SGGA NEWS

January 2021

SGGA PRESIDENT'S MESSAGE

"Individual commitment to a group effort – that is what makes a team work, a company work, a society work, a civilization work." *– Vince Lombardi*

When I first set up my own greenhouse, I was a little star struck at the first SGGA greentrades conference. I felt welcomed and supported by the members and reps. I was (and still am) like a sponge learning everything that I can about the industry. I heard first hand accounts on what can go right, and what can go wrong in each season. I was fed the fuel I needed to succeed in my first growing season.

After my second season, I trained as a florist and opened my store 12 months of the year. The first question I asked was- what's the association called for florists where I can learn and grow? I was greatly disappointed to learn that not every retail genre has an association to back them. It reminded me how truly blessed I am to have the SGGA for support.

As a result of being open 12 months of the year, I have reaped the benefits of sales that fall outside of a regular greenhouse season. With what I have learned, I bring to the SGGA "outside the box" thinking. I have learned what to do to move outside of 3 month operation, and that information can be passed onto you. For example tropicals have been huge in my sales!

Then covid came. I'm sure I can safely say that everyone I know is sick of that word. What I can say positive about the pandemic is how incredibly proud I am of our managing director Guenette. She worked tirelessly pulling all of her strings to get us deemed essential. Our board of directors whatsapp was buzzing at all hours with updates from Guenette. She worked non stop to make our seasons happen.

As a tight knit group on the SGGA board, we have been behind the scenes getting quotes and reaching out to suppliers of tropicals to see if we can work as a buying group to save us all money. If nothing comes to fruition, be rest assured, we exhausted every direction we knew to get us all a deal.

I look forward learning and each day with this incredible association. Thanks for being apart of this group effort!

– Tammy Lauinger
President SGGA

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Saskatchewan Greenhouse Growers Association
Box 68, Middle Lake, SK S0K 2X0
Phone: 306-367-2012 Fax: 306-367-2403
Email: saskgga@gmail.com Website: www.saskgreenhouses.com

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Email: saskgga@gmail.com

Phone: (306) 367-2012
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Saskatchewan Greenhouse Growers Association
Box 68, Middle Lake, SK S0K 2X0

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UPCOMING CALENDAR OF EVENTS

FOR SASKATCHEWAN GREENHOUSE GROWERS

SASKATCHEWAN GREENHOUSE GROWERS ASSOCIATION
BOX 68, MIDDLE LAKE, SK S0K 2X0
PH: 306-367-2012 FAX: 306-367-2403
EMAIL: saskgga@gmail.com WEB: www.saskgreenhouses.com

REGISTRATION FORM ON PAGE 4

JANUARY 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5 **8:30 - 9:30 a.m.** **SGGA MEMBERS Coffee Talk - Zoom Connect** *How are greenhouses preparing now for next season? Will the Covid Trend continue? How do we keep momentum?*	6	7	8	9
10	11	12 **12:30 - 1:30 p.m.** **NEW YEAR, NEW FERTILIZER Leaving 20-20-20 back in 2020! Optimizing fertilization for your growing needs!** *with Audra Cooper & Bob McHargue, Early's Farm & Garden*	13	14	15	16
17	18	19 **7:00 p.m.** **Soil Mixes, What & How to Use Them** *with Michiel Verheul, High Q Greenhouse*	20	21	22	23
24 / 31	25	26 **7:00 p.m.** **Pre-selling On-Line** *with Debbie Foisy*	27	28	29	30

FEBRUARY 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2 **7:00 p.m.** **Growing Tips and Advice to Share With Customers: They Won't Find That at Big Box Stores** *with Jackie Bantle*	3	4	5	6
7	8	9 **7:30 p.m.** **Cuttings 101** *with Michiel Verheul, High Q Greenhouse*	10	11	12	13
14	15	16 **12:30-1:30 p.m.** **Integrated Pest Management Prevention and Treatment of Common Greenhouse Pests** *with Audra Cooper & Bob McHargue, Early's Farm & Garden*	17	18	19	20
21	22	23 **7:00 p.m.** **Tropical Plant Rage: What to Sell, Where to Get It and How to Grow It** *with Jackie Bantle*	24	25	26	27
28						

MARCH 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2 **7:00 p.m.** **How to be #1: developing your niche/services to be the first choice for garden centre in your area and attracting your target customer** *with Debbie Foisy*	3	4	5	6
7	8	9 **8:30 a.m.** **SGGA MEMBERS Coffee Talk - Zoom Connect** *How are you connecting with your customers to build excitement & inspire your buyers for Spring?*	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

The SGGA is pleased to be offering SGGA members several learning opportunities January through March 2021.

These sessions will be delivered virtually, using an extremely user friendly platform "zoom" https://zoom.us/, a free program on the web. ***Participants must pre-register for all the events listed below.***

SGGA WORKSHOP REGISTRATION FORM

FREE *PREREGISTER AT LEAST ONE WEEK IN ADVANCE TO RECEIVE THE LOGIN CODE

SGGA MEMBER COFFEE TALK (starting @ 8:30 a.m.)

- ☐ **March 9th, 2021** – Connecting with Customers

2021 WINTER/SPRING ZOOM WORKSHOPS *MUST PRE-REGISTER AT LEAST ONE WEEK PRIOR TO RECEIVE LOG IN CODES

$25 / session or $200 for access to all sessions (save $25)

- ☐ **October 20th, 2020 @ 9:00 a.m.** Overwintering trees / shrubs & perennials with Vic Krahn, Lakeshore Tree Farm
- ☐ **January 12th, 2021 @ 12:30 p.m.** New Year, New Fertilizer Leaving 20-20-20 back in 2020. Optimizing fertilization for your growing needs with Audra Cooper & Bob McHargue, Early's Farm & Garden
- ☐ **January 19th, 2021 @ 7:00 p.m.** Soil Mixes, What & How to Use Them with Michiel Verheul, High Q Greenhouse
- ☐ **January 26th, 2021 @ 7:00 p.m.** Pre-Selling On-Line with Debbie Foisy
- ☐ **February 2nd, 2021 @ 7:00 p.m.** 'Growing Tips and Advice to Share With Customers: They Won't Find That at Big Box Stores' with Jackie Bantle
- ☐ **February 9th, 2021 @ 7:30 p.m.** Cuttings 101 with Michiel Verheul, High Q Greenhouse
- ☐ **February 16th, 2021 12:30 - 1:30 p.m.** Integrated Pest Management. Prevention and Treatment of Common Greenhouse Pests with Audra Cooper & Bob McHargue, Early's Farm & Garden
- ☐ **February 23rd, 2021 @ 7:00 p.m.** 'Tropical Plant Rage: What to Sell, Where to Get It and How to Grow It' with Jackie Bantle
- ☐ **March 2nd, 2021 @ 7:00 p.m.** "How to be #1" developing your niche/services to be the first choice for garden centre in your area and attracting your target customer with Debbie Foisy
- ☐ **ALL SESSIONS ($200)**

***2021 Membership –** *Memberships are due now. Please renew your membership to take part in training sessions being held in 2021 (membership form on **page 10**).*

TOTAL AMOUNT: $ _____

REGISTRANTS NAME: _____

BUSINESS NAME: _____

MAILING ADDRESS: _____

_____

EMAIL ADDRESS: _____

PHONE #: _____

Saskatchewan Greenhouse Growers Association
Box 68, Middle Lake, SK S0K 2X0
Phone: 306-367-2012 Fax: 306-367-2403
Email: saskgga@gmail.com Website: www.saskgreenhouses.com

Payment Method

*Please make method of payment payable to

Saskatchewan Greenhouse Growers Association

☐ Cheque - Cheque Number: _____

☐ Credit Card (Visa / Mastercard)

Cardholder's Name: _____

Credit Card Number:

_____ / _____ / _____ / _____

Expiry Date: _____ /_____

Cardholder's Signature:

_____

2021 MEMBERSHIPS NOW DUE

Saskatchewan Greenhouse Growers Association

- Access to Tag Discount Program
- Access to Tray and Box Discount Program
- Subscription to SGGA's Newsletter
- Scholarship Funding
- Industry support through other mentors and Board of Directors
- Member Discount to Annual Conference and Learning Opportunities
- Industry Updates and Networking Opportunities
  - Industry Liaison to Government
  - Covid Support for your Business
- Member on Facebook forum

NEW MEMBERSHIP PERKS

- Covid Support for your Business
- Promotion of your business on New Facebook Group – Flowers & Gardens – Sask Connection for Backyard Enthusiasts
- Copy of the Industry Suppliers Guide
- Access to winter 2020-2021 virtual learning events and coffee talks (member exclusive)
- SGGA members tour maps (the SGGA will be creating and sharing with the public, tour maps to guide garden enthusiasts on where to go for local flowers and produce)

On your behalf the SGGA is pleased to represent the greenhouse industry, addressing topics important to your business at the industry and government level. Your membership is important and entitles you to share your opinion and concerns with the board.

Box 68, Middle Lake, SK S0K 2X0
Fax: 306-367-2403 • Email: saskgga@gmail.com

306-367-2012

www.saskgreenhouses.com

SGGA verified members will receive SGGA member rates on tag orders placed with:

Horta-Craft

Horta-Craft Limited
www.horta-craft.ca

Qualifying members must provide verification of 2020-21 SGGA membership when submitting orders to Horta-Craft Limited for group pricing.

SGGA 2021 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

2021 DISTRIBUTION DATES

Content Deadline	Distribution Deadline
January 6, 2021	January 15, 2021
March 24, 2021	April 1, 2021
July 28, 2021	August 6, 2021
October 6, 2021	October 15, 2021

Contact the SGGA OFFICE to book your advertising space!

What Perennials are you growing in your greenhouse?

By Jackie Bantle and Sara Williams

Although many gardeners are attracted by the bright, flashy flowers of annuals, perennials are what I consider to be the 'elegant' plants of the garden. Expanding your perennial section at your greenhouse can be one way of ensuring that 'hard core' gardeners return to your greenhouse year after year.

Perennials may be defined as non-woody plants which live for three or more years. Perennials can be confusing for some customers: what perennials are for shade areas, how much water do they need, when do they bloom, is it their foliage or their flowers that are the highlight, are they hardy?

As a greenhouse grower, it can be risky to try new perennials. Unique perennials are difficult to source and more expensive to purchase and grow. If you do not sell the perennials this year, will you try to overwinter them until next year or just count it as a loss?

Keep in mind why gardeners are often purchasing perennials: hopefully it will reduce the number of plantings and workload that gardeners need to do each year. Most perennials (once established) don't need a lot of maintenance. Perennials provide some seasonality in a person's yard: the expectation of waiting for one plant to bloom while other blooms are fading provides variety, delight and wonder to many gardeners.

Bergenia flower
MAUREEN TROESCH PHOTO

There are a few basic selection criteria that you may want to follow when choosing perennials to sell at your greenhouse:

1. Ensure that the perennial that you are selling is hardy for the zone where it is being planted. If you are selling perennials that may be on the edge of hardiness, make sure your customers are aware of this and provide some hints as to how they might be more successful in ensuring their perennials survive the winter (i.e., providing straw or wood mulch whenever necessary for root protection).

2. Sell perennials that are long-lived and dependable. For example, Rudbeckia is often sold as a perennial, but I have found it to be very 'hit and miss when it comes to returning year after year. It is ok to sell these types of perennials but make sure that your customers are aware that these perennials can be finicky.

3. Label your perennials as 'well-behaved' (i.e., being non-invasive and requiring low maintenance) vs 'must be contained' for those perennials that tend to 'spread like weeds' (ex. Variegated ribbon grass, *Phalaris arundinacea*)

4. Look for perennials that will provide a relatively long period of bloom. While red poppies can be quite stunning in spring, some cultivars bloom for a very short period whereas Bergenia and phlox blossoms are longer lasting.

5. Besides blossoms, choose perennials that have other landscape value such as for their foliage, seed heads or even winter structure.

6. Because the Prairies are dry, try to find perennials that are drought tolerant. If the perennials that you are selling require moist conditions, make sure that your customers know this and educate your customers as to what is meant by 'moist conditions' (i.e., a heavy rain once/week or constantly moist soil)

Corydalis nobilis
SARA WILLIAMS PHOTO

Remember, you can never overeducate your customers. Your power as a local greenhouse grower is in the knowledge and expertise that you can provide to your customers, unlike the big box stores.

For customers who are just getting started with perennials, provide some advice on how they should get started. Suggest that perennials should be planted together in a perennial bed rather than a perennial located here and there throughout the yard. Reiterate that mass plantings of perennials provide a focal point for a perennial bed rather than just a random collection of many perennials. Maybe you want to host a basic landscaping class or hire an expert to come in and teach a class for your customers. Perennials are permanent so gardeners might appreciate some concrete advice on designing a perennial bed.

… continued …

Advise customers on how they should prepare their soil BEFORE they plant their perennials. Make sure that all of the perennial weeds have been controlled or removed prior to planting. Dig the soil deeply and incorporate soil amendments such as 15cm of compost or well-rotted manure to the soil prior to planting. The perennial bed should be slightly raised (like a berm) from the surrounding landscape to allow for good drainage and better viewing.

Encourage your customers to apply a "permanent" 4-inch layer of organic material to the soil surface between (not on top of) perennials, topping it off every 2 or 3 years as needed. Wood chips, post peelings or flax straw are excellent materials to use for organic mulch. Mulch also helps to conserve water, reduce weeding, reduce soil compaction, add nutrients to the soil, reduce slugs and encourage lady bugs. In fall, leave dead foliage on the bed to catch snow and insulate the plant crowns.

To fertilize perennial beds, apply fertilizer in early spring as new growth emerges. Some possible fertilizer options include: Granular - 11-48-0, 10-51-0 or 16-20-0 worked into the top 5-10cm of the soil surrounding the perennials or… water soluble fertilizer with micro-nutrients or… 5-10cm of compost applied around each perennial plant.

Spring Adonis
SARA WILLIAMS PHOTO

Following are a few lists of perennials that are hardy for the prairies that you may want to supply to your customers. Good luck and Happy Growing!

Early Blooming (late April, May)

Soft lungwort *(Pulmonaria mollis)*
Cortusa primrose *(Primula cortusoides)*
English primrose *(Primula veris)*
Dusty miller primrose *(Primula auricula)*
Noble corydalis *(Corydalis nobilis)*
Hepatica or liverleaf *(Hepatica transsilvanica)*
Marsh marigold *(Caltha palustris)*
Spring adonis *(Adonis vernalis)*
European pasqueflower *(Pulsatilla vulgaris)*

Main Season Blooms

Daylilies *(Hemerocallis)* - 'Kindly Light', 'Hush Little Baby', 'Chicago Apache', 'Saloam Ethel Smith', 'Red Vixon', 'Chinese Autumn'
Lemon daylily *(Hemerocallis flava)*
Tawny daylily *(H. fulva)*
Yarrows *(Achillea millefolium)*
'Terracotta'
'Paprika'
'Summer Pastels'
'Credo'
Fall-blooming anemone (*Anemone tomentosa* 'Robustissima')
Stonecrops: *Sedum* 'Frosty Morn'/ *S. spectabilis* 'Brilliant'
Sedum 'Autumn Joy'
Perennial alyssum *(Aurinia saxatilis)*
Manitoba coral bells *(Heuchera)*:
'Brandon Glow'
'Brandon Pink'
'Northern Fire'
Masterwort *(Astrantia major)*
White clustered bellflower (*Campanula glomerata* 'Alba')
Blue sea holly *(Eryngium planum)*
Summer gentian *(Gentiana septemfida)*
Pink turtlehead *(Chelone obliqua)*

Tall Perennials for the Back Border

Goat's beard *(Aruncus dioicus)*
White fleeceflower *(Persicaria polymorpha)*
Giant Solomon's seal *(Polygonatum commutatum)*
'Fascination' Culver's root *(Veronicastrum virginicum)*
Bugbane *(Cimicifuga)*
Joe Pye weed *(Eupatorium purpureum)*
Ornamental rhubarb *(Rheum palmatum)*

Foliage! Grasses, ferns, perennials

Hosta *(Hosta)* 'August Moon', 'Big Daddy', 'Guacamole', 'Brim Cup', 'Abiqua Drinking Gourd', 'So Sweet', 'Minute Man', 'Paul's Glory', 'Great Expectations', 'Halcyon', 'Sagae'
Bergenia *(Bergenia cordifolia)*
Blue lyme grass *(Leymus arenarius)*
Megellan wheat grass *(Elymus megellanicus)*
Blue oat grass *(Helictotrichon sempervirens)*
'Karl Foerster' feather reed grass *(Calamogrostis x acutiflora)*
'The Beetles' carex *(Carex caryophyllea)*
'Blue Zinger blue sedge *(Carex flacca; syn. C. glauca)*
Palm sedge *(Carex muskingumensis)*
'Lady in Red' *(Athyrium angustum forma rebellum)*
Rock polypody fern *(Polypodium virginianum)*
Rogersia *(Rogersia aesculifolia)*
Shieldleaf *(Astilboides tabularis)*

Harder to Find but should be sold

'Goldsmith' comfrey *(Symphytum grandiflorum* 'Goldsmith')
Merry bells *(Uvalaria grandiflorum)*
'Dropmore' catmint *(Nepeta* 'Dropmore')
Anemone lesseri
Double wind flower *(Anemone sylvestris floropleno)*
'Nosegay' peony *(Paeonia* 'Nosegay')
Paeonia anomala
Siberian avens *(Geum borisii)*
Fernleaf clematis *(Clematis douglasii var. douglasii)*
Solitary clematis (*Clematis integrifolia)*

Small is Good

Siberian barren strawberry *(Waldstenia ternata)*
Wild strawberry *(Fragaria virginiana)*
Whitley's speedwell *(Veronica whitleyi)*
Pussy toes *(Antennaria dioica)*
Stonecrop 'Rosy Glow' *(Sedum)*

Oldie Goldie Iris

'Vice Admiral' bearded Iris (look for "intermediate" on label)
'Maori King' bearded iris
Blue flag iris *(Iris versicolor)*
Arctic iris *(Iris setosa)*
Milk iris *(Iris lactea)*

Renew your 2021 SGGA membership **prior to February 15th** and receive a $25 EARLY'S Garden Centre gift card to use towards the purchase of any products they carry.

Each individual operation may want to consider discussing with the staff at Early's the possibility of bulk purchasing discounts of products you need for your operation.

Thank you https://www.earlysgarden.com/ for your support of the SGGA and our members

2021 SGGA MEMBERSHIP FORM

PLEASE COMPLETE THE FORM BELOW AND SUBMIT IT, ALONG WITH PAYMENT, TO THE SGGA OFFICE

2021 MEMBERSHIP YEAR Company Name: _____

Applicant Name: _____

Mailing Address: _____ City/Town: _____

Prov: _____ Postal Code: _____

Business Telephone #: _____ Alt Phone #: _____

Fax Number: _____ E-mail: _____

May the SGGA use your Business Name for promotional purposes? _____Yes _____ No

I give SGGA permission to share my contact info with other growers and suppliers. _____
SIGNATURE

Active Membership Information (check all that apply)

Greenhouse Vegetable

☐ Cucumbers ☐ Tomatoes ☐ Peppers ☐ Other(s):_____

☐ Bedding Plants ☐ Potted Plants ☐ Perennials ☐ Cut Flowers ☐ Poinsetttias ☐ Garden Center
☐ Wholesale ☐ Retail
☐ Other(s):

Please select your size* of operation to help the SGGA identify programs and benefits that fit our member's needs:

☐ Small – under 9,999 ☐ Moderate – 10,000 – 24,999 ☐ Medium – 25,000 – 1 acre ☐ Large – over 1 acre

** Size is determined by the square footage you have that is covered by a structure and you have the capacity to control the heating & / or cooling environment.*

I would like to receive my Greenhouse Canada subscription

☐ electronically ☐ printed copy in the m ail

***IMPORTANT:** Would you prefer to receive communications by: ☐ Mail ☐ E-mail

The SGGA newsletter will be shared with you via the preference indicated.

☐ I give permission to the SGGA to promote my business publicly using social media, the website, advertising and any other form identified by the SGGA.

Membership Type

☐ Active Member / Grower – Basic Membership $125.00 $_____

☐ Add $0.01 per square foot over 10,000 to a maximum of $325.00

# of square feet _____ x $0.01 = $_____

☐ Associate Member / Trade Membership $175.00 $_____
includes listing in suppliers list on website

☐ Educator / Government Membership $125.00 $_____

☐ Student Membership $ 25.00 $_____

Subtotal = $_____

GST 5% = $_____

Total Enclosed = $_____

FAX OR MAIL THIS FORM TO:
Saskatchewan Greenhouse Growers Association
BOX 68, MIDDLE LAKE, SK S0K 2X0 FAX: 306-367-2403
Telephone: 306-367-2012 Email: saskgga@gmail.com

Payment Method

*Please submit payment payable to the
Saskatchewan Greenhouse Growers Association

Amount Submitted /
Authorized: $_____

☐ Cheque - Cheque Number: _____

☐ Credit Card (Visa / Mastercard)

Cardholder's Name: _____

_____

Credit Card Number:

_____/_____/_____/_____

Expiry Date: _____/_____

Cardholder's Signature:

_____

2020-21

GREENHOUSE INDUSTRY

NEW

SUPPLIER GUIDE

for SGGA Members

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Congratulations to the 2020 SGGA Scholarship Recipient

Emma Syroteuk

I am currently enrolled at the University of Saskatchewan as a full time student in Agriculture and Bioresources. I am majoring in animal bioscience and minoring in horticulture. I am taking classes off campus at St. Peters College in Muenster. Which allows me to live at home and continue working at Golden Eden Produce located near Burr Saskatchewan, where we grow tomatoes, cucumbers and peppers. I have worked with Golden Eden for three seasons and have enjoyed working with the plants and business. This past year I was in charge of managing the produce inventory and preparing shipments to stores.

Some personal things to add about myself is that I enjoy music and playing piano and singing. I also enjoy sports and love curling in the winter. I live on a cattle ranch farm outside of Humboldt where I enjoy taking care of our animals and going outside.

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NEW SGGA Facebook Page

The SGGA has created a NEW Facebook page for backyard enthusiasts that love to garden or beautify their outdoor space with flowers or grown vegetables.

JOIN OUR PAGE:
Flowers & Gardens - Sask Connection for Backyard Enthusiasts
@SaskGreenhousesandGardens

Here we will provide backyard enthusiasts the opportunity to connect, gain tips on gardening, flowers and trees / shrubs and more… we will inspire them with images, DIY projects and showcase the beautiful plants grown by our local greenhouse members across Saskatchewan!