

Benefits of Trees

by Travis Orback

The environmental benefits of trees have been known for years and a concentrated effort on such as been very noticeable of late. However, trees are just as beneficial for economic reasons:

- "A mature tree can often have an appraised value of between \$1,000 and \$10,000." —*Council of Tree and Landscape Appraisers*
- "In one study, 83% of realtors believe that mature trees have a 'strong or moderate impact' on the salability of homes listed for under \$150,000; on homes over \$250,000, this perception increases to 98%." —*Arbor National Mortgage & American Forests*
- "Landscaping, especially with trees, can increase property values as much as 20 percent." —*Management Information Services/ICMA*
- "Trees can be a stimulus to economic development, attracting new business and tourism. Commercial retail areas are more attractive to shoppers, apartments rent more quickly, tenants stay longer, and space in a wooded setting is more valuable to sell or rent." —*The Arbor Day Foundation*
- "Healthy, mature trees add an average of 10 percent to a property's value." —*USDA Forest Service*
- "Nationally, the 60 million street trees have an average value of \$525 per tree." —*Management Information Services*

Source: <http://www.arborday.org/trees/benefits.cfm>



Carlton Plants Welcomes Chris Irving



We are happy to announce and welcome Chris Irving who has joined Carlton Plants as our new Sales Manager.

Chris has a degree in journalism from Oregon State University and a minor in Fisheries and Wildlife. He was a park ranger and a freelance photographer in his early years before he devoted his professional life toward an understanding and awareness of the nursery industry.

His career has taken him from retail to wholesale growing operations of containers, B&B specimen and bareroot trees.

Chris comes from Silverton, Oregon and resides there with his family. He has two children, a son (12) and a daughter (9). He enjoys the outdoors and spends his free time biking, hiking, skiing and playing music.

Chris will be at five of the winter tradeshow and looks forward to meeting you.

We invite you to stop by our booth and say hi!



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Did You Know?

In Colonial times the flexible Y-shaped branches of the Hamamelis were a favorite "witching stick" of dowlers searching for hidden underground water. In addition, the leaves are similar to the Hazelnut (Corylus) tree.

Hence: the name "Witch Hazel".

Plantline



January 2011

A Newsletter from Carlton Plants LLC

Generating Early Cash Flow with Bareroot Nursery Stock

- by Joe Dixon

One of the most common garden center challenges arises from the fact that many retailers will pot their bareroot stock immediately into plastic containers and not feel comfortable selling the plant until it is totally rooted in. The sale of some varieties can be delayed for up to five months. This article explores alternative strategies for handling bareroot stock and generating cash flow much earlier in the season.

The first strategy is to sell bareroot un-potted to the public before it leafs out. As an old tried and true strategy that predates the use of plastic containers, this works particularly well with smaller and easier items such as fruit trees and flowering shrubs. Following are key points to make this successful.

1. Advertise your sale and let the public know that for a limited time they can take advantage of purchasing freshly dug stock at a lower cost than later in the season.
2. This program requires a display area where the roots of the stock can be mulched into bins to protect against freezing or dehydration.
3. At the point of sale, roots should be packed with moist mulch, bagged and tied for the customer to take home.
4. Planting and handling instructions should also be given to the customer along with a verbal explanation.



Fiber pots at Art Knapps in Kamloops, BC

5. Once any variety begins to leaf out in the bins, it is time to end the bareroot sale of that item and get it potted up. Note: varieties that are notorious for their sluggish ability to leaf out should not be sold bareroot.

The second strategy for creating early sales is to pot bareroot stock into fiber containers. The advantage is that the customer can plant the fiber container in the ground without disturbing or damaging newly developing roots. Again this is an old but tried and true method for creating early cash flow. The following are points to remember.

- Not all stock needs to be potted in fiber pots. A percentage can be potted in plastic cans for later season sales. For

IN THIS ISSUE

2

Conservation Corner
Outstanding Stewardship
Award

Trash Talk

3

Double Pruning
Cherry Tree Varieties

4

Curtis J. Alley
Award of Merit

5

Benefits of Trees

Carlton Plants
Welcomes Chris Irving

6

Carlton Field Reps

Conservation Corner

ACER GRISEUM PAPERBARK MAPLE

Acer griseum starts with yellow flowers in the spring, then dark green leaves in the summer turning to brilliant orange-red in the fall. All summer the beautiful peeling cinnamon bark is waiting for its chance to show off as winter arrives to expose it.



This four season small tree fits nicely in today's landscapes. It is also available in a stunning multi-stem form.

We have an especially beautiful crop this year and good sizes left in tree form and multi-stem.

Check our website carltonplants.com, call the main office at 800-398-8733 or contact your sales representative for our current availability.



Photo compliments of O.A.N.

This year Carlton Plants was given the honor of receiving OAN's first ever Outstanding Stewardship Award for commitment to long term stewardship of water, land and other natural resources. Allan Elliott accepted the honor at the annual convention. This new award may be made annually or intermittently in the future, depending on the merits of nominee practices.



TRASH TALK

by Carlton Davidson

State and Province "Adopt - A - Highway" Programs provide an excellent opportunity for companies, individuals and organizations to clean up litter along highways. Carlton Plants and its employees have been volunteering for nearly two decades in Oregon's Adopt - A - Highway program. On average, it takes our employee volunteers two hours to collect along the designated two mile stretch of highway gathering approximately 600 pounds of garbage. To make our program fun, a company representative will "hide" marked bottles along the highway. Whoever finds these bottles will win prizes. At the end of the pick-up, there's definitely a feeling of satisfaction among our employees. If you're interested in finding out more about an "Adopt - A - Way" program in your area, please contact the department of transportation.



Double Pruning Cherry Tree Varieties

by Allan Elliott

Quality improvement is always a production priority, but never more so than in a challenging market when competition is greatest. A year and a half ago, a customer asked me how to manage the extended 3-4 foot long limbs on his pot-n-pot flowering cherries. After explaining what he could do, I thought - what can we do in our fields to produce a tree more suitable to our customers needs?

That summer we implemented some trials that led to a formalized program in 2010. The process involves double pruning and balancing of the trees. This creates shorter limbs with numerous branches producing a fuller more manageable tree that finishes better for the customer with less input on their end.

The initial group of four varieties; Prunus Accolade, Kwanzan, Mt. Fuji and Yoshino are ready for shipping in 2011. Further evaluation of this program has lead to the addition of Prunus Autumnalis and Okame for future production.

We believe this type of value added product will reduce labor and finish quicker for the customer.

continued from page 1

example, some retailers will put all of their roses and fruit trees only in fiber pots or simply half of their stock in fiber and the other half plastic.

- The customer should be given planting and handling instructions. The key concept is to advise your customer to cut openings in the sides and bottom of the pot when planting. This will allow roots to grow out into the native soil or backfill mix unimpeded and will also speed up the decomposition of the container.
- Some fiber pots are available with a water resistant treated bottom. Regardless, it is best if the pots are displayed in a well drained location. A graveled or paved area would be best.
- One overlooked aspect of fiber pots is that they do a nice job of insulating and protecting the root system from overheating and freezing.



Potting Mix ball in container at Eastside Gardens, Bend, Oregon

The third strategy is to create an artificial ball in a plastic container. This is very simple to do yet it works very well. The idea is to line your plastic container with a burlap wrapper or sock when potting up your stock. Once the mix has been tamped firm around the root system in the container, the burlap is then pulled tight up and around the base of the trunk and tied into a transplantable burlap ball with twine while remaining in the container. A couple of inches of mix should be added to the pot prior to lining it with burlap. Laying two appropriate lengths of twine down in the container, with the burlap then placed on top will allow you to cross tie the entire ball before tying around the trunk. When sold early in the season, the customer simply slips the burlap ball out of the container and plants it without disturbing the root system. Again, as with the first two strategies there are key points to keep in mind:

1. Printed as well as verbal planting and handling instructions should be given to the customer. Once planted the customer can then untie and cut away the top of the burlap
2. Because the burlapped ball remains in the container, treated burlap is unnecessary. Instead use untreated; besides being less expensive, it will degrade much faster than treated burlap once the tree or shrub is planted.

With both the second and third strategies, once the roots of the plant have established to the point of holding the mix together, the fiber pot or burlap can be removed prior to planting with no stress to the root system. The beauty is that for the months prior to the roots filling out and holding together the potting media, you have a product that is ready to sell and generate that very important early cash flow. A combination of using all three strategies, depending on the size and variety of your stock, might be the way to go.

CURTIS J. ALLEY AWARD OF MERIT

In September of this year at the fifty-first annual meeting of the Western Region of the International Plant Propagators Society, Mike Anderson was presented the Curtis J. Alley Award of Merit.

This honorary award is presented by the region to a member for outstanding service and contribution to the society. Mike has been the Propagation Manager at Carlton Plants for 29 years and a member of the society nearly as long. Mike is an I.P.P.S. Past President (2008) and has served in various roles and on numerous committees over these years giving leadership and inspiration to the society and members.

We are proud of Mike, his contributions and accomplishments in I.P.P.S. and at Carlton Plants. Congratulations Mike!