



### Bio-pots from Rice - Straw - Cocopeat - Bamboo - Mirel?

The sustainability of the flower industry has to embrace any and all resources to reduce the use of petroleum based products. Recycling just is not happening fast enough.

Mass production of biodegradable plastics can be the answer. The 2004 estimate from Penn State University College of Agricultural Sciences estimated in 2004 that 320 million pounds of plastic was used for nursery pots, bedding plant trays and cell packs each year with only about 100,000 pounds recycled each year.

Programs like the one at East Jordan Plastics can increase awareness to recycling and therefore increase the recycled volume. It takes someone like East Jordan Plastics to

coordinate the movement of the plastic after it is delivered to the retailer. Participating growers have to coordinate the flow back from the retailer to their facility then to the plastics manufacturer.

According to Metabolix, Inc (NASDAQ: NBLX), "Archer Daniels Midland Company (ADM) and Metabolix are working on commercializing Mirel through a joint venture called Telles. The first commercial scale Mirel production plant is being constructed adjacent to ADM's wet corn mill in Clinton, Iowa. The initial plant is designed to produce up to 110 million pounds of Mirel annually. Mirel will reduce reliance on petroleum and decrease environmental impacts relative to conventional petroleum-based plas-

tics.

**Mirel™ bioplastics, a sustainable and biodegradable alternative to petroleum-based plastics. Mirel is suitable for injection molding, extrusion coating, cast film and sheet, blown film and thermoforming."**

Growers should take every opportunity to consider the environmental impact of their actions.

The innovators of new products like Mirel and Telles have to provide economic solutions in order for the new products to be accepted by growers who are competing every day for the market.

Info [Mirel](#)

Info [Metabolix, Inc.](#)

Info [Archer Daniels Midland](#)



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

### National Retail Federation Gives Mothers Day Survey

The NRF Mother's Day Intentions and Actions Survey provides some incite to the buying intentions of consumers. This year the NRF through the BIGresearch group survey of Mother's Day Spending.

It was estimated that the majority (66.8%) of Americans will purchase flowers for

Mother's Day, spending \$1.9 billion for flowers.

According to the survey each customer will spend a total of \$123.89 for a total spending of \$14.10 billion which includes all types of spending.

Phil Rist, Executive Vice president of Strategic Incentives,

[BIGresearch](#) stated, "No one will forgo celebrating Mother's Day because of the bad economy, but they will put careful thought into what they buy and how much they spend."

[News Release April 16](#)

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## New Minolta SPAD 502 DL Chlorophyll Meter



Instantly measure and data log chlorophyll content in seconds. The new SPAD 502 is now available with an integrated datalogger. The

new SPAD 502 DL includes all the features of the SPAD 502 meter and in addition has the ability to store 4096 measurements. It also has the ability to use GPS coordinates to identify the location of problem areas or areas to be improved. The 502 DL meter can store 1488 measurements when used with the GPS coordinates.

The SPAD 502 DL meter readings have been found to correlate to the leaf nitrogen content and therefore can be used as a indicator of the N

health of the field conditions. Efficient control of N in wheat, corn and other crops can result in increased yields per acre or reduced fertilizer cost through efficient control.

To have a better understanding of the SPAD 502 DL meter click on the following link.

[SPAD 502 DL Chlorophyll](#)

[Spectrum 2009 International Catalog](#)

BTA China Horticulture Agent

## 1999 World Horticulture Exposition 10th Anniversary

The 10 year anniversary of the 1999 Kunming World Horticultural Exhibition was held May 1 to 3.



This exhibition in May 1999 **caused the China's flower industry to flourish.**

Prior to this World Horticultural Exhibition China's

flower industry was slowly increasing on a year to year basis. After the exposition the flower industry exploded after millions of Chinese saw for the first time millions of bedding plants displayed in this 500 acre garden designed to display flowers and gardens from all over the world.

After the exposition there was some question as to how the 500 acre garden would continue. The garden has been beautifully maintained and continues today as an



example of the use of flowers to be admired by everyone in the flower industry.

The avenue of flowers continues as it did on the opening day of the expo in 1999 with 2 million bedding plants displayed in the 1/2 mile flower avenue on a year around basis in the garden.

## 260 Million Chinese Love Flowers

The Chinese are noted for their love of flowers and gardening. In ancient times only the super rich could engage in the luxury of gardening. Today things have been changing and the upper and middle classes are expanding their wealth.

In a recent article published

in China (April 3, 2009) there are about 260 million Chinese that love flowers, give flowers as gifts family, friends, business associates and are increasing the use of flowers in their own homes.

In the past the Chinese have focused on having a refrigerator, TV, mobile phone, car

and a house before considering the decoration of the house and enjoying the beauty of flowers in their personal life.

There are 52 million middle class Chinese with the income to purchase flowers. The industry expects 20% / year growth to meet this demand.

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

**China Greenhouse**

**温室园艺**  
**Greenhouse Horticulture**

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



Berl Thomas, Ph.D.

## June 2009

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
<i>Super Floral Show</i>						
14	15	16	17	18	19	20
<i>Fleuroslect</i>			<a href="http://www.sgcts.org">www.sgcts.org</a>			
21	22	23	24	25	26	27
28	29	30				

## Communications - Are You the Wheat or Chafe? Part 1

We have many colloquial sayings to identify separating us into different levels of communication with our customers, suppliers and colleagues.

If you want to be the wheat (the good stuff), you have to show your customer that you want to provide them with information and provide several ways to communicate with them. Consider the following tools and determine which ones fit your business. To name **a few**; **“your business phone, business fax, toll free phone, toll free fax, mobile phone, email, text messaging, web-**

site, newsletters and in the future other services such as Tweeter, Facebook, Plaxo and Flickr for networking.

Everyday your competitors are trying to out maneuver you and steal your customers.

**Don't be caught sleeping or** you will be the Chafe not the Wheat.

Look carefully at each method of communication you are using today. Is you current tools effective and giving you the results you want.

I can tell you that I have reviewed thousands of websites

and there is a lot of Chafe out there. Is your site friendly or cold? Does it welcome your visitors to your site? Is your site designed for the faithful customers or does it excite someone new to your business.

Some of you challenge the endurance of the visitor to do business with you by requiring they fill out a form like a application to do business with you, giving them no name, contact or email address. Good luck Chafe, the Wheat is going to enjoy your style.

Part 2 Next Month

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