

Berl Thomas and Associates, Inc.

Bringing Cultures Together For Over 20 Years

Merry Christmas and Happy New Year



Volume 1 Issue 10

December 2009

New! Zinnia Profusion Double from Sakata Seed



Many of you know I have a long history in the seed and seedling business. When I was president of Speedling prior to Profusion Zinnia's being developed I was a strong advocate against Zinnia's due to the failures time after time due to disease pressure.

Now all those conditions have changed with the introduction of Zinnia Profusion from Sakata changing this crop into one of the most admired classes of bedding and pot flowering plants.

Who would ever thought that anyone would compare the culture and habit of Zinnia with that of Mums. I would have never thought that Zinnia's would have ever made the flower display that we



see today with Zinnia Profusion.



Sakata has continued to improve Zinnia Profusion and they currently have three series to choose from; Zinnia Profusion, Zinnia Profusion Knee High and Zinnia Profusion Double Flower. The performance of the Zinnia Profu-

sion single both in the garden and in containers make an excellent show.

The **New** Zinnia Profusion Double varieties are Cherry, White, Fire and Golden.



The main benefits of Zinnia Profusion is their tolerance for foliar diseases but does not tolerate poor drainage. Blooms easily under short day length (< 12 hours) and long days are used to build the plant structure.

American Nurseryman New Plants for 2010 December

If you have not seen the December Issue of the American Nurseryman Digital magazine, take a look now. The coverage of 180 nursery plant products is great and a must see.

Take a sneak preview of what is new shrubs, trees, roses and perennials for

2010 for landscape plants that will excite landscapers, garden center and home owner sales.

Acer palmatum 'Mikazuki' was one of my favorites which was discovered as a seedling selection at Buchholz Nursery by Talon Buchholz.

Another Dynamite new introduction is *Heucherella* 'Golden Zebra' propagated from tissue culture from Terra Nova Nurseries. Striking bright yellow, feathery leaves with bold dark red markings.

Visit the American nurseryman [link](#) to see your favorite.



Tropical Plant Industry Expo
January 14 to 16, 2010



Hortiflorexpo China
April 14 to 17, 2010



2010 OFA Short Course
and Trade Show, July 11 to 14.

Inside this issue:

NEW ZINNIA PROFUSION DOUBLE FROM SAKATA	1
AMERICAN NURSERMAN NEW PLANTS FOR 2010	1
LIGHT METER MEASUREMENTS VS LIGHT SOURCE	2
IPM CHINA IN REVIEW	2
NEW PRODUCTS AND JOB CORNER SURVEY RESULTS	2
CALENDAR - JANUARY	3
UPCOMING INDUSTRY EVENTS	3

Light Meter Measurements vs. Light Source

Measurement meters for light quality provide is an indicator for evaluating the quantity and quality of light for plant production.

Quantum or PAR light meters are our best indicators for to maximize greenhouse plant production, greenhouse covering and light source. The Field Scout Quantum Solar/Electric Light meter is designed to measure both sunlight and artificial light from electric sources.

When using a quantum light meter some calculations are required to improve have accurate meter readings under different light sources.



Field Scout Quantum Light Meters are calibrated for sunlight when set to solar. Due to differences in the spectrum generated by artificial lights, the following adjustments must be made in the value shown on a sunlight-calibrated meter: Fluorescent: reads 8% high, so multiply the display by 0.92. Metal Halide: reads 6% high, so multiply the display by 0.94. High Pressure Sodium: 0% error - no adjustment needed. Fluorescent light readings are correct when the meter is set to "Electric".

IPM China 2009 in Review

More than 248 companies participate in IPM CHINA 2009, showcasing fresh flowers, indoor plants, garden plants, nursery stock, floral products and Horti-technology. Netherlands set up an impressive country pavilion for the first time. USA, Denmark, Spain Italy and other countries also were represented in the 2009 expo by a record number of companies.

This exposition focuses on the tropical plant industry, gardening supplies and production materials. This show is the

only show in China to concentrate on the tropical plant business.

In the 2009 show there were more garden related materials introduced and a larger number of young plant and tissue companies exhibiting.

In 2009 there has been a movement toward research and development in LED lighting for you in garden products and greenhouse production.

Three plastic manufactures displayed their newest products including; plastic combi-

nation patio planters for instant combo planting; plastic flower border fencing; elite melamine decorative pots; vertical living walls, roof garden products and grass pavers for difficult grass areas where grass cannot survive under foot and car traffic. (See grass pavers below)



New Products Showcase and Job Corner Survey Results

Last month we requested your opinion about the BTA Newsletter introducing a New Products Showcase and a Job Corner section. The results of the survey was a favorable response for the New Products Showcase, however, there was limited response for the Job Corner.

The lack of response for the Job Corner was surprising due to the current economy and qualified people looking for new positions. We therefore will not have a Job Corner section at this time.

New Products Showcase will start with the January or February newsletter.

We just returned from the IPM China Expo and found several products of interest to Garden Centers, Florist and Supercenters.

We will also be happy to introduce companies new products for Garden Centers, Supercenters, Florist and Growers. [Click](#)

Industry Hyperlinks
Click on Logos

Spectrum
Technologies, Inc.

GOLDEN STATE
BULB GROWERS

Calla Growers Extraordinaire

Callifornia Callas®

FloraCulture
INTERNATIONAL

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GROWER

American
Vegetable Grower

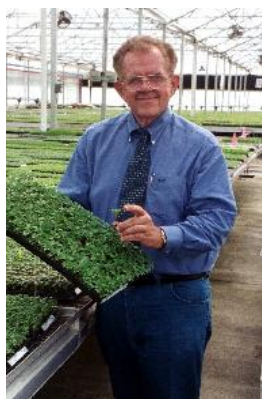
Growing
Produce.COM

American
Nurseryman
Read our New Plant
Introductions issue online!

CHINA FLOWER & GARDENING NEWS
www.china-flower.com

温室园艺
Greenhouse Horticulture
China Greenhouse

China Richland Sources
Horticulture Information
A Bridge Between You and China



Berl Thomas, Ph.D.

January 2010

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

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Calendar of Events

Mid-Atlantic Nursery Trade Show [January 6 to 8](#)

[Baltimore, MD](#)

www.mants.com

Landscape Ontario Congress [2010 January 12 to 14 Toronto, Canada](#)

www.showinfo@gardenexpo.ca

Tropical Plants Industry Exhibition [January 14 to 16](#)

[Fort Lauderdale, FL](#)

www.tpie.org

Mid-America Horticulture Trade Show [Jan. 20 to 22](#)

[Chicago, IL](#)

www.midam.org

CENTS 2010 Short Course [January 25 to 27](#)

[Columbus, Ohio](#)

www.onla.org/cents/cents_home.asp

IPM ESSEN [January 26 - 29](#)

[Essen, Germany](#)

www.ipm-messe.de

Tampa Spring Expo

[February 19 to 20](#)

www.tbwg.org

California Spring Trials [April 10 to 16](#)

[California Coast USA](#)

www.ngb.org/spring_trials/index.cfm

Hortifloorexpo 2010 [April 14 to 16](#)

[Beijing, China](#)

www.hortifloorexpo.com

www.berlthomas.com