

"CUTTING" REMARKS

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D'urc's Drivel

Price vs. Cost ...

At some time or another, you've all been cautioned to be sure you were "comparing apples to apples" when making a decision. Perhaps now more than ever is a time when we should heed this excellent advice.

When considering your source for unrooted cuttings be certain you know what is included in the price. Does the price you were "quoted" include shipping, importation fees, boxing, handling, phytos, labels, royalties, marketing fees etc. Although it would be nice, I'm not suggesting that all stated prices should be an all inclusive "laid-in" on the price. I am just suggesting that as you make price comparisons make sure you are comparing the same costs (apples to apples) when you make your decisions.

The tricky part of comparing apples to apples is considering the unseen "core" or reputation of the companies. Be certain the company you select has a reputation for doing it right.

CUTTING REMARKS is created for Plant Source International by Alan Zaeske of Horticultural Mktg & Mgmt

TRIAL TRAIL WRAP-UP

We're b-a-a-a-ck! Yes, we're back as part of the California Pack Trial circuit. Having had pack trial displays at 3 different locations in 4 years, we decided to stay out of the circuit until we found a partner/site that we felt would be long term. That site is Speedling in San Juan Bautista. This trial has become a "must-see" with more than 1/2 dozen breeders and producers displaying product. If you didn't attend in '08, please count us in as part of your '09 tour.

The PSI display included more than 200 varieties all grown under the same conditions. All cuttings were propagated and transplanted at the same time, and due to the great diversity of plant mate-

rial, no growth regulators were used nor were there specific temperature regimes for specific varieties. All feed and growth regulation was of the "natural" type ... everything was fed the same and height was controlled exclusively by the cool nights and high light. There was an attempt to place varieties in cooler/warmer houses, but even that did not allow for much temperature control in these very simple growing structures.

We were pleased with the results of the "natural" growing conditions but have adjusted the propagation schedule by variety to improve the plant quality.

One of the more interesting sections in the display

was the Coleus. The colors were exceptionally bright due to the cool temperatures and the high light. Several of the attending growers and sales reps were quite impressed with the PSI collection of Coleus. The trial was also an excellent opportunity to see a number of Specialty Geraniums PSI offers.

We're planning to make next year's display even better, so why not plan to make it a part of your Pack Trial tour plans?

Summer Trials ... Wow! What a great opportunity to see plant performance under many different climatic conditions. Of the 10 I've seen, Mast Young Plants, CSU and Syn-genta (in Boulder) were all great!

LOST IN TRANSLATION

Have you seen the new brochure from PAC presenting products for the North American market? There are two very significant points to consider regarding this brochure.

First, there are now many PAC items that are

available "outside" the Oglevee/Ecke program. This includes a wide range of geranium products and a very nice series of Angelonia called Adessa. This new approach to the market greatly increases the scope of PAC genetics available to the growers in

North America.

The second important point worth discussing is on the back of the brochure. Be assured that there are a number of the PAC geraniums that have been and continue to be (see LOST..., page 2)

BETTER LATE THAN NOT AT ALL

The California Pack Trials presented the opportunity for PSI to evaluate many of the GGG varieties. We know that there can be "challenges" bringing cuttings in from Europe, so we suggested to GGG that we (PSI) could produce some of their varieties for the North American market. Shortly after returning from California, all parties agreed not only on the concept, but also on the variety list to be offered. As a late season offering, we will begin stock buildup a bit late and will therefore have somewhat limited numbers early. The plan is for this to be a trial program this first year with expansion of the stock base and the variety list in subsequent years. Keep a close eye on the

availability to know what to expect from this program.

These late season additions from GGG will total 89 including 5 Bacopa Copa, 8 Begonias, 2 Bidens, Calendula Sky Fire, 8 Diascia Elfjes, Euryops Sunshine Silver, 5 Fuchsias, 6 Lobelias, 13 New Guinea Impatiens, 6 Osteos, 12 Petunias, 3 Sanvitalias,

Thunbergia Sunny Susy Red-orange, 3 Torenia and 15 Verbenas.

Another group of late season additions comes to us from Danziger. There were several items at the Danziger display in California that caught our eye, many of which are already in our production. One class that looked especially good that we needed to round out our selection was Petunias. So I must say we are pleased to include 7 Cascadias and 6 Littletonias for the 2009 production season.

Here's to Ya!

You cannot change the direction or velocity of the wind, but you can adjust the sails.

For a complete list (and pictures) of these late season additions, (you know this one) just go to www.plantsourceintl.com.

IPOMEA OR IPOMOEA?!

Actually, either is correct. We've decided to "correct" all our references to this crop as Ipomoea. But who really cares, anyway? What you want to know is "Will I receive my Ipomoea and when?" We realize this has been a challenge over the past few years. The demand during peak season has been considerably greater than the supply. To address this situation, we have added another production site for our Ipomoea.

Although we will continue to utilize our production partner in Florida, our primary supplier will be Alex R. Masson, Inc. in Las Cruces, New Mexico. The reason for the addition of a production site was two fold. The first and most obvious reason is to have a better supply during the peak demand. The second and perhaps not so obvious is the better growing conditions for Ipomoea in New Mexico. We feel that the higher light levels and the consistent geothermal heat

will produce a better cutting with fewer challenges in the production cycle.

A small trial production program was initiated this past season to give all involved the experience to be ready for this season. All went well, so we're ready to go.

We are very pleased to have added a grower with such high standards to our team of production partners at PSI. We are convinced you will feel the same way when you receive your Ipomoea cuttings.

LOST ...

available as URC's from PSI to all North American brokers. We believe the statement referring to URC's as exclusively available to one broker refers only to the production at PAC's partner production site in Israel.

The bottom line: PSI will continue to produce several lines of PAC Specialty geraniums including

Angeleyes, Aristo, Fireworks Collection, Little Lady, the Pelgardinis and a group of Scented geraniums. These URC's will continue to be available to all brokers currently listed in the PSI catalog.

For a complete listing of geraniums available from PSI, please go online to: www.plantsourceintl.com

UPDATE

Look for updates to the PSI website in the next few weeks. More than 200 images will be added to the photo section. There will be more complete information regarding the late season introductions. And the cultural information will be increased. AND... always check the availability for your vegetative annual URC needs.

WHEN MORE IS LESS ... HELP!

Beginning with the 2008-09 season, Plant Source International will be offering a volume discount. The discount will be based on the net number of cuttings purchased through a broker during the previous season (weeks 30-29). All items designated 2 for 1 will be counted as 1 cutting for the purpose of determining the volume discount category. The volumes are calculated for each broker separately, volumes are not cumulative from multiple brokers.

PSI has notified each broker with a list of their customers that qualify for a discount and what level of discount will be applied to those accounts. The first discount will be

applied at 30,000 cuttings. The volume discount categories are as follows:

*Discount Categories:

Volume 1:	30,000—99,999
Volume 2:	100,000—299,999
Volume 3:	300,000 +

* Discount applies only to the price of the cuttings and is not applied to freight, royalty and labels.

Check with your broker to determine the level of discount for which you qualify on your PSI orders. Remember that your discount is determined by last year's volume.

Please help us help you. We have spent the past 10 years developing a vegetative annual URC program for the industry. The decisions of how and why were based upon the needs of the original interested parties and their needs. Over this time we have expanded the product lines and the facilities to better meet your needs as we perceive them. As we plan future production we would like more direct input from you, our brokers and grower customers. Do we offer the right mix of product? How can this newsletter and the web-site be more helpful? What can we do differently to become your supplier of choice for URC vegetative annuals? Please send your comments to marketing@plantsourceintl.com.

CATALOG

Our two major goals in producing a PSI catalog are to offer you a better catalog each year and to have it completed by Pack Trials. A la Michael Phelps, we achieved our goals. Although not as ambitious as 8 Olympic gold medals, we are quite proud of our 2009 catalog, and it was completed and available at the Pack Trials! Again we have presented a picture of every variety on the PSI list (as of the catalog printing date). Varieties added after the printing of the catalog are posted on the PSI website.

There is also a new folder of More Color Combination Ideas. I continue to be amazed by the imagination of the growers when combining the spring vegetative items in containers. I am certain you will see some magnificent combination ideas in this collection that you had never considered before.

Demand for the catalog exceeded our expectations ... we have no more! The complete catalog and the complete updated item list both are posted on the PSI web-site, www.plantsourceintl.com.

BRONZE

PSI has been evaluating several non-patented varieties of bronze Ipomoea. (More complete information is posted on our web-site). As a result of these efforts, we will be offering Ipomoea Bronze for this upcoming season. Because of a late start in increasing the stock base, quantities will be limited. For current availability check the PSI web-site, www.plantsourceintl.com.

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