

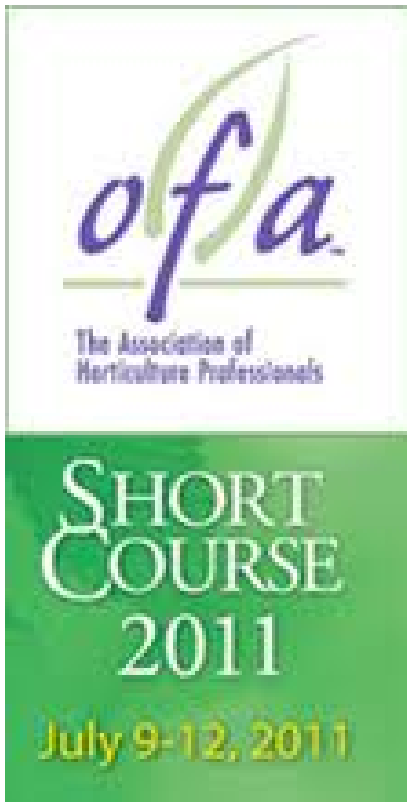
To

Date

August 2011

*5 pages from Sonja Peters*

**2011: OFA Short Course**



This 4-day conference was held in Ohio, July 9 to 12, 2011.

Organized by the OFA

<http://www.ofa.org/shortcourseinfo.aspx>

About 9000 people attended, including 563 from Canada (87 British Columbia, 9 Alberta, 9 Manitoba, 11 Saskatchewan, 331 Ontario, 105 Québec, 11 Maritimes).

**Overview**

Large tradeshow and informative talks.

This is the conference to go to for networking.

***A New Consumer Psychology = New Opportunities***

Kit Yarrow, Ph.D, Golden Gate University, [www.kityarrow.com/](http://www.kityarrow.com/) (book author)

“Today consumers, shop, buy and relate to brands differently than ever before.”

1950's people had 3.8 friends on average (United States)

Today people have 1.8 friends on average

Today 75% of women work outside the home

And 52% of kids have a step-parent

## **A) Seven Consumer Shifts**

### **1) *Overload anxiety: decision making is an emotional process***

In the 50's there was a set of steps to follow...

Now: Money + time + support = resources, therefore today, fewer resources = more stress

More stress = more emotional stress and decision making becomes more emotional

### **2) *Less trustful and more guarded***

71% of shoppers trust their cell phones over sales people / 83% of generation Y and 50% of baby boomers sleep with their cell phones / 2/3 of people from 25-50 years old use Facebook

### **3) *Increasingly self-reliant***

**4) *More empowered and enabled*** Consumers will find out the answers themselves.

**5) *More visual, less verbal:*** charts, graphs, symbolism, stories, colors, games etc.

### **6) *Yearning for belonging and connection***

Today consumers have less friends and fewer connections to a community.

People choose brands and products as a replacement.

New psychology of Bargains:

- people think about what they are buying; people buy because:

- 76% are bargain hunters / 40% because of budget / 37% feel guilty if they pay full price / 90% tell others of great bargains / 80% 'friend' or 'follow' for a discount

### **7) *More open to trying new things***

## **B) Six Essential Marketing Strategies**

**1) *Involve them*** Use social media (Yelp, Facebook, Twitter, "Apps", YouTube, foursquare)

**2) *Think benefits and solutions (rather than products)***

- Belonging, mastery, self-esteem, stress reduction, health and wellness

**3) *Ramp it up and make it snappy***

Stand out by responding quickly and refreshing everything more frequently.

Inspire focus with limited quantities or time-limited promotions.

**4) *'Technovate'***

Demonstrate coolness, caring and smarts by incorporating technology and innovation into products or messaging. Innovative and new are good (they are adopted very quickly by today's consumers). Get other people to talk about your product. Example: QR codes

**5) *Make it visual, contextual, active, intuitive***

Use symbolic communication and make everything intuitively understood. People make decisions biased more on emotion than on logic.

**6) *Be real: Human, humble, authentic***

'Genuine' combats suspicion and creates partnership and advocacy.

# ***Using Controlled Release Fertilizer in Greenhouse Production***

Fred Hulme, Technical Services Director, Everris (formally Scotts Professional Division)

- “There is a trend for economic and environmental reasons to change to Controlled Release Fertilizers.” – by Fred Hulme
- It is possible to grow a variety of crops with Controlled Release Fertilizers or as a combination with Water Soluble Fertilizers.

## **1) Controlled Release Fertilizer (CRFs)**

### a) Advantages

- per unit weight CRF are more expensive, however cost is less per pot (use lower rates)
- easy to apply
- can use different rates depending on the crop / different longevity (medium to long)
- are feeding even when not irrigating the crop / constant, low dilution feed
- less fertilizer need to produce crops
- reduce nutrient-runoff
- benefit of CRFs carries onto customers / gardeners
- can use as a top dress for certain crops only
- less swings in media pH as acidity and basicity of CRFs does not come into affect.

### b) Disadvantages

- it is critical to select the correct product and rate(s)
- release rate is driven by temperature (may not release when GH temperatures are low)

## **2) Water Soluble Fertilizer (WSF)**

### a) Advantages

- concentrated, quickly available
- flexible
- easy to monitor injection EC / can use to control media pH

### b) Disadvantages

- when don't water, don't fertilize
- single irrigation system, with different crops
- “fast food” – quickly available and doesn't last long (1 application only lasts 1-2 days)
- dramatic fluctuations in EC/pH in media can occur
- leaching is costly (wasteful and damaging to the environment)
- although priced lower per bag, water soluble fertilizers can be costly to use

[www.greenhousegrower.com/onlocation/shortcourse/events/?storyid=4738&style=1](http://www.greenhousegrower.com/onlocation/shortcourse/events/?storyid=4738&style=1)

## ***Biocontrol in the Greenhouse (Panel Discussion)***

3 speakers: Lloyd Traven, Randy Marin, Roger McGaughy

- About 285 people attended, with a show of hands about 25% of people in attendance already use biocontrol to some level.
- “To go organic – sanitation and prevention are key.” (a consensus between all 3 speakers)

### **a) Lloyd Traven, Peace Tree Farm, Pennsylvania ([www.peacetreefarm.com/](http://www.peacetreefarm.com/))**

- runs an organic greenhouse, 100% biocontrol for the last 3 years
- propagation of herbs, vegetable and flowers / also have finished plants
- started 1983, 25 acres of greenhouse space
- For a successful program:
  - o delegate responsibility and accountability
  - o review pest problems, especially short term
  - o consistent monitoring, need a dedicated scout
  - o develop a plan for transition period (starting date)
  - o start in propagation
  - o use banker and trap plants
- uses compost tea / lures / trap plants / sulfur burners for powdery mildew control (turn on overnight) / MilStop for insect control / Rhapsody for downy mildew control

### **b) Randy Marin, BioWorks**

- For a successful program:
  - o know everyone’s perspectives – what is the growers perspective, owners....
  - o prevention is key
  - o set the expectation on thresholds
  - o provide sales people with the ‘talk’ (teach them about biocontrol)
  - o monitor plants and monitor all incoming plants

### **c) Roger McGaughy, Micheal’s Greenhouse, Connecticut ([www.michaelsgreenhouses.com/](http://www.michaelsgreenhouses.com/))**

- started in 1969 / 5 acres greenhouses, 15 acres outside, annuals and perennials
- key is to start with clean plants from propagation and suppliers
- each pot is irrigated with Rootshield in the online planting line (liquid better vs granular)
- has not used a fungicide drench since 2007
- using Rootshield has decreased their fertilizer use by ½
- has found faster rooting of cuttings when Rootshield is used
- aphids – uses banker plants / thrips – uses lures

## ***Bacterial Diseases***

Margery Daughtrey (Cornell University) and Collen Warfield (Ball Horticultural Company)

### **Pseudomonas leaf spot**

- Management: "Promptly remove symptomatic plants from growing area and discard if a bacterial disease is confirmed. Disinfect production areas. Irrigate when leaves will dry most quickly. Applications of copper and/or mancozeb fungicides may help to reduce spread, but are generally not very effective."

### **Xanthomonas leaf spot**

- control with Copper and Cease (*Bacillus subtilis* 'QST 713')

### **Zerotrol**

- will kill all microbes (pathogens and beneficials) in media and on leaves
- will not kill any pathogens that are growing inside the plant

## ***Use of Biofungicides to Manage Plant Disease***

Jean Williams-Woodward, University of Georgia and Margery Daughtery, Cornell University

Biofungicides must be applied prior to the onset of disease. They will not cure any plant already infected with a pathogen. Scouting becomes important when using Biofungicides.

### **a) Advantages to using Biofungicides**

- help reduce use of chemical-based fungicides (protection of environment)
- help reduce the risk of developing pathogen resistance to traditional chemicals
- safe to use (in most cases) / lower re-entry interval times
- less phytotoxic (in most cases)

### **b) Disadvantages to using Biofungicides**

- more difficult to use; need to be applied as a preventative measure
- narrower target ranges
- do not work as quickly as chemicals
- these products do not eradicate (kill) the pathogen
- storage is important (they have a shorter shelf life if not stored properly)
- may not be compatible with the use of other chemical fungicides or bactericides