

# “CUTTING” REMARKS

Volume I, Issue I

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## D'urc's Drivel

Greetings to all you first time readers (that would be all of you, as this is the first edition of CUTTING REMARKS.) Let me introduce myself. I am D'urc (a fictitious creation), the editor of this publication (and I use that word loosely). The intent of this newsletter is to periodically present information about Plant Source International (PSI) in a lighthearted way to assist in the selling and purchasing of PSI products. This 2 to 3 page (more or less) newsletter will present information for those wishing to effectively procure unrooted cuttings of spring-veg-crops. The schedule for this publication will be on a “regularly occasional” basis (whenever there is an adequate amount of really important stuff). Please feel free to make any (positive) comments or suggestions about this newsletter to D'urc at the e-mail address at the bottom of this page. I look forward to having more “discussions” like this with you in the future and I will try to keep my comments to the first page only, allowing more space for more useful information. Until then, I remain “unrootedly” devoted to delivering this newsletter to you. You can contact D'urc at [azaeske@sbcglobal.net](mailto:azaeske@sbcglobal.net)

## DOES PSI REALLY STAND FOR #'s/sq in?

The short answer is yes ... and no. I'll bet that really clears it up! PSI is the abbreviation for Plant Source International. So the better question (and answer) is, “What is Plant Source International?”. Plant Source International is a company that produces unrooted cuttings (URC's) of “spring vegetative” material “offshore”, in Mexico. The two partners in this venture are Troy Lucht (also of Malmborg's in Minnesota) and Mauricio Paniagua. Troy you probably know, but who is Mauricio Paniagua?

Mauricio is a very experienced grower/production manager, having “cut his teeth” in clean stock and production with Fischer in Mexico. His clean stock production expertise was further enhanced managing a production company for Oglevee at Floraplant. His final “class” in clean stock protocol came with the PSI and Suntory production partnership. It was quite interesting to learn that the clean stock procedures for Suntory are even more stringent than Fischer and Oglevee. And, as you are well aware, the most important consideration when selecting an offshore producer is clean stock procedures. So, what does PSI stand for? PSI is an experienced offshore producer of clean spring-veg material with the highest of clean stock standards.

## SERIOUSLY, COON RAPIDS?!

Yes, seriously, Linda is from Coon Rapids, MN.! So, you ask, “Who is Linda?” That would be Linda Strandlund, the newest member of the PSI “administrative family”. Linda comes to us with a wealth of experience in computers and employee/customer relations, having been a part of the Human Resource teams at Honeywell and at Medtronic. Her main responsibility at PSI will be to keep the men of PSI organized, (a daunting task, to say the least!). She has already been a very valuable addition to our team in bringing much needed computer savvy to our previously “computer challenged” team.

Linda will now be your primary contact for processing orders and current availabilities. (Please refer to Contact Information on page 2)

## PERSONAL TRAINERS AVAILABLE FROM PSI

As personal fitness becomes more the mainstream concern, so should your Spring-Veg-URC selling fitness. I know this concept may seem foreign to you, but I ask you, “Are you mentally and physically ready to sell PSI URC's?”. If your answer is not a resounding YES, may I suggest the services of the PSI Personal Training Program. We have numerous (really only two) “trainers” available to prepare your sales force and customer service representatives to effectively and efficiently sell PSI URC's. Alan Zaeske and/or Troy Lucht are at your service for your company's national sales meeting, regional meetings and refresher sessions for the customer service group. Proven sales tools such as picture catalogs, newsletters and a soon to be developed web site will be presented and explained at such training sessions. We at PSI Personal Training do not believe in the “No Pain, No Gain” concept of training. Our methods are painless for you and are often followed closely by “debriefing” sessions held in a very “casual” setting, if you catch my drift. To schedule a personal training session, just call 866-PSI-URCS and “Leave the training to us”.

## GREENHOUSE STRETCHERS INEFFECTIVE FOR PSI

Demand for PSI production is growing faster than the current "structures" can handle. As such, it has become necessary for PSI to begin construction at two new sites. The first is the construction of a new growing facility only a few miles (or is that kilometers?) away from the current facility in Xochitopec (Try to say that with your eyes closed), Mexico. Land has been purchased and construction has begun on the first block of greenhouses. The first crops will be in the new greenhouses later this year.

This expansion was necessary because the current site is now completely covered with greenhouses and completely utilized with current crops. With the addition of new product lines, it was also necessary to create more "isolation" space between greenhouses and crops.

The second construction project is a web site. As we have always done regarding product mix at PSI, we ask you to let us know what you would like to see on our web site. (Yes, I know ... AVAILABILITY! We're working on it!) The home page should be accessible within a couple weeks as "construction" continues on the more useful pages.

We'll keep you posted on the progress at both construction sites.

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### HERE'S TO YA!

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**May today be the best day of  
your life, and may all the rest  
of your days be even better!**

## HOLY ERRORS, BATH- MAN! MISTAKES FOUND IN 2004 PSI CATELOG!

Much to our chagrin (great word, isn't it?), not only did we make errors in printing our 2003-04 catalog (Did you notice the spelling error in the headline of this article?), our customers found them ... and let us know about them! It's too late to do or say much about those errors, except to apologize to you and Benary. Yes, Benary. We mistakenly indicated that we were offering New Look Pentas. We in fact are offering New Pentas. We hope Benary will accept our apologies. This and other errors have been corrected in the 2004-05 catalog. Hopefully you will find the 2004-05 catalog "mo' betta" and "mo' useful".

## ADDITION STILL GREATER THAN SUBTRACTION

As much as things change, some things never do! PSI will be adding more lines to 2004-05 variety list than they will be eliminating. (Imagine that!) The total offering now is in excess of 250 varieties, with the majority still offered as non-patented. (Yeah, no royalty on those!) Included in this year's offerings are new varieties to PSI, additional colors to groups that already have too many colors and a greatly expanded line of herbs. For a complete listing of the new offerings,

refer to the "New Offerings from PSI" brochure (Duh!). The new catalog (2004-05) was "hot off the presses" (Literally!) at OFA and, subsequently, should have been sent to you and/or your company. The new catalog features pictures of every variety offered and more cultural information than in years past.

Also, be looking for some promotional flyers about some new lines of geraniums to be produced at PSI in 2004-05.

Although these geraniums will be produced at PSI as URC's, in 2004-05 they will be available to brokers/growers as RC's only. The following rooting stations have agreed to add these new lines to their product mix: Bay Gardens, Controlled Growth, Henry's Plant Farm, Malmborg's, and Possum Run Greenhouse. This information should be in your hands within the next couple weeks.

CUTTING REMARKS is created for Plant Source international by Alan Zaeske of Horticultural Marketing & Management

## CONDITION UPGRADED TO AVAILABLE

After an interesting encounter with the USDA last December (contrary to some reports, their guns were not drawn), we have again successfully developed a production program for Ipomea and Agrostis. Bay Gardens (Steve Peters) in the Tampa area has clean stock of 4 varieties of Ipomea and one of Agrostis. We hope to be adding other lines to this production site in the near future and will keep you informed of these developments.

Please keep in mind that cuttings produced at Bay Gardens cannot be shipped with product produced in Mexico. Therefore, when you write orders, you should try to meet the recommended minimums for each of the locations separately. Recommended minimums from Mexico remain at 2500 cuttings and the recommended minimum from Bay Gardens is 1000 cuttings.

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