

# Berl Thomas and Associates, Inc.

Bringing Cultures Together For Over 20 Years



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## Time To Be Thankful For Any Good News

When everyone was developing their strategy for this year's spring business there were considerable emotions about to proceed. Increase, decrease or stay the same and what worked for some differed for what worked for others region to region.

In August Greenhouse Grower Magazine they featured an article that covered a survey on the spring business and I think the news was great for our industry and was worth repeating. Basically the big question; Was spring a success or failure for your business?

As you can see while not perfect, it was better than expected as everyone was nervous about the spring season. Take into consideration

that even under the best of conditions you would have some businesses deemed a failure. Having a 85.5% success rate is something we should be thankful for and excited about.



Courtesy Greenhouse Grower MeisterMedia Worldwide.

The increase in vegetable and herb business was one of the shifts in business that resulted in more increases than decreases with 34% of those that grew them reported sales greater than 10% and another 22% reported increases between 5 to 10%.

Bedding plant sales also showed positive results with 42% of those that grew them reporting sales increases and another 18% saying their sales were about the same as 2008.

When you consider that of the 97 respondents, 83% reported growing enough to meet demand and 17% reported not growing enough.

If you read the story I suggest you read it again and if you did not read it [Click Here](#)

## FNGLA Scores a Big Win for the Landscape Industry

According to their news release, after nearly two years of work, a consistent stick to the science message and sheer perseverance, FNGLA scored a major victory last week. The South Florida Water Management District (SFWMD) unanimously voted to adopt a year-round water conservation rule providing for

what FNGLA long sought: 3-days per week (rather than the current 2-days) for lawn and landscape irrigation. The rule also embraced FNGLA's goal of providing 90 days (rather than the current 60 days) irrigation for newly planted landscapes.

To read more on this ruling go to [FNGLA's Year Round Water](#)

[Conservation Ruling.](#)

Don't forget the [TPIE Show](#) January 14 to 17, 2010



April 14 to 17, 2010



July 10 to 13, 2010

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## No Hassle Direct Stick EC Test from Pot to Pot



The Field Scout Direct Stick EC meter is a high quality rugged EC meter that can provide accurate measurements.

In today's time conscious management style managers want to get the information quickly.

They do not want to wait until a sample is pulled, sent to the lab (even if it is your own lab) and wait for the results. If you suspect a problem immediate information is wanted and is available with this EC meter.

No Hassles and No waiting because time is money and the time it takes to start solving the problem can more than save the money for the meter.

This meter can provide the awareness that you need to forecast when you should leach to prevent high salt

levels. With the Field Scout Direct Stick EC meter you can measure EC at different soil depths to see when high salt levels are creeping to the surface of the media.

Managing the growing conditions, as a manager, you must measure something. TO **"KNOW" TO "MEASURE" TO "MANAGE"**. If you are not currently measuring your EC and pH, directly testing the pots on the edge of the bench and in the center of the bench are you really managing the production?

[More Info. Click Here](#)

## Senetti's - Cineraria by Suntory/EuroAmerican



The Senetti series is the first re-flowering Cineraria x hybrids. It has numerous flowers and when grown in pots for the patio or used in mass planting it is a show to remember.

When the plants are used indoors during

the winter they bloom for weeks and then can be moved outdoors and they will re-bloom. Plant in full sun to part sun 12 to 18 inches apart.

The finish time for these plants are 10 to 12 weeks for a 8 to 10 inch pot and 4 to 6 weeks for 4 to 6 inch pots.

They do respond to high light and supplemental lighting can be used to overcome low light conditions during the winter months. Hardy in zones 9 to 11. [Grow Guide](#)



## Two New Features - Job Corner? - New Products?

We have had request for two new areas to the newsletter and we would like your feedback.

One area is a Job Corner where both a Jobs Wanted and Jobs Available areas would be listed.

Our idea is that for advertisers this service would be free and

non-advertisers their would be a small monthly fee. We want to help in the area of Job connections in this economic time.

Please let us know, at [jobs feedback](#).

The second area of member interest is New Products. While

we do not feel this area should be run every month we would consider NEW PRODUCTS as a new topic if there is interest. This would require some preplanning and support by those companies wishing to participate. Please give us feedback. [New Products](#)

### Industry Hyperlinks

**Spectrum Technologies, Inc.**

**GOLDEN STATE BULB GROWERS**

**Calla Growers Extraordinaire**

**Callifornia Callas®**

**FloraCulture INTERNATIONAL**

**greenhouse GROWER**

**American Vegetable Grower**

**Growing Produce.com**

**American Nurseryman**  
Read our Nov. issue online!

CHINA FLOWER & GARDENING NEWS

[www.china-flower.com](http://www.china-flower.com)

**China Greenhouse**

温室园艺

**Greenhouse Horticulture**

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



Berl Thomas, Ph.D.

**Do you have something new to share with the industry?**

**New research, new products, new production techniques, share your products and experience with others.**

**[Send News Releases](#)**

# December 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	19
20	21	22	23	24	25	26
27	28	29	30	31		

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## Calendar of Events

[IPM CHINA](#)

[December 1 to 3](#)

[Foshan, Guangdong, China](#)

[www.ipm-china.com](#)

[2009 Irrigation Show](#)  
[December 2 to 4](#)

[San Antonio, TX](#)

[www.irrigation.org](#)

[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](#)

[IPM ESSEN](#)

[January 26 to 29](#)

[Essen, Germany](#)

[www.ipm-messe.de](#)

[Tampa Spring Expo](#)  
[February 19 to 20](#)

[www.tbwg.org](#)

[Hortifloorexpo 2010](#)

[April 14 to 17](#)

[Beijing, China](#)

[www.hortifloorexpo.com](#)

**[www.berlthomas.com](#)**