

# Cornell Cooperative Extension

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## Commercial Horticulture Newsletter

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### Plant Material Discussion Session

Over forty landscape professionals participated in the roundtable discussion session at Cornell Extension on December 13. The kick-off topic was ornamental grasses which was lead by Bob Fiendt. The two hour discussion continued covering a variety of plants and production issues. Some of the areas we discussed included:

- The lack of availability of larger caliper tree stock (and corresponding lower quality) due to heavy demand in recent years.
  - Deer Resistant Plants:
    - Boxwood
    - Deutzia
    - Chamecypris
    - Helebores
    - Ornamental Grasses
  - New cultivars of willow species are available and have interesting foliage and stem characteristics. CY blue arctic has performed well locally and is a substitute for bamboo with similar effects. Another plant that fills this niche is the fern leaf rhamnus.
  - Hardy Camellias are still being watched to see local performance.
    - Winter Star -Red/purple flowers
    - Winter Rose -Pink flowers.
  - Cryptomeria japonica (Japanese cedar) Relatively rare here, however, there is a very large one on Clover Street.
  - Agapanthus Angel (Lilly-of-the Nile)
    - Nice perennial. Some varieties are hardy here. -
- Mice/vole problem noticed on juniper taxus and other shrubs.

### Two Growing And Thriving Industries... Commercial Floriculture Production & Commercial Nursery Production

The New York State Statistics Office (NY -SSO) will conduct the Commercial Floriculture Production and Commercial Nursery Production and Commercial Nursery Production Surveys at the beginning of 2001. These surveys track an industry which, nationwide, has more than doubled from 1988 to 1998. Floriculture sales in New York totaled \$159 million dollars for 1998.

This is the first time production statistics about commercial nursery operations will be collected. It is vital to record this growth so supporting industries and policy makers can provide necessary resources.

These surveys will be used to produce reliable, accurate data on key items such as area of production, number sold, value of sales, production, and intended nursery sales. Leaders from the American Nursery and Landscape Association and the Society of American Florists encourage grower participation in these surveys, knowing it is crucial to have accurate data on the floriculture and nursery industries.

Complete, accurate, and timely reporting by growers will ensure that reliable, objective data on current commercial floriculture production and commercial nursery production are available to the public and the industry. Accurate industry statistics are critical for obtaining research funding and government support on various issues.

Results from the commercial floriculture production survey are scheduled for release on

*Helping You Put Knowledge to Work*

April 21, 2001. Results from the commercial nursery production survey are scheduled for release in the summer of 2001. These results will be an effective measure of New York's floriculture and nursery industries, and will help measure the economic contribution of these industries to New York agriculture.

Individual operation information is completely confidential by law. The National Agricultural Statistics Service safeguards the confidentiality of all survey responses and publishes state and U.S. data only, ensuring that no individual operation or grower will be identified.

Commercial floriculture and nursery production statistics, several other commodity reports, and a link to a full catalog of NASS products and services, are available on the NY-SSO homepage at [www.nass.usda.gov/ny](http://www.nass.usda.gov/ny). For other information, e-mail [nass-ny@nass.usda.gov](mailto:nass-ny@nass.usda.gov) or call 1-800-821-1276.

Look for these surveys in early 2001 : Commercial Nursery Production Survey Commercial Floriculture Production Survey Wen-fei L.Uva, Ph.D.  
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Horticultural Business Management and Marketing Program  
Department of Applied Economics and Management  
Cornell University

### **New Deer Management Publication**

A new Cornell Cooperative Extension manual, "Managing White- Tailed Deer in Suburban Environments" joins other Cornell publications and videos on the subject. All are designed to help people across North America, in urban, suburban and rural areas, make informed choices that affect their livelihood, health and safety.

The new 52 page manual reviews the biology of the white-tailed deer and discusses methods for reducing deer-related problems. Comprehensive strategies are outlined. Fencing and repellents are covered, as well as options for

lowering deer populations and experimental techniques for deer fertility control.

The authors are Anthony J. DeNicola of White Buffalo, Inc in Hamden, CT, Kurt VerCauteren, U.S. Department of Agriculture, Paul Curtis, Department of Natural Resources College of Agriculture and Life Sciences at Cornell University and Scott Hygnstrom, University of Nebraska.

Curtis also produced the video "Suburban Deer Management: Voices Views, Visions" (147VSDM, \$19.95) as well as a manual and video on managing suburban Canada Geese.

Other titles of interest are: "Venison: Boning, Freezing and Cooking (147S99, \$3.25), "Reducing Deer Damage to Home Garden Plantings" (147DD, \$3.75), "Resistance of Woody Ornamental Plants to Deer Damage" (147HGGFS800, \$2.00), "Wildlife Damage Management in Fruit Orchards" (147m236, \$5.50) and the video "Whitetails at the Crossroads" (147VWC, \$19.95).

"Managing White- Tailed Deer in Suburban Environments" (147m245, \$10.00), and the other publications and videos are available from the Cornell University Resource Center, 7 BTP, Ithaca, NY 14850. <E-Mail: [resctr@cornell.edu](mailto:resctr@cornell.edu)> Prices include mailing within the U.S.; New Yorkers must add 8% sales tax. Publications may also be available at Cornell Cooperative Extension offices located throughout New York and are described on the website <http://www.cce.cornell.edu/publications/catalog.html>

### **Neighbor Notification Law**

Monroe County has decided not to adopt the optional portion of New York's Neighbor Notification Law for 2001. Current Information regarding this law is available at the DEC Web Site:

<http://www.dec.state.ny.us/website/dshmpesticidneighbor.html>

## FBC/BBB Honor Role

In our last issue we mentioned one of the Fair Business Council/Better Business Bureau 2000 Customer Service Honor Roll recipient (*The Weed Man*). Three other businesses in the green industry also made the list: (*Gensis Landscapes*, *Geysens Nursery and Landscape*), and the (*Garden Coach*). Congratulations to these and all businesses that enhance the reputation of our industry .

## EP A Announces Elimination Of All Indoor Uses Of Widely-Used Pesticide Diazinon; Begins Phase-Out Of Its Lawn And Garden Uses.

The EP A recently announced an agreement to phase-out diazinon, one of the most widely used pesticides in the United States, for indoor uses beginning in March 2001, and for all lawn, garden and turf uses by December 2003.

"Today's action will significantly eliminate the vast majority of organophosphate insecticide products in and around the home, and by implementing this phase-out, it will help encourage consumers to move to safer pest control practice," said Browner EP A administrator.

Diazinon is the most widely used pesticide by homeowners on lawns, and is one of the most widely used pesticide ingredients for application around the home and in gardens. It is used to control insects and grub worms. The agreement reached today with the manufactures, Syngenta and Makhteshim Agan, will eliminate 75 percent of its use which amounts to more than 11 million pounds annually.

The EPA is taking this action under the Food Quality Protection Act, which President Clinton signed into law in 1996 after the Administration helped lead the way for the new, tougher national pesticide law. Since then, the EP A has targeted a large group of older, riskier pesticides called organophosphates for review because they pose the greatest potential risk to children.

Specifically, the terms of the agreement implement the following phase-out schedules:

-For indoor household use, the registration will be canceled on March 2001, and all retail sales will stop by December 2002.

-For all lawn, garden and turf uses, manufacturing stops in June 2003; with all sales and distribution to complete the phase out of the product by December 2003.

-Additionally, as part of the phase out for all lawn, garden, and turf uses, the agreement ratchets down the manufacturing amounts. Specifically, for 2002, there will be a 25 percent decrease in production; and for 2003, there will be a 50 percent decrease in production.

-Also, the agreement begins the process to cancel around 20 different uses on food crops.

Organophosphates can affect the nervous system. The effects from diazinon vary depending on the dose, but symptoms from over-exposure can include nausea, headaches, vomiting, diarrhea, and general weakness. Today's action also represents an important step for the environment. Diazinon's use on turf poses a risk to birds, and it is one of the most commonly found pesticides in air, rain, and drinking and surface water .

It is legal to purchase and use diazinon products according to label directions and precautions. Consumers should take special care to always read and follow the label directions and precautions. If consumers choose to discontinue use, they should contact their state or local hazardous waste disposal program or the local solid waste collection service for information on proper disposal.

Additional information can be found at: [www.epa.gov/pesticides](http://www.epa.gov/pesticides) January 2001

## **Marathon n Greenhouse and Nursery Insecticide**

**Marathon II has been recently registered in NY State. With an REI of 12 hours, Marathon II can be used in nursery production areas for control of various soil (i.e. field-grown ornamentals) and grassy area pests. It is also labeled for use on indoor (greenhouse and interiorscape) and outdoor ornamentals as a**

foliar spray for aphids, adelgids, whiteflies and other pests, as well as for broadcast use to control white grub larvae such as oriental beetle. See the label for specifics. It is not labeled for outdoor landscape use.

This product meets a need for a foliar spray to control aphids or whiteflies on certain vegetable transplants and for various ornamentals (such as perennials and herbaceous plants) in production situations. It has generally been very effective against green peach, and especially melon aphids which have been sometimes very difficult to control with other insecticides.

#### Checking NY State Pesticide Registrations and Restricted- Use Status

You can check the status of NYS registrations by visiting the PIMS website:

<http://ipmep.cce.cornell.edu/pims/current.jsr.htm#PMS>

I have found out that Joust miticide is no longer registered for use in NY State. The product has been out of production for some time and is discontinued. The non-production label of oxythioquinox, Morestan 4, is still registered, at least it still appears on the DEC list which means renewal is expected. However, I anticipate that we will also be losing this material shortly.

Florarnite and Hexygon are among the effective replacements for control of spider mites on ornamentals in landscapes and nurseries. Floramite can also be used in greenhouses. *Daniel Gilrein Long Island Hort. Res. & Ext. Center Extension Entomologist.*

#### Smart Marketing Develops a Successful Promotion Program

Promotion is an intricate part of market mix. Marketing mix includes product, price, place/distribution and promotion (4 Ps). The activities of the first three Ps product planning, pricing and distribution are performed mainly within the firm or between the firm and its marketing "partners." With promotional activities, a firm communicates directly with potential customers.

Promotion is an attempt to influence. Promotional activities are designed to inform, persuade, or remind the market of the firm and its products and ultimately to influence consumers' feelings, beliefs, and behavior. A successful promotion program should include all the communication tools that can deliver a message to a target audience. A promotion program can include five components: advertising, sales promotion, public relations, sales force, and direct marketing.

Advertising -Advertising is a paid form of nonpersonal communication by an identified sponsor. The mass media used include TV, radio, magazine, billboards, newspapers, and direct mailing. Advertising is the most effective tool for building awareness of a company, product, or service. It is also relatively inexpensive based on the cost per thousand people reached. However, broadcasting a message to everyone through media such as television is not very targeted. The most effective advertising is narrowly targeted and uses media targeting a specific audience of similar interests. The drawback is that most advertising does not deliver sales quickly. It works most in changing minds, not changing behaviors.

Sales Promotion -On the other hand, sales promotion is what changes behavior. Customers will act upon a sale, on offer, or a chance to win something. Sales promotion activities include coupons, discounts, in-store displays, trade shows, samples, in-store demonstrations, and contests. A company can also sponsor trade promotion, in which supermarkets or other retailers are given discounts to promote a specific product. However, most incentives are short-term in nature. In addition, sales promotion targeting consumers weakens consumer loyalty. Consumers increasingly expect to buy products below listed prices. Consumers simply buy whichever brand is on sale during a particular week and switch to a competing brand and retail outlet when it goes on sale. The only situation

where sales promotion is profitable is when the company truly has a superior product paired with low product awareness. In this case, sales promotion will get people to try the product, and they will be less likely to switch to a competing brand when sales are over .

Public Relations -Because sales promotion often loses money, and advertising is becoming less effective and expensive, companies should investigate the impact of marketing public relations.

Marketing public relation is designed to create a positive image of the company to a target market. It uses non-paid communication by presenting commercially significant news in a published medium or obtaining a favorable presentation of the business or product on radio or television.

Tools to create publicity include: publications (reports and brochures), events (sponsoring activities and trade shows), news (favorable stories about the company, its people, and products), community involvement (time or money investing in local interests), identify media (business cards, stationary, and signs), lobbying activity, and social responsibility to the environment and society.

Sales Force -The more complex the product or service, the more necessary to use sales people who can answer questions and help customers. However, a company's sales force is one of its most expensive marketing communication tools. Across all businesses, more money is spent on personal selling than on any other form of promotion. What is important is not what the sales person's costs but his/her costs in relation to the sales he/she generated. A top sales person can often sell five to ten times more than an average sales person. Companies trying to save money by paying less to the sales people often have the highest costs to sales ratio with a high turnover rate and high training costs.

In addition to hiring good people, a company should help its sales people to be more productive, by providing them sales tools, i.e. computers, fax machine, and e-mail, and giving

them easy access to company data to help them become more informative. Sales people offer the advantage of one-on-one selling. They should be trained to consciously find out what customers want and alert the company.

Direct Marketing -Direct marketing by mail, phone, or personal contact can be used effectively to communicate with a very narrow- targeted group. Lists for direct marketing purposes can be purchased from direct sources. However, for direct marketing to be effective, it is important to maintain a comprehensive customer database in the company and manage the database in a way that it can be divided into subcategories for different promotional programs. All the promotional activities must be integrated to deliver a consistent and positive message. A multi-media promotion campaign is usually more effective than any promotional activity alone. For example, if a company is launching a new product or program, it can contact the media to get free press and then run an advertising to offer information, combined with offering sales promotion, direct marketing by mail or phone, and product demonstration or a visit by sales people.

In developing a promotion program, a company must first determine the target audience, the most important objectives, and a promotion budget, and then design the promotion activities accordingly. Promotion objectives can include providing product information, stimulating demand, increasing store traffic, differentiating products, building a brand image, reminding current customers about product benefits, countering competitors' offers, responding to the news, smoothing out seasonal demand fluctuation, and improving customer relationships. Promotion must be integrated into a firm's strategic planning because all elements of the market mix product, price, place, and promotion must be coordinated in order for a promotion program to be successful. *By, Wen-fei Uva, Senior Extension Associate Department of Applied Economics and Management -Cornell University*

## UPCOMING EVENTS

- 2/7/01                    **Nursery and Landscape Education Day**, Green Lantern Inn, Fairport, NY. For more information contact Bob Kretzer, ,265-9018.
- 3112101                **Western Regional Turfgrass Conference**, Radisson Inn, Buffalo, NY. For further information (518) 783-1229 or (800) 873-8873.
- 3128 &3/29/01        **Spanish for Employers** -CCE, Monroe County; two days of intensive training to help you communicate with the Hispanic work force. Bob Kretzer, GFLN&LA, 265-9018.