

Branching Out

John's

TIP OF THE
MONTH
August 2015



When it comes to trees, our industry has strong and deep roots. The very first Arbor Day took place on April 10, 1872, in Nebraska. In the early days, local city tree councils often fostered municipal plantings.

Today, these mature trees continue to make headlines. In 2012, more than 48,000 trees in New Jersey were removed or trimmed by just one utility company following Hurricane Sandy. Other mature trees have grown brittle from the lack of moisture and food uptake, while some have succumbed to disease and non-indigenous insects like the Asian longhorned beetle (ALB) and the emerald ash borer (EAB).

Our industry must bring awareness to the importance of future plantings and the positive impact of trees on our environment. With fall soon upon us, it's the best time to plant a tree. The ground is workable or loose. The conditions are favorable for warm, sunny days and cooler nights. Moisture uptake is reduced as the ambient temperatures lower.

Even though Arbor Day is behind us, now is the time to promote planting a tree—or two or three!

Breathe Easy

Let's review just a few of the benefits: According to the Arbor Day Foundation:

- "A mature leafy tree produces as much oxygen in a season as 10 people inhale in a year."
- "One acre of trees annually consumes the amount of carbon dioxide equivalent to that produced by driving an average car for 26,000 miles."

Trees – or, rather, the shade they provide – also help homeowners reduce energy costs in the summer months and improve the quality of outdoor-living spaces. So take a deep breath and encourage your customers to plant a tree!

Simple Steps

Success begins with planting. Most planting failures happen because trees are planted incorrectly or they're unable to adequately expand their root systems in the soil. Some garden centers offer tree-planting services to customers, either for free or at a modest upcharge. If your customer intends to plant on his or her own, educate them on proper planting techniques including height of the root ball, removing the binding twine around the trunk and watering.

Maintaining growth is key to the survival of any tree planting. Once planting is complete, food, water, uptake, proper pruning and yearly visual inspections of bark and leaves are all that's needed to ensure years of growth.

Species of *endo-* and *ecto-mycorrhizae* are special additives offered in many of today's fertilizer products to help root systems expand and flourish, even in poor soils. Consumers may need some encouragement to use a great "success" product even if the name is difficult to spell or pronounce!

Going... Going... Gone

Common problems among deciduous trees are sun scold from damaged bark, anthracnose common to maple and oak, and visible insect issues like gypsy moth, tent caterpillar and mimosa webworm that eat leaf surfaces.

According to the United States Department of Agriculture (USDA), the ALB is one of the more devastating insects we've ever seen. If a tree is diagnosed with this insect, it's eradicated by removal of the tree no matter how significant it may be.

Since the ALB came onto the scene in the 1990s, we've also seen the devastation of the EAB, which drills into the pith of the tree, lays eggs and destroys the tree's nutritional uptake. The loss of thousands of ash trees is alarming; the swath from the Midwest is heading eastward and is unrelenting. Without a chemical preventative like Merit, any ash will eventually be affected.

Thankfully, the U.S. has become more vigilant in its inspections of overseas imports including decorative woods from China used in Christmas décor.

Planting for the Future

Our future tree sales depend more than ever on our garden centers that specialize in selling hardwood, fruit and decorative trees to the public. With your help, consumers will gain the needed knowledge to be successful to reap decades of enjoyment from their initial planting.

Good Selling!

John



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Featured Products



TREE & SHRUB

Contains mycorrhizae on a natural medium coarse granulated carrier (vermiculite, perlite and peat) efficient on both broad-leaf trees and evergreens. It contains no chemical additives.



Item #	UPC	Vendor	Case	UOS	Retail
1.5 L					
80310044-965	025849622213	6014201NPBX	24	24	\$15.99
4 L					
80310045-1878	025849622213	6036201NPBX	12	12	\$30.99



ALL NATURAL LAWN & LANDSCAPE PLANT FOOD 8-2-4

For professional quality lawns, landscape beds, trees & shrubs... Naturally!

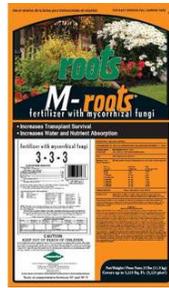


Item #	UPC	Vendor	Case	UOS	Retail
5 lb					
80950003-719	031417000482	80-55-1105	8	8	\$11.99
20 lb					
80950004-1919	031417000475	80-55-1121	10	10	\$31.99



25 LB M-ROOTS® 3-3-3

M-ROOTS® is a blend of the natural organic ingredients in dryROOTS® plus 18 species of endo- and ectomycorrhizae. M-ROOTS® should be used on all plantings in disturbed or poor soil, including new construction and foundation plantings. M-ROOTS® is added insurance for all valuable trees and shrubs.



Item #	UPC	Vendor	Case	UOS	Retail
80350240-3256	088685571411	27-57141	80	1	\$54.29



TREE-TONE® 6-3-2 ORGANIC

For new and established trees. For husky root formation and fast leafing of shade, fruit and ornamental trees.



Item #	UPC	Vendor	Case	UOS	Retail
4 lb					
80030023-455	050197007047	TR4	12	12	\$7.59
18 lb					
80030118-1187	050197007184	TR18	1	1	\$18.99
36 lb					
80030117-1867	050197007368	TR36	1	1	\$27.99



ANNUAL™ TREE & SHRUB INSECT CONTROL

One application kills insects, and prevents new infestations for an entire year. No spraying, just mix and pour at the base of the plant. Systemic insecticide is absorbed through the roots to all parts of the plant, even new growth, and won't wash off. For use on listed fruit, nut and ornamental trees and shrubs. Kills borers (including Emerald Ash Borer & Asian Longhorned Beetle), adelgids, miners, whitefly, scale, beetles, weevils. Not for sale in Long Island, N.Y. Contains 1.47% Imidacloprid.



Item #	UPC	Vendor	Case	UOS	Retail
32 oz Concentrate					
80100126-1080	037321006091	609	12	12	\$16.79
1 gal Concentrate					
80100127-3214	037321006114	611	4	4	\$49.99

4 LB CITRUS-TONE® 5-2-6 ORGANIC

Formulated to promote healthy and abundant fruit for citrus plants. Fertilizer helps add vigor to all types of bulb plants.



Item #	UPC	Vendor	Case	UOS	Retail
80030016-455	050197050043	CT4	12	12	\$7.59

