SGGA NEWS

April 2017

SGGA President's Message

Fred Gittings

Greetings from the SGGA. It may finally be spring! After the roller coaster of a late winter it is time to put in some long and rewarding days in the greenhouse.

I attended the one day workshop put on by the SGGA at the U of S greenhouses a couple of weeks ago. The timing couldn't have been better for an update and refresher lesson on bugs (with Dr. Fry) and disease control (with Dr. Howard). Thanks go out to Jackie Bantle for allowing us to use the university's greenhouse as our show and teach laboratory. Continual education of the industry is important if we want to stay competitive. The SGGA sees this as part of their mandate to our membership. Look for future workshops and learning opportunities coming throughout the year. The speaker committee for the November 2017 conference, led by Glen Sweetman, has begun to assemble an excellent group of industry and academic experts on topics of interest to all of us. An update will be provided in the next newsletter.

I hope that all your greenhouses are growing nice healthy green plants and you are all looking forward to a busy and successful spring season. Time to go back to work.

Thank You

Growing Forward 2
A federal-provincial-territorial initiative

Government of Saskatchewan
Ministry of Agriculture

For supporting the SGGA with the projects "Producer Training in Insect and Disease Best Management Practises for Saskatchewan Greenhouses" workshop held on February 25th and the "Saskatchewan Greenhouse Growers Association – Industry Strategic Development Planning Session" held on January 24th & 25th through funding provided by the Industry Organization Development Fund (IODF)!

IN THIS ISSUE

SGGA Board of Directors 2
SGGA Newsletter Advertising 3
Ready, Willing and Able 4
Meet SGGA Board Members 5
Growing Healthy Greenhouse Transplants 7
Get Noticed 10

SAVE THE DATES

SASKATCHEWAN GREEN TRADES CONFERENCE

2017 Saskatchewan Green Trades Conference & Tradeshow

November 7th, 8th & 9th, 2017

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2017 SGGA Membership

MEMBERSHIP BENEFITS OVERVIEW:

- ✓ Access to Tag Discount Program
- ✓ Access to Tray and Box Discount Program
- ✓ Subscription to SGGA's Quarterly Newsletter
- ✓ SGGA's Website: http://saskgreenhouses.com/
- ✓ Member Discount to Annual Conference and Other Association Programs
- ✓ Industry Updates and Networking Opportunities
- ✓ Marketing Programs:
  - Select Saskatchewan Branding Program
  - Greenhouse Vegetable Branding Program
- ✓ Extension Programs:
  - On Farm Food Safety Seminars
  - On Farm Food Safety Manuals Available

Download the …

2017 SGGA MEMBERSHIP FORM

http://www.saskgreenhouses.com/resources/SGGA-Membership_form.pdf

SGGA 2017 Newsletter Advertising

Advertising Option	Member Fee	Non-Member Fee
Full Page 7.25″ x 9.75″	$110.00	$165.00
Half Page 7.25″ x 4.8″ (horizontal) 3.5″ x 9.75″ (vertical)	$ 85.00	$127.00
Quarter Page 3.5″ x 4.8″	$ 60.00	$ 90.00
Business Card (1/8 Page) 3.5″ x 2.3″	$ 35.00	$ 52.00
Full Page Insert	$ 75.00 you print $ 125.00 we print	$ 125.00 you print $ 200.00 we print

Deadline to Submit Print Ready Ads	Deadline to Submit Ad Content	Publication Distribution
January 11, 2017	January 6, 2017	January 25, 2017
March 22, 2017	March 17, 2017	March 29, 2017
July 5, 2017	July 1, 2017	July 12, 2017
September 27, 2017	September 22, 2017	October 7, 2017

Contact the SGGA OFFICE to book your advertising space!

The SGGA would like to thank Rick vanDuyvendyk and Jill Umpherville from Dutch Growers for attending the March 13th OFFS training workshop to share information on how their operation is addressing safety. Thank you also to Erin Hiebert from the Food Centre for delivering the workshop.

Ready, Willing and Able

Ready, Willing & Able (RWA) is a national initiative designed to increase the labour force participation of people with intellectual disabilities or Autism Spectrum Disorder. It was created by the Canadian Association for Community Living and the Canadian Autism Spectrum Disorders Alliance. The RWA helps facilitate employment by making critical connections between employers and agencies, supporting employers, and raising awareness.

We Work with Employers to Create Jobs

A big part of what we do is best described as: employment facilitation. RWA Labour Market Facilitators meet with employers on a regular basis to help inspire them to create employment opportunities for individuals with intellectual disabilities or Autism Spectrum Disorder. Once a job opportunity is created, we work with local and national agencies to fill the position with someone looking for work.

We provide

- Individual on-the-job support for the individual
- Job Coach / Life Coach
- Workplace Modifications
- Adaptive technology
- Worksite Accessibility Supports
- Disability Related Supports (attendant care, sign language interpretation)
- Educational Books, Manuals

Frequently Asked Questions

Q: Is RWA an employment agency?
A: No, RWA Labour Market Facilitators are the bridge between employers and agencies. An individual must already be with an agency in order to be connected to an employer.

Q: What kinds of jobs are available?
A: It's important to say that RWA isn't in the business of filling any and all employment gaps. Our mandate it to ensure that there is a proper match between the employer's needs and the needs of the individual.

Q: I need support with something that isn't on the list. How do I find out if my needs are eligible for support.
A: RWA is a very flexible program. Contact June Draude and I will provide more information about what is possible.

Q: Do I have to offer full-time hours to participate?
A: No. Part-time and seasonal may be exactly what a potential employee is looking for.

Q: What compensation do I offer?
A: The same rate as your other employees in similar roles (real work for real pay).

Q: What accommodations do I need to make?
A: Each individual will be different, so accommodations vary greatly. During the hiring process, and RWA Labour Market Facilitator will work with you on what accommodations will be necessary and provide any supports

I will be delighted to come to your business and discuss and questions you may having about hiring someone with an Intellectual Disability or Autism. Our goal is to ensure the financially it is beneficial for your company plus adding the bonus of having passionate, loyal and trusted employees.

Please contact me at:
306-327-8622
RAC@autismresourcecentre.com
3663 Sherwood Drive, Regina

Meet SGGA Board Members

JACKIE BANTLE

Jackie is the Agriculture Greenhouse & Horticulture Field Research Facility Manager at the Department of Plant Sciences, University of Saskatchewan.

The Agriculture Greenhouse is a research facility within the College of Agriculture & Bioresources, University of Saskatchewan in Saskatoon, Saskatchewan. The facility consists of 13 glass greenhouses and 1 poly greenhouse with an approximate total growing space of 15,000ft2. Researchers from the College of Agriculture rent facility space for research projects involving breeding work and seed increase in pulse, grain, oilseed and fruit crops, vegetable and fruit production, disease and insect control, soil science and plant ecology.

Jackie recommends being a member of the SGGA because it provides an excellent venue for networking with other greenhouse growers, industry suppliers and educational consultants. "As a member of SGGA, growers have access to group purchasing, workshops and regular newsletters that let them know what is happening in the greenhouse industry locally, nationally and even internationally." Noted Jackie.

The best part of being on the SGGA board is working closely with other enthusiastic greenhouse growers and industry people who have passion and vision the Saskatchewan Greenhouse Industry now and in the future. "As a board member, I personally have a direct voice in how the SGGA is functioning, the annual workshops that are set up and the Green Trades conference that is organized each year." Jackie shared.

JACKIE BANTLE
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ANDREA PARTON

Clement Farms Greenhouses began in 1993 when Eugene Clement, his two sons Keith and Kelly and daughter in law Andrea decided to go into business together. We purchased 80 acres of land 5 minutes south of Saskatoon and set up 18,000 sq.ft. of greenhouses. We quickly expanded three times in the next seven years to the 170,000 sq. ft. we have today.

It wasn't long before Eugene stepped back from the business allowing Keith and I to take over all operating duties. Eugene passed on his knowledge and experience

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to us until his death in 2004. Kelly plays a key roll as head of maintenance and deliveries.

We are a wholesaler and retailer of top quality plant material with nine seasonal operations located in Saskatoon, Regina, Moose Jaw, Martensville and Prince Albert.

Keith and I have two children, a son who is studying to be an architect and a daughter who is showing some interest in the greenhouse. She is the third generation to be a part of our business and is gaining experience through on the job training. The four of us work year round along with 60 seasonal employees.

We have been members of the Saskatchewan Greenhouse Growers Association for about 20 years. Being a member gives us the opportunity to network and socialize with other growers, salespeople and industry leaders. We have a voice in where the association is going and how to get there. Access to information and educational workshops is invaluable to anyone in our industry. There are many benefits to becoming a member of the SGGA.

The best part of being on the Board of Directors for me is being part of a strong organization that is committed to helping its members succeed. With the new management team and dedicated board members, the future of our association looks bright in 2017 and beyond.

SGGA members qualify for Horta-Craft Limited group pricing!

Order your tags through Horta-Craft and receive the SGGA members rate.

Growing Healthy Greenhouse Transplants

By Jackie Bantle, University of Saskatchewan

By now, you have probably started most of your greenhouse transplants for the season. If not, there is still time to seed some of the quicker maturing flowers and vegetables. Don't panic!

Purchasing a healthy, locally grown flower or vegetable transplant of good quality from your greenhouse is something that your customers expect; it is that same quality that sets your greenhouse apart from the big box stores. I'm not saying the plants in the big box stores are substandard (some of you out there are probably suppliers to the big box stores) however, as wholesalers, you might bring in the best quality product to the big box store but, more often than not, the care that the plants receive once you leave them behind is not nearly as tender or loving as the care that you provided in your own greenhouse.

For the best transplants possible, get them started at the "right" time. Whether you are seeding your plants or ordering plugs, organize your growing timetable by working backward from the date that you expect to have your plant for sale. Trying to hold back fully grown transplants for 4 weeks or feeding plants extra fertilizer so that they will grow in 2 weeks instead of 4 weeks is not ideal and should be avoided. If you are a relatively new grower, timing can be a challenge. There are planting schedules and dates recommended by numerous books or websites but when it comes down to it, every greenhouse grows a little differently. The perfect growing conditions are not always available: your greenhouse structure, the outdoor weather (ie. available sunlight during the growing season) and whether or not the spring weather gets your customers motivated to shop by a certain date, are only some of the challenges you face. Start by doing some research from some reputable grower books, talk to your suppliers, perhaps give your favorite Provincial Greenhouse Specialist a phone call and talk to your fellow greenhouse growers. Follow recommended fertility guidelines for the particular transplant that you are producing. Excess nitrogen will result in tender leaves and stems that may be prone to breakage whereas a lack of phosphorous will hinder good root formation.

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Even, consistent watering of plants is extremely important for good transplant production. Make sure that the edges of your trays are getting as much water as the center of the transplant trays. Don't assume that just 'anyone' can water your plants. Take the time to train your employees to be excellent waterers: make it clear that watering is one of, if not the, most important job and it needs to be done with care and attention. Depending on the temperature controls in your greenhouse, the weather and the size of containers, your transplants may need water more than once/day – especially near selling time.

Lighting is important during transplant production. Ensure that transplants have access to 360° lighting. Do not let larger transplants shade smaller transplants. Early in the season, when transplants are getting started, supplemental lighting will make a big difference in growth. The addition of light from high-pressure sodium (HPS) lamps can suppress stem elongation. HPS lamps emit a high amount of red light relative to far-red light, which inhibits stem extension. Of course, you must weigh the extra cost of supplemental lighting over the benefits in production.

Excessive stem elongation (ie. excessive distance between plant internodes) is something that should be avoided. Leggy transplants are not attractive and are difficult for consumers to handle in their garden. Providing a negative DIF (a cooler day than night) is an effective technique in inhibiting stem extension of most transplants, including vegetables. If it is not possible to maintain a cooler day than night temperature, a temperature drop during the first two to three hours of the day, beginning about 30 minutes before sunrise, is similarly or slightly less effective. In both techniques, plant response increases as the value of the DIF or drop increases. For example, a plant grown with a 20/22°C day/night temperature will tend to have longer internodes than a plant grown with a 18/24°C day/night temperature. When using the DIF or drop, be sure to maintain your desire average day temperature and ensure that your energy costs for night heating are economical. Shade curtains can help insulate a greenhouse at night.

Another method of decreasing your transplant height and encouraging strong, sturdy stems is by brushing your plants lightly several times each day. The idea is to bend the stems slightly without damaging leaves or breaking stems. Research has proven that moving an irrigation boom or setting up a fan to blow constant air on transplants can reduce their height over a period of time.

If you are finding that the growth of transplants in your trays is uneven – taller plants in the centre with shorter plants around the edge of the tray – this uneven growth may be a result of differences in air circulation and watering between cells within trays. If the outside cells are drier; growth will be reduced compared to the plants located in the centre of the trays. As plants get taller in the centre, the problem becomes exacerbated since these taller plants start to shade the smaller outside plants. Ensure that the trays are being watered and fertilized consistently and uniformly throughout the entire tray. Lack of water or fertility will stress plants and slow their growth. Remind your workers that watering is the most important job.

When flats are not placed tightly against one another, there is greater air flow and a greater degree of drying compared to other sides (ex. along the walkway). Place flats side by side on benches. Cells along the outer edges of trays may need extra watering.

Plant growth regulators are another way of controlling growth of transplants. I am not an expert in this field and won't even pretend to give advice on growth regulators in the greenhouse. What I do know is that if you are using growth regulators, be sure to use the right growth regulator for the right plant at the right time and apply it according to label directions.

Did you know that some vegetable crops don't like to have their roots disturbed and often do not do well as transplants? Sweet corn and vine crops like cucumbers, cantaloupe, watermelon, pumpkins and winter squash can easily experience transplant shock if their roots are disturbed during transplanting. Research has shown that an ideal vine crop transplant has only one or two true leaves present before transplanting (ie. 2 week old plants). Jiffy 7 peat pellets are an excellent media for growing transplants that don't want their roots disturbed – roots grow directly through the netting surrounding the peat pellet. If you decide to grow and sell your vine and sweet corn transplants in Jiffy 7 peat pellets, remind your customers that when they are planting these transplants that the entire peat pellet must be covered with soil or the exposed peat will act like a wick, drawing water away from the transplant.

A good transplant should be compact, have a strong stem, be dark green in colour and have white healthy roots that hold the root ball together but not root bound. If you can provide this to your customers, you will have achieved your goal of quality assurance. Happy spring!

SGGA Summer BBQ & Socials

The SGGA will be hosting a Summer BBQ & Social at two locations this summer:
1. near Saskatoon and 2. near Moose Jaw.

The event will pose the opportunity to network with fellow Saskatchewan members and growers.

Watch for details coming soon through email and the SGGA social media outreach accounts.

Get Noticed

by Judy Sharpton

Over the past fifteen years of speaking to audiences made up of garden center staff and owners, one of my anecdotes that always results in knowing smiles and perhaps a pointed elbow to an owner's ribs goes something like this. "If you've ever had a customer visit your store and say 'I've been driving past here for years and I never knew you were here,' then you must slap yourself." That comment means the store has allowed itself to be invisible.

Failure, not only to get your store noticed, but to command the customer's attention is a failure of customer service. After all, first you must communicate that you actually want that customer's business in order to make any claim about customer service. The customer who does not pull into the driveway can never be the object of your unique service.

So, how do you get that customer into your driveway? How do you get yourself noticed? Read on for four techniques that work.

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judy@growingplaces.com

Judy Sharpton is the owner of Growing Places Marketing. Since 1994, Growing Places Marketing has provided store development services exclusively for independent garden centers and farm markets with a focus on physical development, category development and branding. Judy writes for a number of industry publications and offers program content to trade groups and individual vendors through Growing Places' Store School®. Judy tends a personal retreat garden at the edge of 85 acres of salt marsh near Savannah, GA. She enjoys hiking, boating and birding with her husband Buddy and their dog Dylan.

1. Talk to the street

The store starts at the street with a presence that demands the customer look, put on brakes and turn into the parking lot. That presence is made up of two elements: traditional signage and street side planting signage. Traditional signage tells your customer the name of your store and its purpose. That means using the words "garden center" in the name. The sign should be readable at 10 miles faster than the posted speed limit. Street side planting signage is NOT a landscape. No amount of shrubbery and grasses will cause the customer to put on brakes. A single-color, seasonally changeable planting mounted on a white resin fence is the optimum street side planting sign.

2 – Talk electronically

Forget the excuses. Choose at lease one electronic communication technique and use it regularly. An electronic newsletter is so easy even I can do it. Social media takes a little more time. But pick one – Facebook, Twitter, Pinterest, or the social media du jour – and find a way to use it. Pay attention to Pinterest; it's your best source of products that are trending with younger customers - products you should have in your store or offer as a workshop.

3 – Talk personally

Nothing takes the place of personal selling. The independent channel prides itself in staff interaction. OK, make that a signature product. First, greet every customer as if that person is a regular. You'd never say "May I help you?' to your best customer. You'd say hello. Say hello to every customer and then wait. At some point she will engage you with a question or request. Answer as simply as possible. Don't overwhelm her with information. Then ask some questions, just not questions the customer can't answer. Like "Is it wet or dry?" Start with "What colors do you like?" Or "Is this a warm sunny place or a cool shady spot?"

4 - Schedule groups

In-store events invite customers into the store. But you can't expect customers to keep up with the schedule of events at your store. Create a schedule of events for three months and communicate those events to your customers so they can schedule time to attend. Then text or email reminders five days in advance and (if you have spaces to fill) two days in advance. Make and take events that focus on container gardens in all forms – from planters to wreaths – encourage the customer to access all the expertise of the store in a short period of time to achieve a garden project and leave the mess at the store.

SAVE THE DATES

2017 Saskatchewan Green Trades Conference & Tradeshow

November 7th, 8th & 9th, 2017

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