



Spring Trends in Wisconsin

Members of the Commercial Flower Growers of Wisconsin used their June meeting to share Spring 2009 experiences – what worked, what didn't.

Access their comments [here](#).

[Link here](#) to an article from the Green Bay Press Gazette discussing the same topic.

We need your input! Garden Center's 2009 State of the Industry Survey closes soon

Have consumers flocked to your store this spring? Did the veggie garden craze translate into sales? We want to know! Please take a moment to participate in Garden Center's 2009 State of the Industry Survey.

This brief, [11-question](#) survey should take no more than 10 minutes to complete. We appreciate your feedback! Look for a recap of results in the August issue of Garden Center magazine.

Independent Garden Center Show

The IGC show will be held from August 18-20 at Chicago's Navy Pier. There you will find educational seminars, keynote presentations from industry experts, networking opportunities and products from vendors.

For up to date information go to the [IGC Show Website](#).

New Varieties

Greenhouse Grower has provided information on new varieties observed at the Pack Trials in California. Here are links to several articles.

Ball Horticulture New Varieties

- [Can-can calibrachos](#)
- [Candy Flowers Regal geraniums](#)
- [Debonair Collection petunias](#)
- [Easy Wave petunias: Burgundy Star, Violet and Plum Vein](#)
- [Gaillardia 'Mesa Yellow'](#)
- [Petunia 'Shock Wave Denim'](#)
- [Zahara Zinnias and more](#)

Proven Winners

- [Lobelia 'Lucia Dark Blue'](#)
- [Phlox 'Intensia Orchid Blast'](#)
- [Superbells calibrachos - Yellow and Lavender](#)
- [Verbena 'Superbena Pink Parfait'](#)

Selecta First Class

- [Bonfire Begonias](#)
- [Petunia 'Soleil Purple'](#)
- [Super Trouper pot carnations](#)
- [Osteospermums](#)



Industry Field Days - West Madison Research Station

Mark your calendar for Thursday, August 6, when West Madison in conjunction with the Commercial Flower Growers will hold their field days for commercial greenhouse growers and garden centers. Tours of the garden will be provided.



The guest speaker at this year's field days will be Roy Klem of Song Sparrow Nursery.

Some plants being trialed this year include lobelia, lantana and yellow calibrachos. There is also a P. Allen Smith Garden, devoted to all but four of his Hot Picks for 2009.

Deadline for energy grants

A reminder that July 31, 2009, is the deadline for applications for the USDA Rural Energy of America Program (REAP) Energy Grant/ Loan program.

Last year a number of greenhouses received grants under this program for everything from energy curtains to new heating systems. Application is through your state USDA Rural Development Office. More information [HERE](#)

Source: Green Talks from Ball Publishing

New OMRI listing

SuffOil-X, from BioWorks, has been approved by the Organic Materials Review Institute (OMRI) for use in organic production. It controls insects, mites and foliar fungi, including powdery mildew, in a broad range of vegetable, nursery, ornamental and greenhouse crops. It works by suffocating eggs, larvae and nymphs of adult soft-bodied insects and mites.

Source: Green Talks from Ball Publishing

U.S. market for lawn and garden products to reach \$26 billion in 2014

Bucking a trend of declining growth since reaching its peak in 2003 and 2004, the U.S. market for lawn and garden products will total \$26 billion in 2014, according to the latest report from market-research publisher Packaged Facts. Annual growth rates between 1% and 2% are expected.

The reports cites several trends contributing to growth in the market including homeowners sustaining property value through lawn appearance, the food gardening trend, the industry's 'greening' momentum and aging Baby Boomers engaging in at-home pursuits.

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