



Louisiana Nursery News

March/April 1998

The Newsletter of the Louisiana Association of Nurserymen

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LDAF Update:

Ornamental Sweet Potato

Tad Hardy, LDAF, Admin. Coordinator

The cultivation of sweet potato vines as ornamental plants for hanging baskets, planters and ground cover appears to have gained recent popularity among nursery growers and their customers. Several new ornamental varieties have increased this popularity. However, the Louisiana Department of Agriculture & Forestry maintains a state quarantine restricting the growing, importation and movement of sweet potato tubers, slips, vines and plants due to a quarantine pest, the sweetpotato weevil.

Louisiana is divided into two distinct regions with regard to sweetpotato weevil (SPW): a SPW-infested region ('pink tag') and a SPW-free region ('green tag') (see map). Colored tags are placed in each container of sweet potato plants or tubers moving into, within or out of state to designate the origin of the potatoes/plants. This origin determines where plants may be distributed. Sweet potato tubers/plants that are produced in, stored in or shipped from a SPW-infested area ('pink tag') are not allowed to move into SPW-free ('green tag') areas.

The dilemma we face with ornamental sweet potatoes is our responsibility to regulate movement of these plants based on state SPW quarantine restrictions.

Upcoming Events:

- May 12** Southwest La. Assoc. of Nurserymen Meeting, Oleo Acres, DeRidder.
- May 13** LAN Board Meeting, Baton Rouge.
- May 14-15** Certified Nursery Professional Manual Review and Exam. Burden Research Plantation, Baton Rouge.
- May 27** 4th Annual Louisiana Plant Materials Conference, Burden Research Plantation, Baton Rouge.
- June 23-24** Mid-South Greenhouse Growers Conference. Holiday Inn, Vicksburg, MS.
- July 9-10** Certified Nursery Professional Manual Review and Exam. Barnwell Center, Shreveport.

Contact Allen Owings for more information on these events and other upcoming programs.

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Why Don't Employees Do What They're Supposed to Do?

By Marty Grunder

Most employees who are not doing their jobs correctly are failing because of their manager! It is your job as a manager to furnish employees with incentives to do things correctly. Many of my clients think that their team members should do things correctly because "it's the right thing to do" or "they should know better." I then respond, "Why should they know better; after all, did you ever tell them specifically what you need and expect from them?" There is a big difference between telling someone to do something versus communicating the importance of their actions and how they can benefit the company and the individual. People will always do what is beneficial for them to do—there is no exception to this rule. Explain to your team members how your procedures benefit them, and they will follow them.

A real-live example of this principle at work occurred with one of our clients, a landscape contractor in Chicago. This company began to notice a problem with their crew leaders turning in incomplete time sheets. This poor paperwork was repeatedly holding up billing, which in turn slowed their cash flow. As you know, slow cash flow cannot be tolerated in business; this poor paperwork problem quickly reached crisis proportions! It was at this point the owner of the company came to The Winner's Circle. He expressed frustration that he had told his team to fill-out the time sheets correctly time and time again, yet they repeatedly came back incomplete. You probably have guessed my next question to him, "Did anyone ever explain to the crew leaders why this paperwork must be filled out or were

they just given the directive that it *had* to be filled out? My astute client responded, "You know, I guess we never really explained the process to them." And I asked him when he last took extra time to thoroughly complete something he didn't think was important or significant. You see, most of us will do our best if we understand our contribution's significance to the organization as a whole.

To solve his cash flow problem, my client decided to hold a training session with the crew leaders on "Why we fill out paperwork and how important it is to the success of our company." He explained to them, "If we don't have properly filled-out paperwork, we can't bill and thus we can't make any money; and if we don't make any money we don't have any jobs for our employees to support themselves on." Of course, I have simplified his statements, but he sufficiently illustrated the process and its importance to his entire organization and, of course, its importance to each and every one of them individually. When asked if there were any questions, there were none; but all agreed on the importance of correct paperwork and, previously, had no idea that the company couldn't bill a job without it. In fact, one perceptive employee commented that he could "cost the company a lot of money" if he didn't "fill out paperwork for those time and material jobs correctly."

This method of management supplies your employees with a clear incentive to do their job correctly, which supplies your company with results! Since that meeting my client has had no more problems with incomplete paperwork. Why?

Because he no longer communicates with his employees using the "just do it" approach. That works for Nike but not in the business of managing people. If you want employees to benefit you, tell them how in doing so their actions will, in turn, benefit them . . . and watch your business boom!

Marty Grunder is founder and president of The Winner's Circle, offering expertise in management and marketing. The Winner's Circle also publishes The Profitable Landscaper, a newsletter dedicated to raising the standards of the Green Industry. Marty's other company, The Grunder Landscaping Co., is a national, award-winning company based in Dayton, Ohio. For help with your management and marketing problems, contact The Winner's Circle at 937-847-9944.

This article was provided by the American Nursery & Landscape Association and its grower, retail and landscape divisions, in partnership with your state association. For more information on ANLA, call 202/789-2900; fax 202/789-1893.

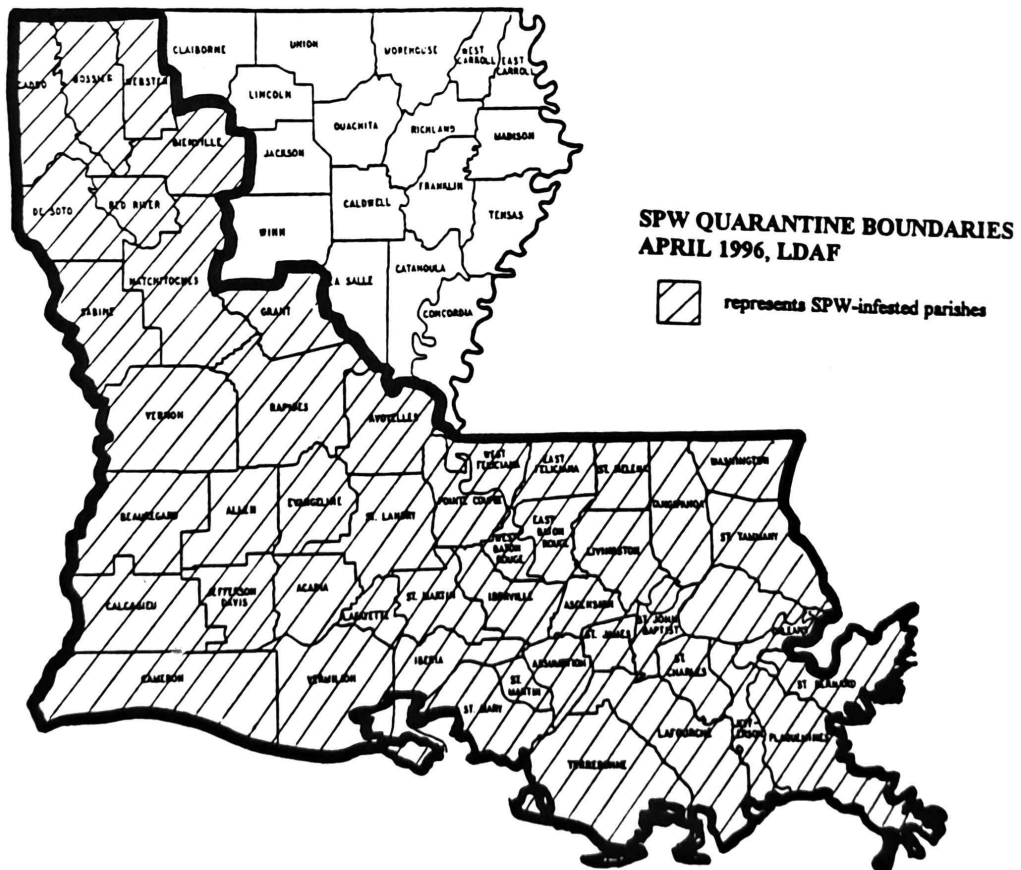
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Sweet potato plants from pink tag areas of Louisiana or other states cannot be allowed to move into our green tag area. Likewise, any sweet potato plants grown or held in Louisiana's pink tag area cannot move into SPW-free portions of other states. In addition, regulations require that all sweet potato plants moving into, within or out of the state must be inspected and certified by the agriculture department in the state of region as 'free' ('green tag') or 'apparently free' ('pink tag') from SPW. Plants moving from our SPW-free areas in other states.

States maintaining SPW quarantine restrictions on sweet potato plants and tubers include California, Arizona, New Mexico, Oklahoma, Texas, Louisiana, Arkansas, Tennessee, Mississippi, Alabama, Georgia, South Carolina and North Carolina. Most of these states maintain SPW-free areas and therefore limit importation of sweet potato plants from Louisiana's pink tag area to their respective pink-tag areas (in fact, a number

of these states claim statewide freedom from SPW, thus prohibiting the entrance of sweet potato plants from Louisiana's pink tag area). In turn, Louisiana requires that all sweet potato plants and tubers from these states meet certain certification requirements prior to entering our state. Only potatoes from SPW-free areas in these states may move into Louisiana's SPW free-area.

Clearly, movement of ornamental sweet potato plants in the nursery trade promises to pose some difficult regulatory considerations. Transshipments, brokering, and propagation of these plants by small independent nurseries that are not aware of the regulatory restrictions increases the pest risk potential for introduction and spread of SPW in areas currently free of this pest. Informing the nursery industry of existing restrictions is the first step in compliance. The Louisiana Department of Agriculture and Forestry desires to work with the Louisiana nursery industry in regard to this regulatory area.*



Board of Directors Meeting Highlights

March 1998

- ❖ Board members present: Owings, Foret, Bracy, Webb, Bollich, Zimlich, Thorne, Devenport and Barry. Guests present were: Ed Bush (LSU). Meeting held at St. Landry Library in Sunset.
- ❖ Approved minutes of December and January in Baton Rouge and Biloxi. Tabled financial reports for fourth quarter '97 and first quarter '98 until May meeting.
- ❖ Heard updates on website, educational programs, and membership.
- ❖ Heard report from Dan Devenport on the Louisiana Farm Bureau Federation's nursery crop committee.
- ❖ Rick Webb and Gerald Foret provided update on the Gulf States Horticultural Expo that will begin January 1999.
- ❖ Discussed Wright and Percy Insurance endorsement but, tabled final decision until May board meeting.*

Louisiana Select Outstanding Landscape Plants

Spring 1996

'Homestead Purple' verbena
'Henry's Garnet' virginia willow
Mayhaw

'New Orleans Red' coleus

Fall 1996

'Watchet' azalea
'Telstar' dianthus

Spring 1997

Bald Cypress

'New Wonder' scaevola

Fall 1997

Fall is for Planting Native Trees

Spring 1998

Lantana



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Membership



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The Southern Nursery Association and
your State Association...

SNA:

- Provides a Regional Voice for the Southern Horticultural Industry
- Assembles 16 State Associations for Common Programs and Agendas
- Produces Annual Yearbook and Buyers Guide - Includes Membership of SNA and 16 State Associations - Over 9,000 Industry Members Total
- Produces Annual SNA Trade Show - The World's Showcase of Horticulture®

- Develops Communications Resources to Keep Members Up-To-Date on Opportunities and Issues
- Best Management Practices (BMP) Program - Provides Industry with Development Tools for "Site-Specific" Production Programs
- Produces Annual State Officers' Conference - Representatives from 16 States Discuss Current Opportunities
- Co-Sponsors State Educational Seminars - State Associations Receive Financial Support s In-State Educational Programs
- Sponsors Annual Horticultural Research Conference
- Produces Annual Research Conference Proceedings - Distributes to Industry
- Marketing Programs
- Supports Horticultural Scholarships - Sidney B. Meadows Scholarship Endowment Fund
- ... And Much More!

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State Associations:

(Activities/Programs Vary by State)

- Provides State-Wide Voice for Horticultural Industry
- Protects from Growing State Legislation and Regulations
- Acts as Industry Representative with State Agencies
- Provides State Certification Programs
- Provides Educational Events
- Produces State-Wide Industry Trade Shows
- Develops Marketing Program for State Products
- Develops Resources for Growing and Managing Businesses
- Annual State-Wide Convention - Meetings on Important State Issues
- Develops Scholarship Programs and Industry Promotions to Labor Base
- ... And Much More!



Tree Planting Survey Shows Shipments Up 5 Percent

This year ANLA and the U.S.D.A Forest Service teamed up to continue the study of landscape tree planting in the U.S., begun in 1990.

A representative sample of 1,872 nurseries was surveyed during July and August, 1997, about the finished trees shipped from October 1, 1995, to September 30, 1996. Overall response to the survey was 40%. Key results of the survey follow:

■ 122,268,000 landscape trees were shipped in 1995-96. That was a 5.1% increase over 1994-95 and the fourth year in a row that total tree shipments have increased. From 1991 to 1996, total tree shipments have increased at an average annual rate of 3.3%.

■ Shipments of Shade Trees in 1995-96 increased 3.2 percent over 1994-95 and have grown at an average annual rate of plus 1.3% from 1991-1996.

■ Shipments of Flowering Trees increased 4.3% in 1995-96 over the previous year and have grown at an average annual rate of plus 0.4% from 1991-1996.

■ Shipments of Evergreen Trees increased 8.3% in 1995-96 over the previous year and have grown at an average annual rate of plus 6.4% from 1991-96.

■ Shipments of Fruit/Nut Trees decreased 2.3% in 1995-96 over the previous year, but have grown at an average annual rate of 3.6% from 1991-96.

■ The West continued to produce the most trees of any region (32.2%) in 1995-96 followed by the South (30.8%), the Midwest (28.2%) and the East (8.8%). Within these regions the Pacific states accounted for nearly

three out of ten trees sold nationwide (29.3%) and the East North Central states one out of four trees (23.4%). The other leading regions for tree production in 1995-96 included the South Atlantic states (13.9%) and the East South Central states (9.9%).

■ States that shipped the most trees in 1995-96 included Oregon (14.9% of total tree shipments), Michigan (13.9%), California (13.3%), Tennessee (7.9%) and Florida (7.1%). These five states accounted for 57.1% of all trees shipped in 1995-96.

■ All regions of the country continued to produce a full-range of different types of trees in addition to having an apparent specialization in one or more types of trees in 1995-96.

■ Of all trees shipped in 1995-96, Landscape Contractors purchased 31.9%, Retail Garden Centers 27.1%, Rewholesalers 20.4%, General Merchandisers 14.0%, Municipalities 4.5% and other customers 2.1%.

■ Total landscape tree production can increase 42.7% in the next two years. Production can grow by an estimated 16.6% from 1996 to 1997 and 22.4% from 1997 to 1998.

1996 LANDSCAPE TREE SHIPMENTS (THOUSANDS OF TREES)

TYPE OF TREE:	Shipments 1995-96	% AAGR* 1991-96	% CHANGE 1995-96
SHADE TREES	34,132	+1.3	+3.2%
FLOWERING TREES	25,519	+0.4	+4.3%
EVERGREEN TREES	53,144	+6.4	+8.3%
FRUIT/NUT TREES	9,472	+3.6	-2.3%
TOTAL	122,268	+3.3	+5.1%

* Average Annual Growth Rate

Of all trees shipped in 1995-96, 43.5% or 53,144,000 were Evergreens, 27.9% or 34,132,000 were Shade Trees, 20.9% or 25,519,000 were Flowering Trees and 7.7% or 9,472,000 were Fruit/Nut Trees. That was about the same proportion of Evergreen, Shade, Flowering and Fruit/Nut Trees of total trees shipped seen in previous years.

This article was provided by the American Nursery & Landscape Association and its grower, retail and landscape divisions, in partnership with your state association. For more information on ANLA, call 202/789-2800; fax 202/789-1893.

Louisiana Plant Materials Conference - May 27th Baton Rouge
Watch for more details!!!

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