

DIGGER

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JULY 2013

Thoroughly modern

Formerly a faded favorite, **WEIGELA** has bounced back with colorful foliage and several reblooming selections

INSIDE

2013 Farwest Information Guide

INFORMATION GUIDE

2013
Farwest
Trade Show



New Ideas



Hard to Find Plants



Place to Contact

Find it all
AT FARWEST

WWW.FARWESTSHOW.COM
AUGUST 22-24 PORTLAND, OREGON

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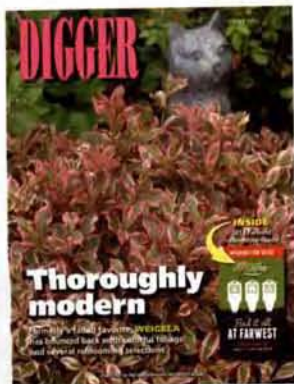
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Cover: The colorful cream, pink and green variegated foliage of My Monet® Weigela florida changes depending on light exposure — whiter variegation in shade and pinker in full sun. Photo courtesy of Proven Winners. **This Page:** More than 800 booth spaces and 12,000 attendees will fill the Oregon Convention Center, the site of the annual Farwest Trade Show, which takes place this year from August 22–24. Photo by Curt Kipp.



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Get to know some of the presenters who will make this year's show a can't-miss event. *Part 1 of 2*

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Formerly a faded favorite, this flowering shrub has bounced back with colorful foliage and reblooming selections.

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FARWEST INFORMATION GUIDE

Everything you need to know for the 2013 Farwest Trade Show.



Printed in Oregon on domestic recycled paper when available.

Plant Something™ marketing campaign keeps growing

The Arkansas Green Industry Association (www.argia.org), North Carolina Nursery & Landscape Association (www.ncnla.com) and Long Island Flower Growers Association (www.lifga.com) are the newest members of the Plant Something marketing campaign, joining the ranks of OAN and nursery associations in Arizona, Colorado, Idaho, Massachusetts, Minnesota, Ohio, New Jersey, Washington and British Columbia.

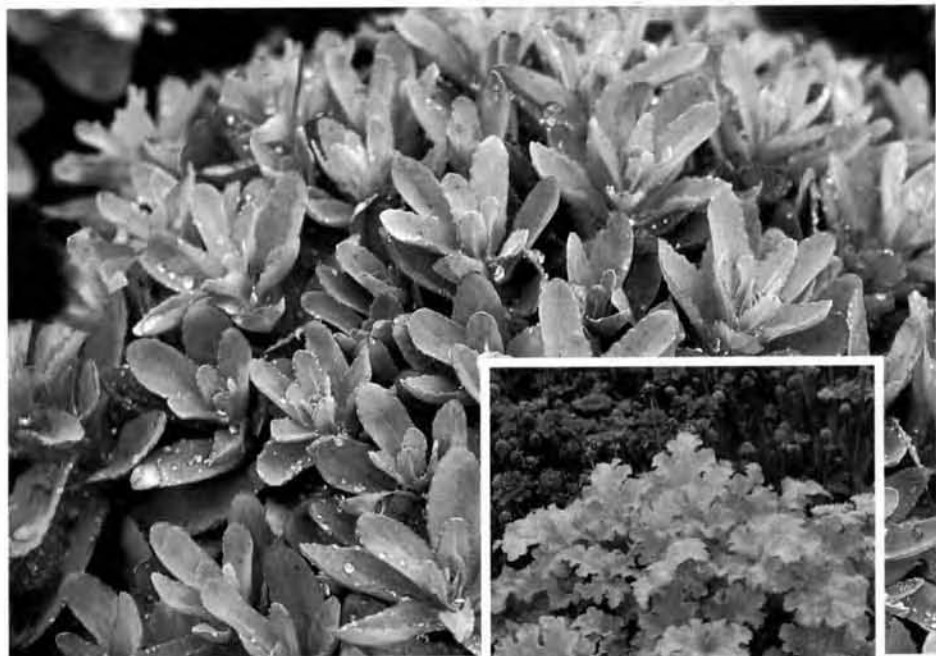
Launched last year by the Arizona Nursery Association (www.azna.org), the Plant Something campaign seeks to educate the public on the social, environmental and financial benefits that plants can provide for households, as well as communities. It strives to generate a greater awareness of plants, attract new gardeners, and give local growers and retailers an opportunity to come together.

"In Arizona the economy has been very low and is just starting to come back," said Cheryl Goar, executive director of the Arizona Nursery Association. "Most states offer zero marketing dollars for nursery members, so the Plant Something campaign is a way for us to get a foot back into marketing without a huge expenditure."

Goar said she would like to see the initiative go national. Twelve states joined the campaign during its first year, and she hopes to double membership this year. "Our promotion began with retailers, but OAN's influence has created a larger presence with member growers," Goar said. "The more people that participate, the stronger our message will be."

OAN member retailers have access to the Plant Something logos and artwork on www.oan.org. Members are encouraged to use this mate-

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SOMETHING™**
plant-something.org



Sedum 'Marina' (top) and Heuchera 'Lime Ruffles' (right) are the two new "Sneak Peak" cultivars recently introduced by Terra Nova Nurseries.



rial. There's also a website for consumers at www.plantsomethingoregon.com.

Contact cgoar@azna.org or log on to www.plant-something.org for more information.

OHP re-launches ornamental fungicide

OHP Inc., a marketer of pest solutions to the production ornamental industry, re-launched Terraclor® 400 ornamental fungicide for users in greenhouses, nurseries and shadehouses. Terraclor 400 can also be used on landscape and field-grown ornamentals.

The liquid fungicide is used for control of tough diseases such as rhizoctonia, sclerotinia and phyllostica.

Terraclor 400 can be sprayed, drenched or used as a bulb soak on a variety of woody plants, bedding plants, and bulb crops such as gladiolas, hyacinths, iris, tulips and lilies. Terraclor 400 can be used on Southern Magnolia Trees for control of *Phyllostica cookeri*.

The product may also be used as a

soil drench on vegetable bedding plants grown in containers or beds including tomatoes, peppers, broccoli and cabbage for control of *Rhizoctonia solani* prior to transplanting in the field.

For more information, log on to www.ohp.com.

Terra Nova introduces new 'Sneak Peak' cultivars

Terra Nova Nurseries in Canby, Ore., introduced two new "Sneak Peek" varieties, Sedum 'Marina' and Heuchera 'Lime Ruffles'.

Sedum 'Marina' is "one of the bluest *S. telephium*s available to date," according to the press release. Its oblong blue-grey leaves tint purple in the summer, and rose-pink flowers bloom in late summer. The plant has a low-spreading mound with vigorously forming crowns, making it ideal for potted containers.

Heuchera 'Lime Ruffles' has large lime-green leaves with a frosty white overlay; white flowers atop medium spikes appear in the fall. It does well as a landscape plant in most regions' ▶

shady areas and takes full sun in the Pacific Northwest.

Terra Nova Nurseries has created "Plant Profile" pages and "Grower Recipes" specific to these new varieties on its website (www.terranovanurseries.com), so growers interested in possible liner orders can learn about growing habits, plant characteristics, fertilization recommendations, water requirements and other insights provided by the breeding team.

McConkey Co. hires new business development manager

McConkey Co. has hired Dave Edenfield as business development manager, the company announced.

Previously, Edenfield was a founding partner in The Visions Group consulting company. His career also

includes sales and marketing at Smith Gardens, retail-ready account management at Greiling Farms Inc., and account management at Vaughan's Seed Company. He holds associate's degrees in ornamental horticulture and landscape design from Abraham Baldwin College in Tifton, Ga.

In his new role, Edenfield will collaborate with the company's product and design teams to create new products that address specific grower needs. He will also work to strengthen the company's focus on solution-based product development and provide enhanced support for account managers in the field.

A family-owned business for three



Dave Edenfield

generations, McConkey Co. produces and distributes horticultural goods, including containers, coverings, soil and more. The company has locations in Sumner, Wash., and Garden Grove, Calif. For more information, log on to www.mcconkeyco.com.

New operations manager joins Skagit Gardens

Skagit Gardens, a wholesale nursery in Mount Vernon, Wash., has hired Ted Ardans to oversee all growing operations, including finished products as well as Skagit SuperStarts!™ liners.

Ardans has more than 30 years of nursery experience, most recently



Ted Ardans

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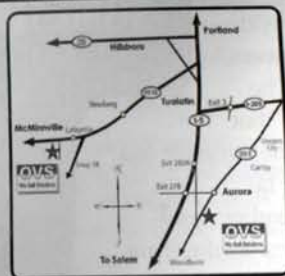
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