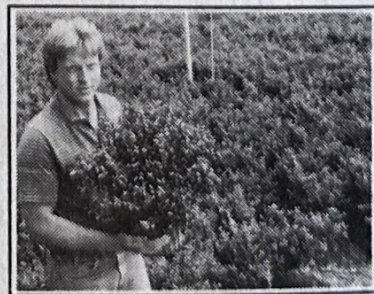
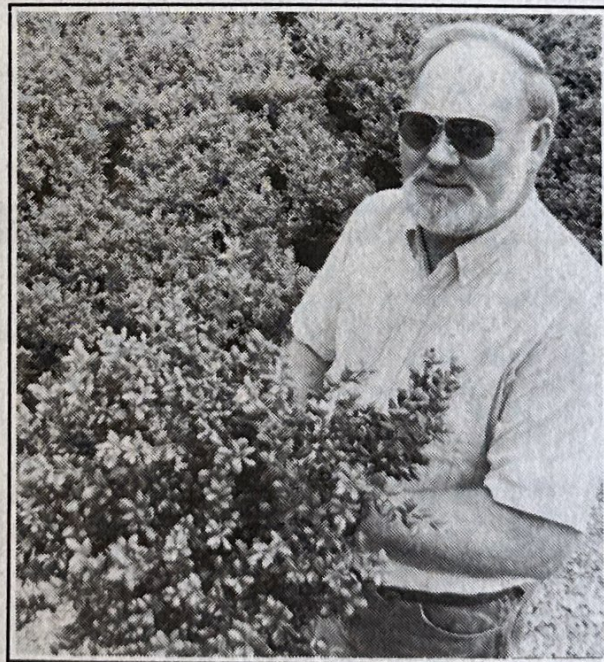
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