

# Berl Thomas and Associates, Inc.

Bringing Cultures Together For Over 20 Years



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## Industry Consolidations Can Improve Efficiency



Goldsmiths Seeds

Photo by Berl Thomas

In the past two years we have seen many industry consolidations and regardless of the reasons for these changes we will see more efficiency as companies re-group.

Some of the changes we have seen are; Syngenta made acquisitions of Fisher,

Germany, Fafard, USA/Canada, Yoder USA selected products and name, Goldsmith Seeds, USA; Takii acquires Global Flower Seeds, Denmark and Sahin Zaden, BV Seeds, The Netherlands; Ball Horticulture acquires Darwin

Plants, The Netherlands. Kieft Pro Seeds, The Netherlands and forms JV with Dalian Century Seed, China. Benary buys selected seed products of Bodger Seed, USA. Green Fuse buys Bodger Botanicals, USA. Armstrong Garden Centers buys Pike Family Nurseries. Horticulture Alliance (HI) formed from BWI

Companies, Inc, BFG Supply, Inc. and Griffin Greenhouse and Nursery Supplies; Aequitas Capital Management, Inc purchases Skagit Gardens; McGregor Plant Sales and Elsner PAC form partnership; Hines Horticulture sells assets to Black Diamond Capital Management.

These changes will bring additional strength to the flower industry by increasing the ability of the larger companies to expand their product line, breeding and service. Yes, there will be changes in the acquired companies as they are incorporated into the acquiring companies.

The end result should be positive as resources through additional seed sales result.

## Garden Center Sales 2009—Economy? Weather? Supply?

Well spring has sprung and the jury is in as to the impact of the economy, weather and supply for this spring season.

The economy had little to do with the sales this spring. Weather and Supply had a greater impact. Historically the weather was the determining factor for people

getting out and buying bedding plants, flowering potted plants and all the garden supplies to plant and take care of the plants.

This year we had another factor and that the growers playing it safe, which is understandable. Several garden centers have indicated

that they did not have the assortment compared to 2008 and they also found themselves in short supply of higher end products such as mixed baskets. Many are mentioning the increased sales of vegetable plants and seeds.

Are we recession proof?



The 2009 OFA Short Course  
and Trade Show, July 11 to 14.

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## Spectrum Technologies, Inc—IPM Scope

**IPM Scope™** Powerful Scope, Powerful Software  
The digital microscope that fits in the palm of your hand!



The IPM Scope combines advanced digital optics and LED lighting in a IPM scouting microscope that fits in the palm of your hand. 40 - 140X magnifi-

cation lets you zoom in on the fine details of insects and plant disease symptoms. Place the IPM Scope over the sample, and comfortably view the image

right on your computer screen, instead of straining to look into a tiny eyepiece. Capture images, easily add labels, take measurements and even draw right on the live image.

The IPM Scope comes with all the software required to capture and archive your still images.

Contact:

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## FloraCulture International Goes To China

June 2, 2009—  
FloraCulture International (Amsterdam, Netherlands) has announced the signing of an agreement to publish, edit, print and distribute the FloraCulture International China magazine in Chinese. for the Chinese flower industry. According to Jaap N. Kras, **“The first editions will be sent to the top 5,000 flower and plant companies in China. It is expected that this number will grow to 10,000 professional read-**

**ers within 3 years.**

**FCI China will be a mix of original Chinese articles and FloraCulture International articles specifically directed towards the Chinese floral industry. We expect that the Chinese market for flower and plants is going to be the strongest growing market in our industry in the coming few years. The Chinese readers will have access to the most important information**

**and it offers the Chinese companies an international window to the flower world”**

In the future China will be a purchaser and a seller for horticultural products. The interior provinces which have higher rural populations will increase their economic level and will become purchasers of both domestic and foreign products.

## Flower Trials 2009—Netherlands

Flower Trials 2009 will be held June 9 to 12 in the Netherlands. This flower trial event was started in 2002 by four breeding companies; Fides, Florema, Royal van Zanten and Selecta. Since that time Flower Trials 2009 has expanded to 22 of the worlds leading flower

breeding and production companies.

There are 7 companies located in the Aalsmeer region area and 15 companies located in the Westland area.

The Flower Trials 2009 concentrates on pot flower and bedding plant breeding

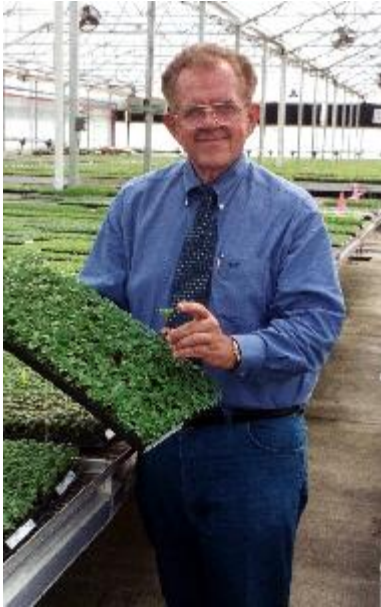
companies.

Some 6,500 flower industry professionals are expected to attend Flower Trials 2009 to see the latest flower varieties from each breeding company.

[Flower Trials 2009](#)

**China** Richland Sources  
**Horticulture Information**  
*A Bridge Between You and China*





Berl Thomas, Ph.D.

# July 2009

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
<u>O</u>	<u>F</u>	<u>A</u>				
19	20	21	22	23	24	25
<i><u>2009 Perennial Plant Symposium Review</u></i>						
26	27	28	29	30	31	

## Communications - Are You the Wheat or Chafe? Part 2

Last time in part 1 we touched on websites and how we sometimes communicate with the visitors to the website.

After reading part 1, are you the wheat or the Chafe? You are not sure, well let us look deeper into a website. First we have to know what is your business because this sometimes determines how your website is designed. Are you a breeder, wholesaler, retailer, florist, manufacturer, garden center or online business.

I have found some of these businesses are far to difficult to do business with because they seem to want to be distant from their visitor to their website. They want you to phone them, spend the money for a long distance call rather than allow the visitor to connect with them for free.

Some manufacturers don't want to be bothered because they have distributors or brokers to take of the customers. Do not think for one minute that the distributor customer is not your customer. If you are a breeder, wholesaler or

manufacturer you jointly have these customers with your distributor. You should take every opportunity to communicate with these customers jointly.

Ball Horticulture has won awards for their new website and they provide the visitor with as much information as possible about their company, products and sales representatives. Take a look [www.ballhort.com/](http://www.ballhort.com/), they are communicating with every visitor. Ask yourself are you the wheat or the Chafe?

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