



NHPGA Summer Meeting at Lake Street Garden Center in Salem



Tim Wolfe of Lake Street Garden Center

The New Hampshire Plant Grower's Association held their annual summer picnic and business meeting on Wednesday, August 6, at Lake Street Garden Center in Salem, NH. Lake Street Garden Center is a full service garden center which has been owned and operated by the Wolfe family since 1974. Lake Street's operation spans over 9 acres and includes a wide array of perennials, annuals, herbs, vegetables, trees, shrubs, statuary, roses, vines, fruits and water gardens. Owner Tim Wolfe provided the group with a tour of their new 12,000 sq. ft. greenhouse which was built in 2013, after several years of planning. The new greenhouse replaced their original greenhouse which was highly inefficient and the structural integrity was becoming a growing risk to the business. Additionally, the new structure was designed with a focus on energy efficiencies and facilitates a comfortable shopping experience for customers. I encourage all of you to take the time to check out their new structure and all excellent products Lake Street offers!

After the tour, the guest speaker, Rick Yates, Technical Support Manager of Griffin Greenhouse Supply, provided insight on "Pest Control in a Retail Greenhouse" and "Biological Control Agent Compatible Pesticides". With the growing consumer focus on pesticide usage, garden centers are receiving more and more inquiries as to their usage. Given this focus, there are a growing number of options available to producers which in many cases reduce the overall expense. Rick and the GSSPro Technical Support team have developed an extensive database which includes nearly all products available for eliminating pests and other crop risks. Their database also includes ratings based on the performance of each product for a variety of applications. The GSSPro team is readily available to field questions from growers and plant retailers as to the best options for their specific issues.



Rick Yates, Griffin Greenhouse Supply Pro
Technical Support Manager

The meeting was concluded with the annual business meeting. Reports were provided by various members of the board as well as a legislative update from Rob Johnson of the New Hampshire Farm Bureau Federation. The Board expressed its gratitude to outgoing President Chris Schlegal. Chris took on the role of President with a host of challenges and is undoubtedly leaving the Association in a much stronger position. The proposed slate of officers was unanimously approved. Jeffrey Meulenbroek and Mike McPhail will serve as President and Vice President, respectively for a 2 year terms. Other board members include: Andy Huntington, Linda Zukas, Matt Johnson, John Gedraitis, Robert Demers, and Matt McElroy. Brian Krug will continue to serve as the UNH Cooperative Extension liaison.

The New Hampshire Plant Growers Association extends a big thank you to Tim and his team at Lake Street Garden Center for all of their efforts related to hosting this meeting.



The Entrance to Lake Street Garden Center

Progress Report: *Partnership for Consumer Focused Videos*

By Dr. Cathy Neal and Dr. Brian Krug
University of New Hampshire
Cooperative Extension

We appreciate the support of the New Hampshire Horticulture Endowment in funding our proposal to produce five videos that answer frequently asked questions from gardeners. These videos were meant to support garden center personnel by providing a quick and easy source of objective information to help educate customers on such topics as proper planting, mulching and watering practices. Knowing that successful planting results in repeat sales, retailers can link customers with the videos through their smart phones, provide viewing areas in the store, and/or embed the video links in their own website for later viewing.



We polled garden center operators through an on-line survey, asking them to rank potential topics from a list and/or write in additional ideas. While some topics were too complex to address in a short video, others were well-suited for a 5-8 minute time frame, which survey respondents said was the ideal length for a video. We narrowed it down to this list of five:

- How to Plant a Tree in Your Landscape
- Mulching Your Trees and Shrubs
- Choosing and Caring for Backyard Fruit Trees
- Watering the Garden
- Simple Tips for Diagnosing Plant Problems



With assistance from Extension Field Specialists Margaret Hagen, Amy Papineau and retired Extension Specialist Bill Lord, the first three videos on the list were completed in early 2014 and posted on the UNH Extension YouTube Channel. To date, the three completed videos have had nearly 1000 views in a three-month window. You can see and link to them through this webpage:

<http://extension.unh.edu/Videos-Home-Gardener>

The remaining two videos are scheduled to be filmed and edited by September, 2014, and will be posted as soon as possible. Dr. Cheryl Smith will be helping Brian Krug with the video on diagnosing plant problems, and Margaret Hagen will produce the video on watering. Please help get the word out about their availability and encourage people to plant, mulch and care for their plants properly. One garden center emailed last week to say "we absolutely LOVE the videos you guys put up. Those are the typical questions we get from our customers and we have been debating on making videos ourselves to cover the basics. You have done a much better job than we ever could."



NHPGA President's Message

At the recent Summer Meeting at Lake Street Garden, the job of NHPGA Board President was described as "a thankless task" and "a great honor," depending on whether it was referring to the incoming or the outgoing President. As the incoming President of the NHPGA, I'll take this opportunity and great honor to recognize the hard work and dedication of our previous president, Chris Schlegal, of D.S. Cole Growers in Loudon. Thank you, Chris, for all you've done for the NHPGA.

Chris has been instrumental in expanding Board membership, drawing in enthusiastic growers from across the state as well as tirelessly navigating the grant writing process to support NHPGA endeavors and education of our membership. Most recently, Chris succeeded in writing a Mini Grant from the NH Dept. of Agriculture, Markets & Food for matching \$1,000 of funds spent in promoting NH agriculture.

It will be my job as incoming Board President to use these funds to create a new membership directory on our website as well as promotional materials for our website, the new directory and growers of ornamental plants throughout NH. I look forward to expanding membership during my term and continuing to improve the value of being a member of the NHPGA.

-Jeffrey Meulenbroek,

President NHPGA & owner of Studley's Flower Gardens, Rochester, NH

Learn More about the
NHPGA, visit NHPGA.org

