



News & Views

for New Hampshire's Green Industry

January 2009

Update on Asian Longhorned Beetle

The Asian Longhorned Beetle (ALB) was discovered in Worcester, MA in August 2008. These tree borers probably arrived there from Asia in crating used to box industrial equipment. The preferred hosts in the eastern U.S. are maple and birch. See the UNH Extension website at <http://extension.unh.edu/Agric/AsianLHBeetle.html> for more information.



Photo by Dr. Phil Nixon,
University of Illinois

Adult Asian Longhorned Beetle

Why should we be alarmed? The infested trees will dieback but death can take years to occur. The impact will be millions of dollars if ALB reaches NH. This pest will severely hurt the maple syrup industry, the timber and associated wood products industry, as well as the landscape and nursery industry. In addition to the direct impacts to these industries, we have the costs of surveying for ALB, removing and destroying infested trees, and replanting.

Where are we now? ALB experts from the state, APHIS, and Forest Service have identified 4800 infested trees in the Worcester area. The regulated area is now at least 62 square miles. These numbers will no doubt grow as more inspections are done. Infested trees will have to be removed and destroyed.

What can we do in New Hampshire?

1) Do Not Move Firewood From Massachusetts- especially the Worcester area. It's against the law to take it from the regulated area. See <http://massnrc.org/pests/alb/> for a map. We request that you don't take firewood from another state. If you have taken wood from the Worcester area, even if it was years ago, please notify one of us: Kyle Lombard - Division of Forests and Lands, 464-3016, Tom Durkis - NHDA, 271-2561, or Stan Swier - UNHCE, 862-1733. We'll come out and inspect it to make sure it's not infested. There is no penalty to you.

2) Keep An Eye Out For This Pest. ALB has been in the Worcester area for at least 10 years. It had time to make it to NH. It wasn't a professional in the tree business who discovered this pest but an observant home owner who noticed the oozing, foamy sap, emergence holes, and beetles. If you also observe this on maple or birch, call one of us immediately.



Photo by Dr. Phil Nixon,
University of Illinois

Asian Longhorned Beetle emergence holes

Usually we can't eradicate invasive species, but there is a reasonable chance we can eradicate ALB. ALB adults do not fly far from infested trees. If we destroy the infested trees, and high risk hosts nearby, we may eradicate it. However, we have to have the will to do it.

Stan Swier, Extension Specialist, Entomology

Display Gardens

January 2009! Happy New Year! The days have begun getting longer, and soon customers will be visiting garden centers and greenhouses to purchase plants for their spring and summer gardens.

As retail growers, you're going through seed and plant catalogs to see what to order and what to seed yourself. Hopefully, you'll also be going through your written and mental notes to see what annuals and perennials sold well in 2008 to help you decide what might interest your customers this coming season.

Keep in mind that gardens range in size from sweeping perennial borders and half-acre vegetable plots to window boxes or a few containers on an apartment balcony.

Your customers garden for many reasons: to enjoy outdoor living, as way to exercise and relax, to increase their homes' or businesses' curb appeal, to produce vegetables and fruits to feed their families and friends. Vegetable gardening may become more popular this year, as more people plant food crops to help them face the economic downturn.

It's important to understand who your customers are so you can better meet their needs. You don't need to do a formal study (it's already too late for that this season, anyway). Just pause for few minutes to think about the kinds of consumers who came through your doors last season.

Marketing experts segment your customer base into these broad demographic categories:

- Baby Boomers, born between 1946 and 1964, many of whom are nearing retirement and downsizing.
- Generation X, born between 1965 and 1976, tech-friendly, entrepreneurial, and nostalgic.
- Generation Y, born between 1975 and 1995, known as the Internet Generation, because they communicate mainly through technology.

Boomers are known as the “do-it-yourself” generation, while the X and Y are the “do-it-for-me” or “do-some-of-it-for-me” folks. That means you need to inspire your X and Y customers by showing them what they can do with plants.

A display garden showing these younger customers an attractive landscape with edible annuals and perennials could be one of the things to emphasize at your retail place this season. Show them how to do it. Include a combination of annual flowers, perennials, vegetables, fruits such blueberries and strawberries, and herbs so

their garden becomes a multiple-purpose garden for food, beauty, and leisure.

Using a garden theme would work well, and the theme ideas are endless. For example:

- A **“three sisters” garden** illustrating a Native American way of growing corn, pole beans and squash. As these three plants grow together, the corn will provide trellises for the pole beans while the beans provide the source of nitrogen, and the squash plants become a living mulch that retains moisture in the ground and suppresses weeds.
- A **perennial butterfly garden** might contain cone-flower, butterfly weed, bee-balm, coreopsis, daisies, asters and other nectar plants. (Be sure to educate your customers about the fact that butterflies begin their lives as larvae; you might want to include plants or packets of seed your customers can sow to feed the caterpillars.)
- A **salsa garden** that includes a variety of tomatoes, peppers, onions, and herbs. Or how about demonstrating how tomatoes will grow in a perennial border.
- A **poultry-seasoning garden** with rosemary, thyme and sage.
- A **Shakespeare Garden**.



Photo by Nada Haddad

The Shakespeare Garden: Nature and culture intertwine inspiring gardeners. The Brooklyn Botanic Garden, Brooklyn, NY.

Your display gardens and display containers can serve as models for your customers to take home and adapt to their own spaces. Offer them a diagram that shows what will do well in the sun or in the shade and how to care for each of the plants throughout the season.

Offer them all the components needed to build those gorgeous models at home: the plants, the containers, the soil, and the amendments. And how about including recipe cards that describe good ways to prepare the foods your customers will harvest from their gardens.

Sell your customers the package deal. You'll sell more plants and build your customer base.

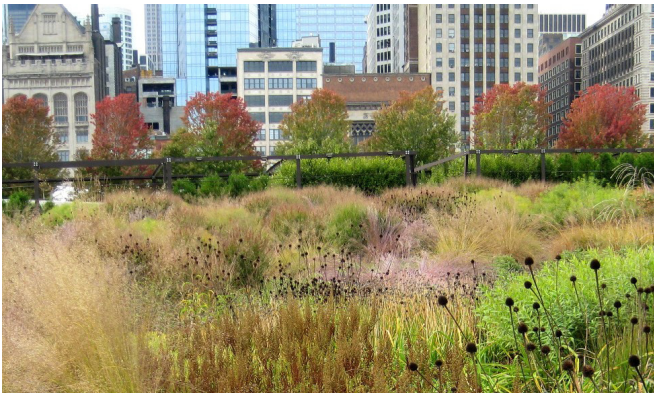
Nada Haddad, Extension Educator Agriculture Resources

Views from the Road

What do landscapers and growers in New Hampshire have in common with those in New Mexico or Minnesota? One of my objectives in traveling a 9000-mile loop through the Great Plains, Rocky Mountains and lower Midwest this fall was to gain a perspective on what the common trends, issues and concerns of the green industry are across the country. Here are a few of my observations....

There is a renewed emphasis on regionally-appropriate landscape design and plant selection. I was thrilled to find a true sense of place reflected in many developments, gardens and institutions across the country. Incorporating things like cisterns, water features or dry creek beds, local rock and historical building materials as appropriate for the site helped to tie the many awesome gardens that I saw to their surrounding environments. Even green roofs are evolving; in Denver they use cacti and succulents as opposed to grasses and sedums in Chicago.

Photo by Cathy Neal



The meadow in Lurie Garden in downtown Chicago reminds visitors that the city was built at the edge of the prairie.

On the other hand, there are still plenty of poor landscaping practices happening out there. Symptomatic of low bid syndrome, they are especially evident in shopping centers. You know what I mean...improper planting, abominable soils, mulch volcanoes, and too wet or too dry conditions combined with the same old, same old plant palette. On the bright side, it's nice to know it's not just a New England phenomenon.

Native plants are here to stay, being required in more and more contracts and ordinances. I have mixed feelings about this. For restorations and minimally managed landscapes I support restricting plants to natives, but, at the other extreme, there simply are no plants native to parking lot islands, or rooftops. One thing that struck me was

what a wide geographic range of adaptation some native plants cover, while others are very narrowly adapted. Just because it's native to an area doesn't mean it's going to thrive in a constructed environment. And, native plants are no guarantee against invasive insects. The diversity of the plant world gives us so many great plants; can't we choose those plants most appropriate for a site without getting hung up on the n-word?

Biodiversity needs to be imbedded in our mindscapes when designing landscapes. Take the City of Chicago as an interesting example of what's happened when exotic insects invade and the tree canopy is made up of just a few species. Ash, a native tree, was heavily planted along the roads for many years until it made up 18% of the 600,000 street trees in the city. Then along came Emerald ash borer and now they are cutting the ash down and it is prohibited from being planted. Norway maple makes up another 21% of the trees but now it's also prohibited for being invasive as well as being threatened by Asian long-horned beetle, as is silver maple which makes up another 16% of their trees. Now the goal of the City's replacement tree program is to keep any species below 15% of the total population and less than 20% of the group that it is planted in, which may be defined by lot size, space between light poles on medians, existing trees on a site, etcetera.

Cathy Neal, Extension Specialist, Landscape and Nursery Horticulture.

E-Issue of the News and Views

In the coming months UNH Cooperative Extension will be offering the News and Views in two different formats. We will continue to offer the publication in its current format, but also in an electronic format conveniently delivered to your inbox on your computer. More information on how to sign up for the electronic version of the News and Views will be in future issues.

Extension Greenhouse and Floriculture Web Page

Visit the University of New Hampshire Cooperative Extension Greenhouse & Floriculture website at www.nhfloriculture.com. The goal of that webpage is to provide growing and technical support to greenhouse owners and operators in the Granite State.

Upcoming Events

January 14 - 21, 2009. NOFA Course in Organic Land Care. Leominster, MA. For more information visit, <http://www.organiclandcare.net/OLC%20Course/8thannualOLCcourse.php>

January 21, 2009. NH Landscape Association and NH Plant Growers Association joint Winter Conference. The Grappone Center, Courtyard by Marriott, Concord, NH. 8:00am-3:00pm; to register call Guy Hodgdon, 1-800-639-5601.

February 4-6, 2009. New England Grows Expo and Conference at the Boston Convention and Exhibition Center, MA. For information visit, <http://www.negrows.org/>

February 6-7, 2009. NH Farm and Forest Exposition. Center of NH - Radisson Hotel Manchester, NH. For information visit, <http://www.nhfarmandforestexpo.org/>

February 12, 2009. Perennial Plant Conference at the University of Connecticut. Storrs, CT. For more information contact Donna Ellis at 860-486-6448, donna.ellis@uconn.edu or visit: <http://www.hort.uconn.edu/2009ppc/>

February 24-26, 2009. Harvest New England Agricultural Marketing Conference and Trade Show, Sturbridge Host Hotel, Sturbridge, MA. For information visit <http://www.harvestnewengland.org/>

March 18, 2009. Spring Educational Conference for Landscapers. Sponsored by NH Landscape Association, UNH Cooperative Extension and Granite State Landscape Architects Association, Massabesic Audubon Center, Auburn, NH. To register call Guy Hodgdon, 1-800-639-5601.

March 25, 2009. Turf Maintenance for Municipalities, Sports, and Landscapers. Cat'N' Fiddle Restaurant, Concord, NH. For more info contact Geoffrey Njue at 749-4445.

March 27-28, 2009. UNH Greenhouse Open House. For more information call 862-3200.

This newsletter is a cooperative effort of the Ornamentals Extension Educators and Specialist at the University of New Hampshire. It is published quarterly. Its purpose is to inform and update industry members on issues and research to the production, use and maintenance of ornamentals and turf in New Hampshire.

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U.S. Department of Agriculture and the NH Counties cooperating.**

Spring Educational Conference for Landscapers

March 18, 2009

8:00 AM – 3:00 PM

Massabesic Audubon Center, Auburn, NH



Sponsored by
New Hampshire Landscaping Association (NHLA),
Granite State Landscapers Association (GSLA)
and UNH Cooperative Extension

Pesticide Credits Available
** One credit for each of these sessions*

8:00 – 9:00 AM Registration and Coffee

9:00 – 10:00 AM

** OPTION 1: Dr. Cheryl Smith*
Plant Problems – Proper Sampling for Improved Diagnosis

** OPTION 2: Lee Gilman & Ray Green*
Best Management Practices for Irrigation

10:05 AM – 11:05 PM

OPTION 1: Department of Transportation
Requirements to Safely Operate Equipment
on The Road in Performance of Our Jobs.

** OPTION 2: Robert Childs & Kyle Lombard*
An update on the Asian Longhorn Beetle
and other invasive insects.

11:10 AM – 12:10 PM Keynote Speaker

Cathy Neal
Trees From Nursery to Street Tree

12:15 – 1:00 LUNCH (provided)

1:00 – 1:30 PM Announcements & Scholarship Awards

1:30 – 3:00 PM

Best Management Practices for Landscaping
Panel Discussion

Name(s): _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

The cost of the Conference is \$45 for the first person,
and \$42 for additional persons. Lunch is provided.

Checks made payable to: NHLA

Send to: Guy Hodgdon, NHLA Business Manager
50 Debbie Lane
Eliot, ME 03903

Questions? Call Guy at 1-800-639-5601 or
Suzanne Hebert at 603-862-3200

See back side for directions to the Massabesic Audubon Center, Auburn, NH.



**Directions to
MASSABESIC AUDUBON CENTER
Auburn, NH**

www.newhampshireaudubon.org

- From I-93 and points West, North, and South of Manchester, take Exit 7, Route 101 East (Seacoast). Watch for the Audubon signs.

OR

- From points East of Manchester, go towards Manchester on Route 101. Watch for the Audubon signs.
- Take Exit 1 and go south onto Route 28 by-pass. Travel 1/8 mile to traffic circle.
- Proceed half way through the circle, continuing on the Route 28 by-pass. You'll see Lake Massabesic on your left.
- Travel 1.9 miles to Spofford Road. Turn left onto Spofford Road for 1/4 mile.
- Turn left onto Audubon Way (on the corner as Spofford Road veers right).
- Parking lot is on the left, opposite the Center.



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