

# "CUTTING" REMARKS

Volume 7

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## *D'urc's Drivel*

*This issue of "CUTTING REMARKS" is a sample issue for those who need to be introduced to this "publication" or would like more information about it to determine whether you would like to clutter your cyberspace with one more semi-regular piece of sometimes witty and informative e-mail.*

*This column is a forum for your publisher to expound on some issue (a commentary, if you will) of importance to growers and the industry. The rest of the publication will present information about Plant Source International related to production issues (both ours and yours), new items, cultural tips and of course, the witty "inspirational quote" of the issue.*

*"Cutting Remarks" is available on-line either by e-mail or posted at [www.plantsourceintl.com](http://www.plantsourceintl.com). If you would like to be added to our "subscriber" list, please leave your e-mail address with one of us or use the contact info on the web-site*

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

## 1st IMPRESSION ... AGAIN

In this era of mergers, consolidations, partnerships and outright purchases of companies in our industry, perhaps it is time to remind everyone of what PSI is all about. Plant Source International remains an independent producer of Specialty Geraniums, Herbs and Spring Vegetative cuttings. As an independent producer, we have the opportunity to select from many of the world's finest breeders of spring vegetative products. Our current list includes selected varieties from Danziger, Elsner-PAC, Robrick, Riverview Farms, and Westflowers (Westhoff). We are currently evaluating product from two additional breeders. Although we

offer patented varieties with royalties, their numbers remain a minority in our lineup. In fact, more than 60% of the varieties offered by PSI are non-patented. If you are aware of plant material that is available to us and would make sense to add to our program, please let us know.

We pride ourselves on our customer service and have been told that we are by far the easiest supplier of spring vegetative material with whom to work. We have the flexibility to work successfully with those last-minute, late-week orders and work to offer the best and most economical shipping. Variety lists and price lists are presented in a timely fashion and a current availability is posted

on our web-site. The yearly catalog always presents photos of all items offered by PSI. In addition to posted availability, the web-site also contains a huge photo library, cultural information, newsletters and more.

Production is currently at 2 locations in Mexico with plans to consolidate all production to our own facility in Tlaltizapan within a year. Because we ship geraniums to the United States as well as internationally, we are required to meet specific sanitation standards. These standards include completely changing out stock with clean material, regular testing for specific (...AGAIN page 2)

## BASES LOADED

In an effort to meet the demands of our customers and our breeder suppliers, we will be loading up some of our stock bases for this coming season. We have seen a considerable increase in demand for the Aristo Regal Geraniums. They are

quickly becoming the regal of choice by growers in North America, so that stock base will see a substantial increase for 2010.

Other varieties included in this stock base expansion are all the Specialty Geraniums (especially Scented Geraniums), Fuchsia,

Vinca and Ipomoea. A big reason for the stock base increase is to make more product available early, as well as during the peak shipping season. We have had the best stock base increase season so far in our 11 year history. As Billy Crystal (Fernando Lamos) would say of the stock, "You lo-o-o-k mahvelous!"

## GROWER TO GROWER (G 2 G)

You've heard of B to B, (Business to Business). Well, this new series of articles will be called G 2 G or Grower to Grower. I will be the "ghost writer" for a grower friend, presenting his experiences and ideas to you. Each article will deal with a specific topic and/or will answer questions or address issues presented by the readership. As you might expect from me, we will stray a bit now and then from the topic at hand to address other important issues. This inaugural article will address the subject of:

### SELECTING A ROOTING MEDIA / CONTAINER

In this economy you might think the most important consideration of a media is its cost. You would be correct if you truly meant cost and

not just the price. The proper media can save (or make) you money without being the least expensive product. A media could save you by reducing the time on the bench, reducing losses during rooting and reducing the number of claims in shipping. Most of all, it could make you money by adding to sales from your "extras

list". But I digress...

The grower supplying information for these writings (we'll call him Jay, to protect the innocent) is an experienced grower of more than 20 years, having managed facilities in several different locations (climates). In his current position, he has implemented a "mantra" of becoming efficient and effective in all phase of the greenhouse operation. The results of this so far are increased sales, fewer employees, less over-time, reduction in claims and a restored shine to a previously slightly tarnished reputation. The point of all this is to put your mind at ease that the information presented is good information. So, on to the topic at hand. (G 2 G page 3)

## Here's to Ya!

**Live for today because yesterday is gone and tomorrow is yet to come.**

## WHAT'S NEW?!

The question from the California Pack Trails always seems to be "What's new?" Often the answer is a new color to this or an addition to that series. Or sometimes the new is something that's been there all the time but you had not seen it that way before. At the PSI pack trial, new was divided into three categories—a new color to a series, something we hadn't noticed before and something we could show only in pictures.

The new addition to a series was Super Star Lobelia. I must say that the name says it all! The bloom is super-sized with a super-sized white blotch on a plant with a superb habit. Certainly the flowers are impressive, but what really caught everyone's eye was the almost upright branching habit which will be great for pot-to-pot production and still fill out a combination or basket.

While admiring the habit of Super Star we realized that the Estrella and the

Double Roccoco Verbenas also exhibited a more upright habit than other verbenas. Those of you who have ever tried separating pots of verbena know the benefit of this characteristic.

The third category of new was the introduction of 4 designer mixes: Bacopa Mega Pack and Calibrachoa Celebration Mixes Karneval, Orient and Spring. For more information about these combos, check out the 2010 PSI catalog or review the Vegetative Designer Combination sell sheet at our booth at OFA.

## ... AGAIN

diseases, complete thrip screening, double-door entries, foot baths, and continuous hand and utensil sterilization. The USDA conducts a yearly inspection to certify PSI.

Our goal is to continue to offer a wide variety of clean spring vegetative cuttings at a fair price.

## REMINDERS

**Volume pricing** ... check with your broker to see if you qualify for volume discounts. Discounts are based on last years sales volume

**PSI Web-site** ... Check it out! Lots of useful information and photos

**Availability** ... current product availabilities are posted on the PSI web-site as of, well ... NOW!

**Catalogs** .... Need one or need more? Contact Linda

**Newsletter** ... Would you like to be added to the e-mailing list?

**Questions** ... about products, orders, or suggestions of topics for the newsletter ... please let us know.

Please contact any of us at the e-mail address listed on the back of this newsletter or meet us in our booth at OFA.

## WHERE'S MY CATALOG?!

The catalog's in the mail. Honest! If you are on our list to receive catalogs, you should have received them by this printing or will receive them any day. It took a bit longer than we'd hoped, but we think you will be pleased. As always, we try to improve upon the previous catalog and we make every effort to have a photo of each item. As seems to be the routine these past few years, we have some late season additions that did not make it into the catalog.

The items of which are speak are 7 additional Vegetative Designer Mixes. These include **Celebration Star Power**, a sparkling combination of Celebrations Star Cranberry, Star Purple and Star Yellow-

Red; **Lobelia Star Bliss**, a stellar mix of Stars Blue, Pink and White; **Scaevola ToppoT Trio**, a top-shelf blend of ToppoTs Blue, Pink and White; **Verbena Estrella Peace Mix**, a pleasant combination of Estrellas Merlot, Peach and Red; **Verbena Roccoco Rum Mix**, an intoxicating blend of Roccocos Peach, Purple and Red; **Verbena Roccoco Sangria Mix**, a refreshing mix of Roccocos Burgundy, Pink and Red.

While we're on the subject of Designer Mixes, let me explain the order fulfillment and the reduced royalty for these combinations. When ordering 100 cuttings of any of these combos, PSI will ship 100 of each of the 3 colors in the combination for a

total of 300 cuttings for every 100 ordered. Please take note that when these varieties (except Bacopas) are ordered in combinations, the royalty will be reduced by \$0.01 per cutting.

All Bacopas from PSI ship 2 for 1. Therefore any order for 100 Bacopas, PSI will ship 200. So, as a combo, there will be 200 each of 3 colors shipped. An order for 100 cuttings of Mega Pack will be shipped as 600 cuttings, 3 packages of 200 of each color in the combo. The royalty on the Bacopa Mega Pack cuttings will be reduced by \$0.005 per cutting.

A color brochure describing the Vegetative Designer Mixes will be available at our booth at OFA. Information and photos will be posted on our web-site very soon.

## G 2 G ...

The need to select a new rooting media became apparent very quickly. It just wasn't working as effectively and efficiently as it could. There were 2 medias being used in propagation, a media within a paper sleeve and a polymer media plug. These products were selected so the grower would be assured that the rooted cutting plug would hold together in shipping. Both accomplished this to a

Degree, but success was limited to the success of the rooting process. Success was reasonable in the paper plug, but was unacceptable in the polymer plug. So the decision was made to find one plug that would be suitable for all items. The product that addressed the issues of the proper growing media and the appropriate tray configuration was the Elle-pot. This product allows for adjustments to components of the media to suit specific growing conditions and offered the tray configuration that fit this production program.

In selecting the Ellepot, Jay was able to standardize his growing and shipping units, reducing time on the bench, improve overall rooting and reduce claims in shipping ... a real time and money saver!

Note: Mention of specific products is not an endorsement (or indictment) of that product. We realize that the level of success of any product is influenced by the growing facility and the growing procedures. This is what works for Jay.

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