

Landscape Trades

Canada's Premier
Horticultural
Trade Publication

MAY 2011
VOL. 33, NO. 4

Talk about your
business in
banker's terms

Landscapes and
veggies *can* mix

Subs must know
Prime Contract
responsibilities



PROVINCIAL LANDSCAPE AWARDS SPECIAL

8

Nursery
water re-use
pioneer



Peonies:
landscape
stars

20

Canadian rose
genetics saved



28



New Product!

80mm (3.15") thickness



Hydr'eau Pave

PERMEABLE STORMWATER MANAGEMENT PAVING SYSTEM

A functional permeable paver system, uniquely designed with an aesthetic texture of aged natural stone.

A four-stone random layout with packaging also conducive to machine installation for reduced labor costs.

Combine with other OAKS 80 mm (3.15") thick products to create unique designs in pavements.



OAKSPAVERS.COM
1.800.709.OAKS (6257)



20



48



46

MAY 2011

contents

DEPARTMENTS

GREEN PENCIL	6
PROVINCIAL NEWS	36
CNLA NEWS	42
NEW PRODUCTS	42
INDUSTRY NEWS	48
CLASSIFIEDS	52
COMING EVENTS	53
WHERE TO FIND IT	54

FEATURES

8 Conserving a precious resource

Sheridan Nursery creates an innovative water recapture system

BY SARAH WILLIS

14 Portfolio of winners

Award-winning work across the country

18 Shifting public policy

New coalition promotes benefits of green infrastructure

BY COLLEEN CIRILLO

20 Investing in roses

CNLA takes over guardianship of Canadian rose genetics

BY RITA WEERDENBURG

32 Standardize for success

Start with the right people, give them the right systems and make your company's culture reflect your values

BY MARK BRADLEY

ROAD TO SUCCESS

24 Building success through rejection

BY ROD McDONALD

HIDDEN GEMS

28 Favourite garden peonies

BY DAVID VAN DE VEN

LEGAL MATTERS

38 Understanding obligations under the Prime Contract

BY ROBERT KENNALEY

BUILDING BUSINESS

42 Learning bank speak

BY GEORGE URVARI

SUSTAINABLE LANDSCAPING

46 Edibles: Niche offering

BY SEAN JAMES

On the cover:



Winners across Canada

Award-winning landscape by Pacifica Landscape Works of Surrey, B.C.

More winning projects featured on page 14.



NOBODY DOES IT BETTER

**Professional Grade
Industry Leading Warranty
and a FLEET PROGRAM like no other!**



Finally a loyalty program
that rewards you with
additional discounts on
both Units AND Accessories!
Take advantage of the industry's
leading **FLEET PROGRAM** and
SAVE... all year long!



www.echo.ca



Landscape Trades

| Canada's Premier Horticultural Trade Publication |

MAY 2011 VOL. 33, NO. 4

PUBLISHER

Lee Ann Knudsen CLP | lak@landscapeontario.com

EDITORIAL DIRECTOR

Sarah Willis | sarahw@landscapeontario.com

EDITOR

Allan Dennis | adennis@landscapeontario.com

WEB EDITOR

Robert Ellidge | rob@landscapeontario.com

ART DIRECTOR

Melissa Steep | msteep@landscapeontario.com

GRAPHIC DESIGNER

Mike Wasilewski | mikew@landscapeontario.com

ACCOUNTANT

Joseph Sabatino | joesabatino@landscapeontario.com

SALES MANAGER, PUBLICATIONS

Steve Moyer | stevemoyer@landscapeontario.com

COMMUNICATIONS ASSISTANT

Angela Lindsay | alindsay@landscapeontario.com

ADVISORY COMMITTEE

Gerald Boot CLP, Laura Catalano, Hank Gelderman CHTM,
Tim Kearney CLP, Marty Lamers, Jan Laurin, Bob Tubby CLP

Landscape Trades is published by
Landscape Ontario Horticultural Trades Association

7856 Fifth Line South, Milton, ON L9T 2X8

Phone: (905)875-1805 Email: comments@landscapetrades.com

Fax: (905)875-0183 Web site: www.landscapetrades.com

LANDSCAPE ONTARIO STAFF

Gilles Bouchard, Rachel Cerelli, Paul Day CDE, Lexi Dearborn,
Tony DiGiovanni CHTR, Denis Flanagan CLD,
Sally Harvey CLT CLP, Helen Hassard, Lorraine Ivanoff,
Jane Leworthy, Kristen McIntyre CHTR, Kathy McLean,
Linda Nodello, Kathleen Pugliese, Paul Ronan, Ian Service,
Tom Somerville, Martha Walsh

Landscape Trades is published nine times a year:
January, March, April, May, June, July/August,
September, October and November/December.

Subscription rates: One year – \$46.89, two years – \$84.73;
three years – \$118.63, HST included. U.S. and international
please add \$20.00 per year for postage and handling.
Please make cheque payable to *Landscape Trades*.

All rights are reserved. Material may not be reproduced
in any form without written permission from the publisher.
Landscape Trades assumes no responsibility for, and does not
endorse the contents of, any advertisements herein.
All representations or warranties made are those of the
advertiser and not the publication. Views expressed do not
necessarily reflect the views and opinions of the association
or its members, but are those of the writer concerned.



Landscape Trades is the official media partner of
Congress and EXPO



ISSN 0225-6398

PUBLICATIONS MAIL SALES AGREEMENT 40013519

RETURN UNDELIVERABLE CANADIAN ADDRESSES TO:

CIRCULATION DEPARTMENT

LANDSCAPE TRADES MAGAZINE

7856 FIFTH LINE SOUTH, MILTON, ON L9T 2X8, CANADA

Hard Rock.



Volunteer garden build creates sense of community

Association pride shines

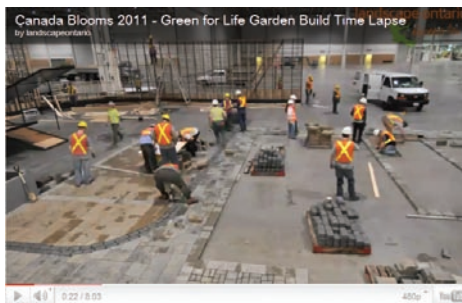
BY TONY DiGIOVANNI

As the executive director of Landscape Ontario, I am in a very privileged position to be inspired and awed every day by amazing members. The association has evolved into a culture of people who care about the industry, and even more, about the people in it. Landscape Ontario reflects the story of a remarkable community who come together with a common goal and common purpose. It is made up of individuals who realize that working together in the spirit of mutual improvement and benefit is one of the best ways to shape the future.

Our members know that even though our collective task is to create an industry that is prosperous, professional, ethical, recognized, trusted and valued, what we are really doing is making the world a better place for the environment, public, employees, fellow members and even potential members.

Our underlying purpose is enriching lives, building vibrant communities and leaving a legacy of benefit for others.

The magnificent, collectively-built Landscape Ontario garden at Canada Blooms 2011 illustrates in microcosm what the association is all about. Those involved in the project know what I am talking about.



imprinting memories that would last a lifetime.

This goal inspired hundreds of volunteers to contribute their time, resources, sweat and hard work. Each person brought something unique to the project. Mem-

bers learned from other members. Tools and ideas were shared openly. Problems were solved collectively. The range of skills, experience and abilities was broad and diverse, yet everyone contributed as much as possible, keeping the end goal in mind. In the process, participants gained in knowledge, professionalism, mutual mentorship and friendships. Everyone had a great time and a feeling of satisfaction and camaraderie. The resulting garden gave much pleasure and inspiration to thousands of people who walked through.

This is what the Landscape Ontario journey is like in a broad sense. We bring people together with a common goal. In becoming engaged there is personal, social, professional and even spiritual growth.

The overall result is a legacy of benefit that infects and influences others positively. What remains is a better industry, healthier environment and a richer community.

I was so proud of what our members were able to achieve at Canada Blooms, that I emailed the time-lapse video (<http://landscapeontario.com/video-library>) of the build to my executive counterparts all over North America.

Here are some of their comments: "We can only dream." "Wow." "Your association is amongst the best in North America." "Thanks for sharing this, it is beautiful!" They were very impressed that 40 companies and 200 volunteers would contribute so much time and so many resources to promoting the industry.

At the review meeting after the event, we spent a couple of hours discussing how we could improve the experience. It is a testament to our group that, even after spending a week of 18-hour days for no pay, in the midst of chaotic conditions, dust and diesel, when asked if they wanted to help next year, each person said yes.

I am proud to be associated with such a great community of passionate and contribution-oriented people. **LT**

Rock Hard.



Stone is the hardest component of a concrete mix. More stone means more durable, tougher concrete that is harder to cut. Permacon's manufacturing process uses more stone. An uncompromising, rock hard product that guarantees superior quality and incomparable durability.

To receive our free catalogue, call us at 1-888-737-6226 or visit us at permaconpro.ca



permaconpro.ca

Nursery creates an innovative water recapture system

Investment in conservation — and security

BY SARAH WILLIS



The green industry lives and dies by the weather. You can run a LEAN operation, with the most talented craftsmen and advanced technical knowledge, but if Mother Nature doesn't co-operate, the business will suffer.

This realization led Sheridan Nurseries' management to take a good hard look at the irrigation practices at its 870-acre operation in Glen Williams, Ont. Sheridan was required by the Ontario Ministry of the Environment (MOE) to apply for a Permit to Take Water from its local source, the Credit River, every year. The Credit River runs over 1,000 km from above the Niagara Escarpment and drains into Lake Ontario at the Port Credit area of Mississauga. It is highly valued as a naturally-maintained trout stream within Canada's largest urban area. Sheridan's vulnerability became apparent, as managers wondered what would happen if a Permit was ever denied.

"We noticed a change in local precipitation, combined with heavy housing

growth in the surrounding area, that will probably deplete the natural aquifers and lower water tables," explains Pieter Joubert, vice-president nursery operations. "Some of

our domestic wells at the residences housing our off-shore labour started to dry up, and we knew we had to do something to protect our water resource, and build in capacity for

Pond facts at a glance



- The large pond is 3.5 acres, 32 ft. deep and holds 32-million gallons.
- Pumps can push 2,300 U.S. gpm through the irrigation system.
- The pond system recaptures 15 per cent of irrigation water applied to plants.
- Sheridan Nurseries recaptured 34 million U.S. gal. — 1.063 times the pond's holding capacity — in the first year of operation.
- If unreplenished during peak watering times, Sheridan's pond would run out of water in 21 days.
- In its first year of operation, the entire volume of the pond was replenished through irrigation and rain water recapture, topped up by water from the Credit River.
- The pond recaptures water from approximately 400 acres.

INNOVATION SPOTLIGHT

No gasoline. No power cord. No emissions. Introducing STIHL's new state-of-the-art family of professional, lithium-ion cordless tools. Quiet, powerful and environmentally friendly... the innovative 36 volt lithium-ion battery system is long-lasting and durable, ensuring that there is plenty of power to get the job done.

STIHL
Lithium-Ion
PRO

One Battery. Four Powerful Tools.



MSA 160 C-BQ Chain Saw Coming Fall 2011



HSA 65 Hedge Trimmer



BGA 85 Blower Coming Fall 2011



*FSA 65
and FSA 85
Trimmers*

Innovation at work.

For 85 years, STIHL has been a world-class innovator in outdoor power equipment. German engineered products featuring the latest pioneering technologies make STIHL the market leader. STIHL products are only available at independent STIHL Dealers who provide expert advice and on-site service. Thank you for supporting the leading team and for making STIHL the Number 1 Selling Brand in Canada.

www.stihl.ca



* #1 Selling Brand in Canada is based on an independent market share analysis of imported gasoline powered handheld outdoor power equipment for the year 2010.

STIHL[®]



Above: The excavation of the pond provided an opportunity to be grateful for indigenous heavy clay soils, which provided a natural liner.

Left: The pumps that drive Sheridan's extensive irrigation system are lighter than one would think for an operation this size. Pieter Joubert explains that because the pumps draw from two wells fed by the large pond, the system is already under pressure, so less force is required to push the water through the pipes.

the company's planned expansion."

"We met with representatives from the MOE to ask, if we built an irrigation system that allowed for extensive water recapture, clean-up and recycling, whether we would need to go through the annual water permit process." Joubert believes Sheridan Nurseries was at the forefront of doing something of this scale, saying, "The Ministry was very interested with our proposal."

Conservation first

In addition to the recapture system, the nursery took a fresh look at the way it irrigates crops. "Our goal was to increase production capacity by 40 per cent in a high water-usage area, while decreasing water use by 30 per cent," Joubert explains.

Working toward its conservation goal, the nursery gradually changed to drip irrigation in its liner beds wherever feasible. Drip irrigation is extremely efficient, as water is applied straight to the root zone, with less evaporation, and flow can be modified for specific crops. Sheridan has seen 60-80 per cent water savings using drip irrigation, compared to conventional overhead systems. Spray sticks are used in the pot-in-pot production area, and even trees planted in the field have drip tape laid out beneath the root zone. Joubert notes that once harvesting has begun, the drip tape is compromised and decommissioned, but by then the trees are large enough to manage with the natural rainfall they receive.

A capture pond that works

The next step was to figure out how to recapture, filter and store irrigation water, so it could be reused, minimizing the need to draw water from the Credit River. Joubert worked with AECOM (formerly Gartner Lee Ltd.), environmental consultants and engineers, to site and design an integrated water recapture and delivery system. The project was three years in the planning stage, during which, Joubert says, the MOE introduced more stringent water-taking regulations, which further underscored the company's commitment to water stewardship.

The water recapture system is made up of five parts:

The **silt-out pond**, where irrigation run-off and rainwater collect through a large open ditch and tile drains in the nursery fields. Nearly 400 acres of cropland drain into the silt-out pond, where sediment and debris are given a chance to settle. The water is then channelled to an

engineered wetland.

The 1.5 acre **wetland**, or marsh, was created to act as a natural bio-filtration unit. Plants were chosen to utilize and absorb toxins, nitrates and other pollutants, so water can be reused in the nursery. The wetland has the added benefit of providing a natural habitat for plants and wildlife.

After flowing through the marsh the water is collected in a **wet-cell**, or holding pond, which allows any remaining sediment to settle out before being pumped through a berm into the top of the huge pond.

The **main pond** is a 3.5 acre, 32-ft. deep behemoth that holds 32-million gallons. Joubert notes that fortunately, the pond was situated on top of some heavy clay, which created a natural liner. All the soil removed from the dig was piled around the site to create a substantial berm. Water is fed in from the top of the pond, and drawn out through the bottom

Longstanding industry leadership

Sheridan Nurseries has been in business since 1913. Today, it has over 870 acres of land, including 54 acres of propagation farms and 260 acres devoted to container growing. It produces over 500 perennial cultivars and more than 600 hardy nursery plants for markets in Canada, the U.S. and its own nine retail garden centres. Over the years, Sheridan has introduced Green Gem, Green Mountain and Green Velvet boxwoods, Ivory Silk lilac tree, Mountbatten juniper, Glenleven linden and DeGroot's spire cedar. The company is proud of its green initiatives and has devised an environmental plan as part of a long-term, company-wide commitment to environmental responsibility and sustainability.

YOUR CUSTOMERS BUILD PONDS. WE BUILD YOUR PROFITS.

With certification programs, in-store demonstrations, interactive displays, impactful packaging, turnkey planograms and a solid commitment to the retail trade, you can depend on Laguna for all your water gardening needs. Best of all, our knowledgeable and professional support staff are always at your service.

Because your bottom line is our bottom line.



Beautifully simple water gardening



Canada: 1-800-554-2436
Saleswest@rchagen.com
Saleseast@rchagen.com
www.lagunaponds.com



Two deep wells below the pump house mean that irrigation water is available to the nursery 12 months a year.

toward the pump house. Joubert says top feed/bottom draw has three benefits. It keeps the water more fresh and aerated and, as the water is drawn across the bottom of the pond into a deep well beneath the **pump house**, the system is already pressurized by the weight of the water, so lighter pumps can be used. Lastly, the wells give them an immediate and accurate read on the water level in the pond. Two, 60-hp pumps are capable of pushing 2,300

gallons of water per minute through the pipes.

Impressive engineering

Joubert notes this is one of the few irrigation systems that can pump water throughout winter. Because the pond is deep, the pipes are underground and the system is already under pressure from the wells, water is available 12 months of the year.

A critical part of the system was that water needed to flow both ways through main pipes in the irrigation system. When the pond level gets too low, supplementary water is pulled up from the Credit River to top it up. Because the river sits in a valley, two 125 hp pumps are necessary to draw water in a 16-in. diameter pipe, 400 ft. uphill at a 35-degree incline into the large holding pond, or it can be directed straight to irrigation zones in the nursery. Retaining their status as good stewards of the environment, the nursery employs sophisticated gauges at several locations in the river to measure current flow so water

isn't removed at critical times.

Twice a year, in spring and fall, the pond level is drawn down and replenished with 30 per cent fresh water from the river. This helps to reduce a build up of salts and nutrient concentrations in the irrigation water. Electronic flow meters help manage the amount of water transferred in and out of the pond.

Industry recognition

This innovative project was recognized with the Environmental Award of Excellence at Landscape Ontario's annual awards ceremony in January 2011. The system took three years of planning and construction was completed in two-and-a-half years, almost year ahead of schedule. When the MOE was presented with the final draft report showing the recapture and irrigation efficiencies in hard numbers, Sheridan Nurseries was issued a 10-year Permit to Take Water, cementing its position as a steward of the environment and protecting the company against the unpredictability of nature. **LT**

For The Best Turf Your Customers Expect...

Use **Nutrite's 20-5-15** 75% FMS Slow Release Nitrogen Organic Base for optimum turf conditions and satisfied customers



www.nutriteturf.ca 1.800.265.8865



"This year we are celebrating our 25th year in business and have been using Nutrite's 20-5-15 since the beginning. We have always liked the consistency of the product, predictable response and the ease of application. We have many of the same customers since 1986, and we have always used 20-5-15 on their properties. Our customers like how great their lawn looks over the entire growing season."

Jim Spencer & Jim Loree
Garafra Turf Inc, Belwood,
Ontario





ADVANTAGE

SEE WHO WINS GOING HEAD-TO-HEAD.



For the first time ever, you can see how Bobcat® compact track loaders compete with other brands online. Visit BobcatAdvantage.com/compare15 to find out who comes out on top.



Bobcat®

www.BobcatAdvantage.com/compare15

*Bobcat® is a registered trademark of Bobcat Company. | 0311136

One Tough Animal.

Authorized Bobcat Dealers

ONTARIO

Bobcat of Brantford, Inc.
Brantford • 519-752-7900
www.bobcatofbrantford.com

Bobcat of Durham East, Ltd.
Courtice • 905-404-9990
www.bobcatofdurhameast.com

Bobcat of Hamilton, Ltd.
Stoney Creek • 905-643-3177
www.bobcatofhamilton.com

Bobcat of Huron
Walton • 519-887-6365

Bobcat Of Ottawa
Ottawa • 613-745-5775
www.bobcatofottawa.com

Bobcat of Owen Sound
Springmount • 519-372-0937
www.bobcatofowensound.com

Bobcat of the Tri-Cities, Ltd.
Kitchener • 519-579-9100
www.bobcatoftc.com

Casselman Farm Equip., Ltd.
Casselman • 877-244-5593
www.casselmanfarmequip.com

Delta Power
Forest • 519-786-5335

Jacob's Farm Equipment, Ltd.
Essex • 519-776-5238
www.jacobsequipment.com

John's Equip. Sales & Service, Ltd.
Frankford • 613-398-6522
bobcat.johnsequipmentsales.com

Matthews Equipment, Ltd.
Barrie • 705-726-2228
Etobicoke • 416-679-4172
www.matthewsequipment.com

McDowell Brothers Industries, Inc.
Sudbury • 705-566-8190
www.bmcdowell.com

Stratford Farm Equip., Ltd.
London • 519-659-0429
Stratford • 519-393-6162
www.sfe-sales.com



Ontario
Urban Garden Supply Co., Toronto

Awards programs across Canada

Winner's circle

Landscape awards programs are more important than ever. Awards have always been a prime tool to differentiate companies, when it comes to marketing. After all, customers with means and taste prefer to hire winners. Awards given by expert juries of industry peers remain a respected distinction.

Equally important is the sense of pride and achievement your staff feels upon earning recognition. Winning awards can even help

with your recruitment efforts.

So, what is different today? For one thing, today's media and promo opportunities are a swirling, confusing mess. You might choose to publicize your award with a plaque on your wall, a press release to your local paper or a tweet to your electronic followers. But regardless of the medium, a landscape award is solid recognition of excellence in your field.

LT



Photo courtesy of LANTA

Alberta
ULS Maintenance & Landscaping, Rocky View



New Brunswick
The Inspired Home and Garden, Fredericton



Manitoba
3 Seasons Landscaping, Winnipeg



Photo courtesy of LANTA

Alberta
First Choice Landscaping, Sherwood Park

Continued on page 16



New Brunswick

Ayles Natural Landscaping Ltd., Riverview



British Columbia

Fossil Project Services and Paul Sangha Landscape Architecture, Vancouver

National Award Winners

The National Awards of Landscape Excellence program was created by the Canadian Nursery Landscape Association to recognize companies who raise the level of professionalism in the landscape industry. Each provincial association enters up to three of its own award winners in landscape maintenance and construction categories.



*Winner of the John Deere Award of Excellence for Landscape Maintenance
The Cultivated Garden, Toronto, Ont.*



*Winner of the Caterpillar Award of Excellence for Landscape Construction
Tumber & Associates, Orangeville, Ont.*



Kubota L Series



Over 25 models to choose from!

Economy L Series **32 to 44 Hp**

- 3 range hydrostatic transmission
- 8F x 4R gear shift transmission available on selected models

Grand L40 Series **32 to 57 Hp**

- Grand Cab™ or ROPS models available
- HST PLUS transmission with Hi/Lo and cruise control
- Factory installed loader valve

Regardless of the job... Kubota has the equipment to get it done.



B Series



L Series



M59TLB



Sponsor

Canadian Nursery Landscape Association
Association Canadienne des Pépiniéristes et des Paysagistes

Visit: www.kubota.ca for Dealer Locator

For every tractor sold Kubota Canada Ltd.
will make a donation to KID'S HELP PHONE



Kubota
KUBOTA CANADA LTD.

Old news to green industry

New message about green infrastructure

BY COLLEEN CIRILLO,
GREEN INFRASTRUCTURE ONTARIO COALITION COORDINATOR

In fall of 2010, a new coalition that is closely aligned in focus and mission with the horticulture and landscape industry was launched. In fact, Landscape Ontario is a founding member of this coalition. Executive director Tony DiGiovanni has contributed his expertise and creativity to the project from the start and continues to do so. Other founding members include, Local Enhancement and Appreciation of Forests (LEAF), Ontario Parks Association, Toronto and Region Conservation, Green Roofs for Healthy Cities and Evergreen.

Since its inception, over 25 more organizations and companies have joined the coalition. Members share a common vision of a healthy, green Ontario in which the economic, social, environmental and health benefits of green infrastructure are fully realized.

The coalition defines green infrastructure as natural vegetation and vegetative technologies that collectively provide society with a broad array of products and services for healthy living and a strong economy. Specific benefits include:

- water and air purification
- energy savings for buildings
- a reduction of the urban heat island effect
- climate change mitigation and improved adaptation
- health care cost savings because of active recreation opportunities, air and water quality improvements, etc.
- capital and operational cost savings for traditional gray infrastructure

Green infrastructure takes many forms, such as natural areas, including forests, prairies, wetlands and riparian zones; parks and landscaped areas; private, public



Green roofs are a prime example of green infrastructure providing multiple benefits to society and the environment.

and community gardens; rain gardens, bioswales, engineered wetlands and storm water ponds; green roofs and green walls; urban forests; greenbelts; and meadows and agricultural land.

Green infrastructure also includes soil in volumes and qualities adequate to sustain leafy green infrastructure and absorb water, as well as technologies like porous paving, rain barrels, cisterns and structural soils.

The Green Infrastructure Ontario Coalition is building a strong and convincing case for a shift in public and private policies and investment formulas. Current practices, policies and formulas overlook the immense benefits of green infrastructure and the contribution that it makes to the performance and life expectancy of grey infrastructure.

The work of the coalition includes a consultative process to gauge challenges and opportunities for green infrastructure work in communities across the province, a review of existing legislation and policy, and

development of an economic framework to estimate green infrastructure benefits. Results will be compiled into a report along with a list of recommendations for change at the provincial level, due out in late-summer 2011.

In essence, the coalition is asking government to acknowledge what gardeners, landscapers and growers have always understood — that green infrastructure provides society with a broad array of products and services for healthy living and economic prosperity, and therefore requires legislated protection and financial investment.

If this message rings true to you, visit the coalition's website (www.greeninfrastructureontario.org) to learn more about green infrastructure, access supporting research, sign-up for a monthly e-newsletter and become a coalition member. Members will receive logo recognition on the website.

LT



Providing Essential Growth Tools and Supplies for Canadian Horticulture and Landscape Professionals

POLYON® Controlled-Release Fertilizer

POLYON® Controlled-Release Fertilizers utilize our patented Reactive Layers Coating™ to provide the most reliable and predictable nutrient feeding to your plants. We have a full spectrum of options including Homogenous NPK Blends, Season Long Field Blends, Nursery, and Topdress Blends, that all provide unparalleled results whatever the application.

Water Solubles

Our full line of premium single element and complete formulation water soluble fertilizers provides growers with the confidence and flexibility needed to achieve maximum results. From the 20-20-20 Multi Purpose to the 10-52-10 Plant Establishment formulation, we have you covered to meet your water soluble needs.

Landscape Supplies

Agrium Advanced Technologies is a one stop shop for landscape professionals. We carry a full selection of Dimex EdgePro® landscape edging, Typar® professional landscape fabric, and Premier Tech® Horticulture Soils.



 **Made in Canada by Agrium Advanced Technologies®**

For all your nutritional needs visit us at www.prohort.ca Contact us at 1-855-228-2828 or prohort@agriumat.com

Agrium Advanced Technologies, 10 Craig Street, Brantford, ON N3R 7J1

Canadian genetics live on!

From setback to opportunity: Canada's grower industry embarks on a new era with the takeover of AAFC's ornamental breeding program

BY RITA WEERDENBURG



William Baffin rose

It has been more than 40 years since Martin Frobisher, the first Explorer rose, was introduced. It was developed as part of Agriculture and AgriFood Canada's (AAFC) ornamental breeding program, at the time located at the Experimental Farm in Ottawa and led by Dr. Felicitas Svejda. This white, cold-hardy and fragrant shrub rose was followed over the next few decades by several dozen cultivars of various colours and growth habits.

Much has changed since then. Upon the retirement of Dr. Svejda in the 1980s, the Ottawa ornamental plant breeding program was transferred to St. Jean Research Station in Quebec and Morden Research Station in Manitoba. Over the years, AAFC's breeding program produced a number of introductions on behalf of the grower industry and ultimately, the Canadian public. Both rose and *Wegelia* cultivars were introduced as part of the breeding program at the St. Jean Research Station. Under the direction of Dr. Campbell Davidson, the Morden Station program introduced cultivars of *Forsythia*, *Monarda*, *Potentilla*, *Fraxinus*, *Populus* and more. It was the Explorer series of roses, however, followed by the Parkland series, that became the signature of AAFC's breeding program.

Today, these roses are known around the world for their many superior attributes, especially cold hardiness.

Says noted rose expert and author Bob Osborne of Corn Hill Nurseries, N.B., "The past several decades have been a tremendously exciting time for the northern rose grower. No longer do we need to look with envy at pictures of English gardens draped with colourful and climbing roses. Thanks to Agriculture and AgriFood Canada breeding programs, we now have at our disposal a veritable cornucopia of roses that are hardy, easy to grow, beautifully formed and disease resistant to boot."

Especially considering its Zone Three location, it can be challenging to think of Morden, Man., as a horticultural Mecca. But that is precisely what it became, thanks to the research station's primary objective of breeding winter-hardy landscape plants. Many local wholesale and retail nurseries developed strong ties to the research centre, and even more growers across Canada came to look forward to the opportunity to propagate and market the many new and improved varieties. The Morden Research Station became synonymous with hardiness, and today houses a large collection of prairie-hardy trees, shrubs, perennials and lilies.

End of an era

AAFC's unwillingness to fill the director's position upon Dr. Davidson's transfer to a new post within the ministry was correctly viewed as the proverbial beginning of the end of the federal government's commitment to landscape plant breeding in Canada. While it is almost certain that this change in priorities was many years in the making, the decision was nonetheless disappointing to the overall industry. Who could have predicted that the process to facilitate an orderly closure of the Morden program would, in a very short time, result in a happy outcome for the sector?

Much to its credit, AAFC's mandate to terminate the plant breeding program did not include the option of simply walking away. As well as recognizing the value that had accrued in woody genetics, and especially the significance of the signature rose breeding program, there was also a keen interest to determine whether industry could play a role. Beginning in the spring of 2008, Dr. Campbell Davidson undertook to consult with various industry associations, including the Canadian Nursery Landscape Association and COPF (Canadian Ornamental Plant Foundation). These consultations resulted in a visit by several



“ The efficiency of the **Mulch-On-Demand™** deck has saved us man hours. And that’s the name of the game in this business.” — **Michael Currin**
Greenscape, Holly Springs, NC

The ZTrak™ PRO 900 Series

No more time spent blowing clippings. Or putting a mulching kit on or off. With the Mulch-On-Demand deck, you can switch instantly from mulching to side-discharging, then back again, without ever leaving your seat. It’s available only on a ZTrak PRO 900. To see how you can save time and money with an MOD deck, see your local John Deere dealer today.



JOHN DEERE

Accept Nothing Less



*Offer valid from March 1, 2011 until August 1, 2011. Offer subject to AgLine™ approval and dealer participation. For purchases on AgLine agricultural consumer accounts only. For eligible purchases of goods and services: 1) minimum monthly payment required (see example below); and 2) finance charges will begin to accrue immediately on amount financed at 0% per annum. No down payment required. A statement of account will be provided monthly. For example, on a new John Deere 997 ZTrak, based on a cash selling price of \$19,532 (selling price in example is based on MSRP as of 01 March 2011 and may change at any time without notice. Dealer may sell for less) to be financed for a maximum of 2 years with 24 monthly payments of \$813.83, totaling \$19,532 based on 0% APR with a cost of borrowing of \$0 results in a total amount to be paid of \$19,532. In the event you default on this or any AgLine transaction, interest on all outstanding balances on your AgLine account (including on this and all other Special Terms transactions on your AgLine Account) will begin to accrue immediately at 19.75% APR /AIR/ACR from the date of default until paid in full, and you will be required to make monthly payments on your AgLine Account equal to 2.5% of the original amounts financed plus interest. Taxes, set-up, delivery, freight, and preparation charges not included and may increase price or monthly payments. Minimum finance amount is required. See Dealer for details. Program subject to change, without notice, at any time.



CNLA members to the Morden Research Station in the early fall of 2008 to review the remaining woody genetics and especially the rose breeding program.

As an important side note, a separate arrangement was made between AAFC and an independent consortium of nursery growers in 2003, for ongoing financial support of the hardy rose breeding program. In what eventually came to be known as the Canadian Artists' Rose Consortium, approximately 15 nurseries invested funds under two separate agreements with AAFC to develop a further six varieties of hardy roses, each one to bear (naturally) the name of a famous Canadian artist. Two roses, Emily Carr and Felix LeClerc, have been introduced through this program. AAFC has continued its commitment to this consortium, and further Artists' roses will be introduced in coming years.

Industry steps in

The first important step in the process of taking over the breeding program involved submission of a response to AAFC's Request for Proposal, first issued in the summer



From left: Dr. Wilbert Ronald, Jeffries Nursery; Cary van Zanten, Pan American Nursery Products, Dr. Rumen Conev, Vineland Research and Innovation Centre and Larry Dyck of the Morden Research Station discussing the rose breeding program.

of 2009. CNLA's response was aggressive, suggesting the AAFC provide industry access to its many woody genetics at no cost. Beyond the genetics, CNLA also sought to acquire the royalties that are currently paid by growers on all plants introduced over the years through AAFC's breeding programs, as a means of helping the association to fund further research. With some minor revisions, AAFC agreed to both of these requests, and signed agreements were in place by the early winter of 2010.

Notes CNLA research chair Michel

Touchette, who has been the driving force behind this new initiative on behalf of the industry, "It is important for everyone to realize that it has never been the intention of the Association to become directly involved in plant breeding. Instead, we see this as a brand new model where research priorities are driven and directed by industry, but the work is done by partner organizations."

By chance, or through a happy alignment of the stars, these circumstances were all unfolding at more or less the same time as the Vineland Research and Innovation Centre

The Vineland connection



The willingness of AAFC to work co-operatively with the Canadian Nursery Landscape Association in the transfer of its breeding program to industry was certainly good news to an industry concerned about the future of landscape plant breeding in Canada. However, it's no secret that plant breeding is a long-term and expensive undertaking, requiring both specialized expertise and facilities. The co-operative arrangement between CNLA and Vineland Research and Innovation Centre was therefore a logical one that would allow for industry direction, but without actual day-to-day involvement in breeding research.

Vineland reaffirmed its commitment to the ornamental horticulture sector (including both floriculture and woody ornamentals) by hiring Dr. Rumen Conev as research scientist and Dr. Parminderjit Kaur as senior research technician. Dr. Conev brings a wealth of plant breeding experience to Vineland, including post-doctoral and senior scientist-level work in Europe, Japan, Israel, Canada and

the U.S. His last position before joining Vineland was as an assistant professor of Ornamental Plant Breeding at Virginia Tech. Dr. Kaur joined Vineland in 2010 after completing her doctorate study from the University of Rhode Island. She had been a senior research fellow at Punjab Agricultural University, India, in a national-level tomato hybridization project.

Even before the ink was dry on the Memorandum of Understanding between Vineland and CNLA, Dr. Conev became actively engaged in the rose breeding program through several trips to Morden, to familiarize himself with the rose selections and AAFC's evaluation criteria and documentation procedures. Since then, Vineland has received 86 plants, representing 57 genotypes, from the Morden and St. Jean programs. These roses have been further propagated to ensure a minimum of three of each, for further breeding purposes.

As directed by industry, the breeding program will focus on disease resistance, followed by cold hardiness, as the two main objectives. "Of course we need to consider attributes such as flower colour and form," notes Michel Touchette, chair of CNLA's New Plant Subcommittee, "but we believe that disease resistance is the one characteristic that will rekindle consumers' confidence in roses."

The research work at Vineland has also included a multi-factorial replicated seed germination experiment, to test several physical, chemical and biochemical agents to induce more even, faster germination at higher rates. "There is a lot of published data available to us," says Dr. Conev, "but it is not particularly applicable to cold hardy varieties and so it is necessary to obtain our own findings and data to ensure a better rate of success for our CNLA breeding program."



Rose growers from across the country met at Morden Station in August, 2010 to evaluate some of the roses coming out of the AAFC breeding program.

was being established in Ontario's Niagara peninsula. From the outset, Vineland clearly recognized the ornamental horticulture sector as an important stakeholder. CEO Jim Brandle confirmed that the fit was natural, which led to Vineland's committing breeder time to the project. This agreement in principle between CNLA and Vineland formed an integral part of the original proposal to AAFC.

Success through partnerships

Although the proposal to AAFC clearly stated that it was not CNLA's intent to get into the business of plant breeding, it soon became clear that direct involvement would be required on an interim basis to adequately facilitate the transition of plants and genetics from AAFC to industry. With the double good fortune of being able to hire Manitoba-based researcher Rick Durand using royalty funds, the evaluation and transfer of rose plants and other genetics were well underway by early 2010. Throughout, the local industry was fully engaged in the process, with nurseries such as Aubin, Morden and Jeffries receiving and growing on hundreds of rose seedlings for further evaluation and maintenance, until a permanent home can be found.

The bulk of the transfer process is now completed, but there will be an ongoing need for Rick Durand and nursery growers to remain at least somewhat involved, as roses will be tested and evaluated at sites

across Canada for both cold hardiness and disease resistance.

What was first seen as a real setback to the industry can now be looked upon as a huge opportunity. Besides gaining access to some valuable woody genetics for consideration in future breeding programs, the industry was also able to take over an active, well-maintained and highly-respected rose breeding program. In addition, access to royalties, now managed by CNLA through the newly formed Heritage Fund, gives the association and its members a solid foundation to pursue ongoing new plant research into the future. This is certainly the beginning of a new era for the Canadian nursery and landscape sector, and we can only look forward to what the future has in store. **LT**

Rita Weerdenburg, former publisher of *Landscape Trades*, is CNLA's grower sector manager.



**Atlas Polar
Quality
Edge**

There's not enough space here to get you hooked on our Multilift hooklifts.

SO HOOK UP WITH US AT
www.atlaspolar.com

Visit our web site to see all our products in action and find out everything you need to know about Multilift hooklifts.



 **MULTILIFT**

 **HIAB**

 **MOFFETT**



Atlas Polar
IT'S ALL ABOUT QUALITY™

1.888.799.4422

Rejection: A part of success

BY ROD McDONALD

Rejection is a part of success as much as it is a part of life. If we never experience rejection, it is because we never take a chance. If we never take a chance, then we never succeed. Those two words, rejection and success, have a symbiotic relationship.

Rejection exists in many forms. As teenaged boys, we learned of rejection quite quickly when we asked a girl out and she declined because, "I have to wash my hair on Friday night." It didn't feel good, but we got over it. We learned a basic lesson of life. Sometimes they say yes, sometimes they say no.

What started me on this column was a conversation with my long-time friend, the landscape designer Heather Lowe. Heather has been in the trade for 30 years now, and through good fortune and diligent work, she has never been dismissed from a job. She has never had a client tell her that a plan was unsatisfactory, or terminate her services before finishing a job. That was until a few weeks ago.

She had a client who was easy to get along with, and a professional. She prepared her first sketches, a concept plan as a starting point. The customer was polite, asked questions about her choices and appeared to understand those choices when explained. She made it clear that this was a starting point and that changes at this stage were easy to make and expected. She left the plan with him for his wife to inspect. She had never met his wife.

The next morning, Heather received a curt email stating that she should submit a bill for the work done, as they had "decided to go in another direction."

Heather was at first surprised by the email, as there had been no indication of dissatisfaction the day before. Then there were those terrible, initial thoughts that all of us experience in this type of situation:

What have I done wrong? What is the other direction they have decided to go in? All of those doubts we have that affect our confidence, even after all of these years.

Improve your odds

My first reaction to Heather's situation was that she was indeed fortunate. She had gone 30 years and had never experienced a form of rejection that most of us have had to deal with, and more than once in our first year in the trade. To have gone that deep into a career with little or no client conflict was a testament to her skills and abilities. It also set me to thinking about rejection, conflict and more importantly, how we deal with it.

For most readers of this column, success is a result that we experience on a regular basis, as well as one we seek. You tend to be motivated individuals, who have done very well. Quite simply put, the people who have not done well are not reading this, either because they have given up, or because they believe they already know everything. I have always maintained that of all the attitudes we can possess, arrogance is the most expensive.

I have seen people within this trade who are barely surviving in their professional careers, and yet they refuse to grasp that they can change their personal outcomes. They do not have mentors, attend conferences and trade shows, or examine what it is they should be doing to improve their level of success. They do not read trade journals, as their arrogance leads them to the false assumption that they have nothing to learn.

As we follow our roads to success, we learn that we can improve our scorecards. Equally important, we learn there are many things that we should *not* do, ever again. We come to understand the classic quote that insanity is when we repeat the same behavior and expect a different result.

The value of learning

In my own career, as the years progressed, I experienced more success and less failure, which meant that I was learning. I learned to sell at a higher level, because I learned the importance of meeting and exceeding a customer's needs. I also learned that sometimes I had to hold them and sometimes I had to fold them, an old Kenny Rogers song. Sometimes, but not always, it is in our best interest to walk away from a job.

I learned that certain people out there will ultimately cost you time, money and emotion. They are the same kids that your mother warned you not to play with in the sandpit. Those kids never learned to play nice. They view a contractor or a greenhouse/garden centre operator the same way a hungry wolf looks at a baby lamb. To them, you are nothing more than fresh meat.

I learned it was in my best interest to avoid those people, and their friends. I found one of the best opportunities to separate the good prospects from the bad was in the initial conversation. When they would call on the telephone asking for an estimate, I would ask a few questions in a conversational voice. Those questions were: a) How did you hear of us? b) What are your expectations? and c) What are your time lines? I never gave priority to a caller who answered the first with, "I was just going through The Yellow Pages and calling everyone under landscape contractor." I never gave priority to anyone who answered the second with, "I want an award-winning garden complete with a waterfall for under five thousand." And not surprisingly, I was never thrilled to hear someone say, "I need you to stop everything right now, and start my job tomorrow."

I learned to ball park an estimate over the phone, not for actual contract negotiations

FEATURES & BENEFITS

T

TitanTec™ Surface Technology

Revolutionary proprietary concrete technology making these products the most durable paving stones available today.

S

StayClean™ Stain Resistance Technology

A virtually impenetrable stain resistant shield that prevents the saturation of dirt, grease and oils.

U

Ultima™ Concrete Technology

A specialized, proprietary manufacturing process creates paving stones up to four times the strength of traditional poured concrete.

C

ColorFusion™ Technology

A proprietary coloring process that randomly disperses specialized color particles to create unique, bold, vibrant colors.

R

Reala™ Surface Design

Ultra-realistic textures cast from actual natural stones, bricks and cobblestones.



EnduraColor™ PLUS

Beyond the concentration of traditional wear resistant materials on the surface, this process utilizes a proprietary blend of nature's highest performing minerals to deliver an unparalleled colorfast and wear-proof finish.

*Features mentioned above are not necessarily available on all Unilock Select products.

PHOTO:

Pavers: Richcliff® (Dawn Mist) with Il Campo® (Dark Charcoal) accents.

Walls: Estate Wall (Sierra) with Il Campo® (Dark Charcoal) accents.

UNILOCK SELECT™

*Like nothing you've ever
seen before*

UNILOCK®

Designed to be a step ahead.®

1-800-UNILOCK | www.unilock.com

but to eliminate the unrealistic. After the caller would tell me what they were looking for, I would say something such as, "What you have described to me is somewhere in the \$20 to \$30,000 range." Some would respond, "I thought it would be around that much," and I would continue. Others would say, "Oh no, I just was talking to El Cheapo Landscaping and they said they could do it for under \$12,000." And that would tell

me to bow out. There is no advantage in trying to convert a low baller into a quality prospect. It is not going to happen.

The reason I have mentioned the telephone screening is that it reduced my rejection rate and increased my closings. Always try to do business with people who allow you to be a success.

The next strategy to avoid rejection and improve success is always being clear

with clients about what they are getting. Misunderstandings are a common result of not being clear. Explain it to the client, twice, and then write it out. This should reduce complaints such as, "I thought it would be bigger," when you have a written contract that the spruce trees will be six feet tall, and they are.

Recently, a nonprofit group in my city was holding a fundraiser. I sold a lot of tickets for the event, 79 out of the 160 that were purchased. How did I do it? First, I only asked those I thought would have an interest in the event. That saved me lots of time. Second, I asked a lot of people. I spoke to 300 people to get 79 sales. I had 219 people who rejected my purchase request, and so what? Rejection is a part of sales. And the next time there is a fundraiser, I will ask all of those people who said no because this time, they might say yes.

Blessing in disguise

Back to Heather's situation with the clients who "were going in another direction." I suspected the wife might have been behind the decision. I ran into a fellow who had worked for the wife for five years. I explained the situation and asked for his insight. He was frank. He told me that every contractor who had worked for her had either quit or been fired. He said that Heather had dodged a bullet. His take was, "If she hired God to be her contractor, she would not be pleased, because she knows better than He does."

At that moment, I thought to myself, sometimes rejection is just a blessing in disguise. Put rejection into its proper place. Learn from it and stay on the road to success. **LT**

Rod McDonald owned and operated Lakeview



Gardens, a successful garden centre/landscape firm in Regina, Sask., for 28 years. He now works full-time in the world of fine arts, writing, acting and producing in film, television and stage.

Delivering superior sod and quality service

- No. 1 Kentucky Bluegrass
- Premium Bentgrass
- Extreme Fescue
- Custom grown sod available
- Large or small rolls
- Healthier, greener sod

ZANDER
SOD CO. LIMITED

Phone: 877-727-2100

17525 Jane St., RR #1 | Kettleby, Ontario | L0G 1J0

www.zandersod.com



EXPERIENCE THE NEW FEEL

This Gravely Pro-Walk has been redesigned with more power and improved operator controls, making it even easier to maneuver. What stays the same is how well it cuts grass. You'll earn rave reviews from your crew by adding this new machine to your fleet. And you'll increase their productivity without them even knowing it. So go ahead and experience for yourself - the new feel!



AN AMERICAN WORKHORSE SINCE 1916



Insightful Engineering • Proven Durability • Exceptional Performance

Supplier



WWW.GRAVELLY.COM

An *Ariens* Company Brand

Great garden peonies

BY DAVID VAN DE VEN

Landscape professionals rarely use peonies in modern garden design. I would have to assume that everyone in our industry at least knows what a peony is – it is, after all, one of the most basic of plants used in Canadian garden design. Who doesn't remember visiting Grandma's house in late spring or early summer and witnessing the massive blooms on shrub-like plants growing in the middle of the lawn? Of course we are no longer allowing peonies to reach maturity in the middle of lawns any more, but hopefully the way we used this fantastic plant in past will give you some idea of its resilience. Peonies have an incredibly long lifespan, and rarely require maintenance other than a wire frame to hold up the heavy flowers.

Today most peony plants are sold simply as red double, pink double or white double — pretty generic. I have to suggest this is based simply on price. The three basic colours have traditionally been the most cultivated, and to grow a peony clump large enough to divide is a relatively slow process. Peonies in general need to be grown in full sun, in well-drained soil with slightly more than average water. These plants have relatively low fertilizer requirements (specifically nitrogen); over-fertilization will result in fewer buds. These characteristics make growing peonies even better — lower maintenance on very long-lived specimens, without even

mentioning the massive blooms on tidy bushes.

Peonies are categorized into three groups: early, mid- and late season, all related to bloom time. The early season begins early to mid-May and the late season blooms end late June to early July. Within each of these groups, four distinct flower types appear: single flowers (typical “basic” flower form, petals surrounding sexual structure); double flowers (the good old fashioned peony bloom); semi-double flowers, typically having half as many petals as a double-flowering; and Japanese/Chinese flowers, also known as anemone type, outside petals similar to single-flowering with modified petals filling the centre of the flower. This is the simplified version of the peony family, and I am only describing the standard garden peony that recedes back to the ground in fall. Tree peonies are another can of worms we'll leave alone for now!

Listed below are some of the varieties I prefer. All have nearly identical growing requirements as mentioned above, and are hardy to zone two. Plant peonies spaced well apart and leave them alone; they will be happy for years to come. Some of my favourites follow below and on page 30.

LT

David Van de Ven is a perennial grower in Mount Albert, Ont.



Paeonia 'Bowl of Beauty'

100 cm, Japanese-type bloom, mid-season. Strong pink outer petals with sharply contrasting yellow centre.

Photos: Van Noort Bulb Co.



Paeonia lactiflora 'Flame'

60 cm, Japanese-type bloom, mid-season. Large, red outer petals with bright yellow centre.



Tuscan-Limestone® Collection

The new line of large format structural flagstone from Stone-Link® draws inspiration from the limestone of the Tiburtine mountains near Rome. With intricately varied textures and a choice of 3 colours, it's the authentic looking choice for commercial and residential vehicular traffic areas, and many other unique applications.

- Large Structural Flagstone - available in 36"x 18"x 4" and 18"x 18"x 4"
- Authentic limestone textures with spherical voids and square-cut profile
- Engineered for vehicular traffic areas and permeable paving applications - no concrete base required
- Increase productivity ratios utilizing our new Stone-Lifter™ proprietary tool
- Tuscan-Limestone® collection also offers: Square-Cut Flagstone, and Bullnose Coping

Stone-Link® is an innovator in **Sustainable Landscape Solutions** - Offering Industry-leading ranges of unique manufactured stone profiles and textures replicating natural stone detail at a fraction of the cost.

Please call us to arrange a product knowledge seminar at your firm.



Paeonia 'Gardenia'

85 cm, double flower, mid-season.
Large, white blooms and very fragrant.



Paeonia 'Kirinmaru'

90 cm, double bloom, late season.
Another unusual bloom; fully double
with white and red streaked petals.



Paeonia 'Sword Dance'

90 cm, Japanese-type bloom, mid-season.
Deep red outer petals with strong
yellow centres.

Miller Compost

Premium Compost

Quality Compost Blended Soils

Custom Rooftop Growing Media

Several Natural and Coloured Mulches

And so much more!



Pick-up or Delivery

Now open 6 days a week

Three locations to serve you better

Serving Southern Ontario

Supporting Sustainable Landscape Projects Since 1990

You are in good hands with Miller Compost

TOLL FREE: 866.877.6457

WWW.MILLERGROUP.CA/COMPOST

EMAIL: COMPOST@MILLERGROUP.CA

YOUR TRUCK HAS SUSPENSION. SHOULDN'T YOUR MOWER?



Test-drive a Ferris commercial zero-turn and you'll ask yourself, "Why haven't I tried one sooner?" Our patented suspension technology delivers maximum productivity, increases mower longevity, reduces operator fatigue, enhances comfort and leaves a beautiful manicured finish every time. Visit your local Ferris dealer to test drive a Ferris - experience the difference suspension makes!

Alfred
Carrière & Poirier Eqt Ltd
(613) 679-1103

Alliston
Markdale Tractor
(705) 434-1847

Barrie
Hitch City
(705) 792-9204

Belleville
Terpstra Equipment
Sales & Service
(613) 967-2731

Bradford
Connect Equipment
(905) 775-6269

Brantford
Connect Equipment
(519) 484-2461

Burgessville
G J's Farm Equipment Inc.
(519) 424-9374

Campbellford
Bob Mark New Holland Sales Ltd.
(705) 653-3700

Courtland / Tillsonburg
Blue West Equipment
(519) 688-0909

Dundas
Windmill Power Equipment Ltd.
(905) 628-3055

Essex
Advantage Farm Equipment Ltd.
(519) 723-2858
www.advantage-equip.com

Fingal
Advantage Farm Equipment Ltd.
(519) 769-2101
www.advantage-equip.com

Hampton
T & C Small Engine
(905) 263-8469

Kitchener
Connect Equipment
(519) 696-2568

Lakeside / Medina
Craig's Garage Medina Ltd.
(519) 349-2480

Lindsay
Bob Mark New Holland Ltd.
(705) 324-2221

Markdale
Markdale Tractor
(519) 986-3230

Markham Mower Limited
(905) 294-2644

Midhurst
Midhurst Lawn Equipment Ltd.
(705) 722-4120

Mississauga
Ashots Outdoor Power Equipment
(905) 569-2055

Mississauga
Hitch City
(905) 625-4664

Drayton North
Country Air & Repair
(519) 638-8941

Niagara Falls
E & R Lawn & Garden Equipment
(905) 358-0729

Prescott
Beach Home Hardware
Small Engine Centre
(613) 925-4286

Rockwood / Guelph
Connect Equipment
(519) 856-9512

Scarborough
Alpine Lawn & Garden
(416) 292-8900

Scarborough
Hitch City
(416) 299-4960

Smithville
Lunshof's All Season
(905) 957-2202

Strathroy
Campbell's Outdoor Power Equipment
(519) 245-2428

Thornhill
Thornhill Lawn Equipment
(905) 889-5517

Toronto
Kooy Brothers Lawn Equipment Ltd.
(416) 242-3513

Walton
McGavin Farm Equipment
(519) 887-6365

Wellesley
G/A Repair Inc.
(519) 656-3098

Wyoming
Advantage Farm Equipment Ltd.
(519) 845-3346
www.advantage-equip.com

Yarker
B G Marine & Small Engines Inc.
(613) 377-6881



Go The Extra Yard.™

www.FerrisIndustries.com

Plan for standardized operational systems

BY MARK BRADLEY

Before a pilot flies across the country, you can bet he runs through checklists. For a successful flight, pilots know to follow the systems and procedures of the airplane they fly. Can you imagine airline safety records if each pilot was left on his own to decide what he should check, and when he should check it?

Does that scenario sound familiar in your company?

If you want to be productive and more profitable than your competition, you need to put the right plan in place and you need to implement systems that clearly communicate how your company gets things done. Proper planning coupled with the right systems are the only ways to ensure you can grow a successful business, without needing to be involved in every bit of planning and execution. Systems are the only way the owner can take information and expectations out of her head and effectively pass it on to the employees. If all the necessary information is stuck in the owner's head, the business will constantly be dependent on the owner to make every decision, to inspect all work, and to be responsible for ensuring proper execution and methods.

Operational systems address **people**, **processes** and **culture**. The first thing to focus on is people. Great companies are made of great people. You need great people to build a great business. Next are processes to keep the best people and, lastly, you need to focus on culture. Know that constant reminders and enforcement are essential for culture, as changing or creating company culture is often a slow and gradual thing.

People

According to Jim Collins, author of *Good to Great*, there are five things to look for in

great people:

1. Your people must share the same core values as the institution you're building. Collins insists that, despite what other experts suggest, core values are ingrained in our systems. They cannot be taught. We are raised with core values and these principles stay with us. Your best bet is to find people who **ALREADY** share the same core values as your institution, and get rid of those who don't.
2. The right person is not someone who you need to manage or compensate for.
3. The right people should have the potential to be the best in the industry. (Collins is not saying that they necessarily have to be the best, but that they could potentially be the best). In other words, they need the capacity to excel.
4. The right people understand the difference between having a job with you and having a responsibility within your company.
5. Lastly, you know you have the right people working for you, if given the opportunity to go back and hire them all over again, you would, without a doubt.

Processes

Most landscaping companies do great work, but *processes* lead to great businesses. Standards and procedures are what empower your employees, so you don't need to hold their hands to see that the work gets done to your standards. Processes also boost productivity. If you have processes and systems in place, and you train your people to use them effectively, you have a business that runs itself at maximum efficiency. With the right systems and training in place, your people can be more responsible and more accountable, taking over roles such as job

planning and management.

When everything exists in the owner's head, your company depends on the owner for every decision and task. Think of your company like an orchestra. Your systems need to be clear and documented, like sheet music. The owner's job is to be a conductor. Your job is not to tell them what to play, but to ensure everyone is playing in unison. Taking what's in the owner's head and translating it into clear checklists, procedures and responsibilities takes effort — but no less effort than trying to stay on top of everything all the time. If you ever hope to build a better company that doesn't require your involvement in everything, you need better systems.

With everything standardized, profits increase. Mistakes and waste bubble to the surface, becoming obvious to all. Every problem in your business can be boiled down to two simple reasons: system problems or people problems.

If problems are occurring because your people didn't have clear instructions and information, you have system problems. Build systems to fix the mistakes, so they don't happen again. If the instructions and information were clear, but not followed, you have people problems.

So which systems are key for a landscape company? I look at my systems across the following areas:

Sales Do all our people understand our sales process? Do all leads follow the same process through qualification to final contract? Does all my frontline staff communicate the same brand message?

Estimating and pricing If I'm the only one who understands where the company is going and how we're getting there, then only I can accurately price work. Estimators need a clear system for pricing



Perennial and woody plant supplier
to Landscape Ontario's
anchor garden, Canada Blooms 2011

Rhythm in Harmony



**CONNON
NURSERIES®**

**2011 NEIL VANDERKRUK
HOLDINGS INC.**

1155 Dundas St. W. (Hwy. #5),
West Flamborough, Ontario
Tel.: 905-628-0112 • 905-523-0442
Fax: 905-628-3155
www.connonnurseries.com
email: mail@connonnurseries.com

work accurately, according to my plan for profit.

Hiring systems Are we finding the best people in the least amount of time? Good systems will help ensure hiring efficiency. Without a hiring system, you're hiring and firing 100 people to find one good one. That's a very slow and painful road to success.

Production Do the field crews understand exactly what the estimator was thinking when the job was bid? Are they working towards goals? Do the foremen have the information needed to manage the job so that we don't require decision making from supervisors or overhead staff?

Job costing and accounting Is the owner able to measure field results, both in time and costs? If not, why not? Job costing is critical for the owner to make sure that the company is heading in the right direction. What information is being captured that is not being used? Do we really need all that information?

Equipment Is our equipment being inspected

and maintained according to company and manufacturer specifications? Is it being operated safely and by trained operators? Are repairs handled efficiently? Equipment downtime means increased labour costs and decreased productivity. Equipment systems are critical for efficient production.

Safety What is our schedule for safety training? Are we reviewing and controlling hazards? Is everyone aware of his responsibilities?

Left unchecked, these key areas of our businesses will become unraveled. Staff will simply put their heads down and work; owners will scramble around, over-working to trying to keep their heads above water and when things fall down (and they will), the stress and frustration of having to do everything on their own will be overwhelming.

The solution? Everything should be standardized, including your order of operations. Your staff should know the first and last thing required for each and every process. Your systems need to answer the

following questions:

What needs to be done?

Who is responsible for doing it?

When does it need to be done?

How are things expected to be done?

Why is this going to benefit us? (Don't forget to answer the why! Is it safer? Will it help to improve profits and rewards? Will it make work easier?)

Culture

Worried about change? Change is the only constant. Once you create a culture, change is the new norm because you're constantly working on improving and upgrading your systems and people. And, this is a good thing because, ultimately, change creates opportunity for growth. Don't put your emotions into your business. If you have a well-managed business and your ducks are in line, you can make big decisions — that would have caused stress before — with confidence. And while the idea of change may concern your staff, explain the benefits that come with operating under standardized systems. They will know more about the business, earn more authority if they prove they deserve it, and create more rewards if they share in making your company profitable. It's a win-win for everyone.

In conclusion, I'll refer back to the airplane analogy. Just as pilots are required to operate under standardized systems and processes, they're also trained to adjust to the circumstances of each flight. They know when to ease off on the throttle, when to speed up, when to shift gears and how to respond to turbulence to keep the plane up in the air. The art of flying is like the art of business. As owner, you need to know how to plan for the circumstances ahead and how to adapt to the changing environment. Your staff needs to be trained to handle the ever-changing climate of your business, as well. After all, the ability to stay on top and thrive during times of turbulence is really what defines a successful business.

LT

Mark Bradley is president of The Beach Gardener and the Landscape Management Network, based in Ontario. To learn more about implementing systems for success, visit www.landscapemanagementnetwork.com.

Markant by ACO



HexaDrain

HexaDrain is an innovative plastic residential trench drain system. Ideal for use in residential driveways, patios, walkways or pools.



Brickslot

HexaDrain Brickslot provides a discreet slot drainage system for domestic paver installations. Ideal for use in residential driveways, doorways, patios, walkways or pools.



DrainMat

DrainMat is the ideal solution to protect entrances from water and debris. DrainMat can be used for residential and commercial use to protect from rain, snow, sand and everyday debris.



ACO Systems, LTD.
(877) 226-4255
www.acocan.ca

Check with your local landscaping yard for availability or contact us for supply information





There's no substitute for quality...



...when we build an excavator
and when you buy one.

Anything less will cost you in the end.

It's how reputations are built. It's how
value is maximized.

Accept no substitutes!

Super Series Excavators

- Std. & Zero Tail models
- Up to 8-ton size
- Interim Tier 4 engines
- Proven performance, reliability
& durability



Carriers



Wheel Loaders



Loader Backhoes



**Compact Track
Loaders**



Visit: www.kubota.ca for Dealer Locator

For every excavator sold Kubota Canada Ltd.
will make a donation to KID'S HELP PHONE



Kubota
KUBOTA CANADA LTD.

Landscape Trades devotes space in each issue to provincial association news. This issue features news from Landscape Ontario.

In 2010, many of Landscape Ontario's activities were ramped up to help members in a slower economy. LO took a two-pronged support approach: promoting the Green for Life brand to stimulate demand for members' products and services, and providing opportunities for members to enhance business and technical skills through the Prosperity Partners program.

The one-day introductory Prosperity Partners course is now mandatory for all new members joining LO. The seminar teaches entrepreneurs to work 'on' their business, not 'in' it. Participants leave with a wealth of resources and templates to help them work smarter. Also last year, LO partnered with and endorsed several independent online programs to support members' business development: Landscape Management Network, Clarity for the Boss and Landscape Safety.

In the summer of 2010, the industry received very short notice of the closing of the horticulture program at Algonquin College. Thanks to the passion of our Ottawa chapter members and LO's manager of education and labour development Sally Harvey, a College committee heard a strong collective voice about the significance of the program and its need within our industry. The horticulture program was saved and is undergoing a curriculum review to improve its relevance even further.

Our membership is divided into nine local chapters. Each chapter is led by a group of dedicated and enthusiastic volunteers, who have what our current president Tom Intven calls the Landscape Ontario Gene. It's infectious, and those afflicted have an unparalleled spirit of volunteerism, without which the association couldn't function. Each chapter promotes the Green for Life message to its community in different ways. The Waterloo Chapter greens a school yard each year; Windsor Chapter has been landscaping the local hospice; Ottawa members maintain the Cancer Survivors Park they built several years ago and do a fall clean up at the National Military Cemetery every November; Toronto Chapter raises funds through its activities for Sick Kids Hospital and the Toronto Botanical Garden; Durham Chapter members installed an irrigation project at Parkwood Estates, a



Products donated by proud Ontario growers are auctioned by the Landscape Ontario Growers Group each year in support of horticultural research and scholarship programs.

significant historical site; Georgian Lakelands landscaped Gilda's House and held a food drive for the Elizabeth Fry grocery assistance program; the London Chapter created a garden at Banting House; events staged by the Golden Horseshoe Chapter supported a memorial trust fund set up for children of a member's employee and the Upper Canada Chapter was involved in revitalizing and supporting the Kingston Garden Expo, as well as the Belleville Home Show.

Each of our 10 sector groups is committed to providing value for members. The Garden Centre Group recently released a staff manual template that retailers across the country can access at www.horttrades.com. The Grounds Management Group supports the annual and perennial trial gardens at Landscape Ontario, which get larger every year. The trial gardens are managed by Rodger Tschanz of the University of Guelph, and when in full bloom, provide a bright beacon to those passing by on Hwy. 401. The Growers Group continues to raise funds for horticultural research through its annual auction, and supported a highway greening project that will look at tree planting specifications and species along several major highways in southern Ontario. The Interior Plantscape Group held a successful Interior Plantscape Breakfast for its members. The Irrigation Group continues to focus on education, both within the industry and to municipalities and homeowners. The Landscape Contractors Group held its popular contractor lecture series at Canada Blooms. The Landscape Designers Group held a breakfast event in the fall and a full-day design symposium in conjunction with Congress in January. Members of LO's Lawn Care

Commodity Group continue to provide services with a limited repertoire of products, as well as ongoing education about expectations, and the benefits of turf. The Lighting Group is busy writing landscape lighting guidelines and the Snow and Ice Sector Group has recently revamped its Standard Form Snow and Ice Contract, that can be found at www.horttrades.com, and continues to pursue initiatives to protect contractors from frivolous slip and fall claims.

As a founding partner with the Garden Club of Toronto, Landscape Ontario continues to support Canada Blooms. This year saw the 15th annual staging of the flower and garden festival. Relocating from the Toronto Convention Centre to the bright, airy Direct Energy Centre at Exhibition Place in Toronto, has rejuvenated the show and made it much easier for garden builders and visitors to access.

Our trade shows provide a multitude of educational opportunities as well as face-to-face time with suppliers. Garden and Floral Expo, held each October, has been rebranded as Expo, and provides purchasing and merchandising opportunities for retailers, designers and florists. Congress, our flagship show in January, continues to partner with numerous green industry initiatives and hosts an extensive conference program. GreenTrade Expo, held in February, provides an educational and networking venue for Ottawa Chapter members.

To see the full extent of association activities, read LO's 2010 annual report at www.horttrades.com/annual-reports.

LT

MODERNA™

PAVING STONE

- Rich texture, with random flagstone appearance
- Single shape stone for easy and quick install
- Can double the surface voids of standard pavers
- 70mm thick for multiple applications



one stone,
limitless possibilities.

the refinement of nature,
simplified.



ARDESIA™

PAVING STONE

- Subtle slate texturing provides natural impact
- Single shape stone for easy and quick install
- 23 different virtual shapes and surface textures
- 70mm thick for multiple applications

With over 45 years of quality and experience producing a full line of paving stones, retaining walls and concrete paving slabs, Best Way Stone Limited® is dedicated to its dealers and contractors. We know our business is only as successful as you are.



WORKING WITH YOU SINCE 1965

FOR INFORMATION ABOUT OUR NEW MODERNA™ AND ARDESIA™ PAVING STONES,
OR ANY OF OUR OTHER PRODUCTS, CONTACT US AT **1-800-BESTWAY** OR VISIT US AT
BESTWAYSTONE.COM

8821 Weston Road
Woodbridge, ON, L4L 1A6

63 Anderson Boulevard
Uxbridge, ON, L9P 0C7

The Prime Contract and subcontractor obligations

BY ROB KENNALEY, MCLAUGHLIN & ASSOCIATES

Subcontractors, by definition, are not in contract with the owner. Rather, they either enter into a subcontract with the project's contractor, or with another subcontractor. An excavation subcontractor, for example, might have the landscaping work and subcontract some or all of that work out to the landscape subcontractor. Nonetheless, subcontractors in construction will often find themselves bound by some or all of the provisions of the contract between the owner and the contractor, which is often referred to as the Prime Contract. It is very important for subcontractors to understand how this can occur.

In many circumstances, the contractor subcontracts out portions of his or her work under the Prime Contract. Where the Prime Contract is put out to tender, subcontractors will often provide prices for

portions of the work to those general contractors who are bidding, and the generals can then incorporate these bids into their overall bid to the owner.

The owner will often require the contractor, as a condition of the Prime Contract, to ensure that its terms are incorporated by reference into all of the subcontracts. When this occurs, the terms of the Prime Contract are not actually written into the subcontract, word for word. Rather, the Prime is generally either directly or indirectly referenced in the subcontract as being a document which binds the parties. Sometimes the specifications for the subcontractor's work, which form part of the subcontract, incorporate the Prime Contract.

Where a landscape subcontractor is asked to bid on landscape specifications and drawings, care must accordingly be taken to determine the extent to which those specifications incorporate some or all of the remainder of the Prime Contract. Again, the landscape specs might specifically reference the Prime Contract. In other circumstances, a landscaping specification might incorporate a different specification (such as "Division 1," which is most often a specification of general application), which might in turn incorporate the remainder of the Prime Contract by reference.

Know your responsibilities

If subcontractors are to be bound by the Prime Contract, they need to understand its terms, for obvious reasons. If you are bound by the Prime Contract, that contract may determine, for example, what your scope of work actually is, when you might be entitled to an extra, what steps you need to take to support a claim for additional compensation and who bears the risk of certain unforeseen events.

You would be surprised how often sophisticated subcontractors will simply put a price on their work without considering the terms of the Prime Contract. Many landscaping subcontractors, for example, will put a price on the landscaping drawings and specifications, without going further to determine if they are bound by other contract documents. The subcontractor will often submit a bid without knowing the terms and conditions of his subcontract. He might, for example, put a price on his work without knowing that there is a soils report available for review, and might then be disappointed to find out that he will not get an extra for "unforeseen" conditions that were clearly described in that report.

Just as common is the circumstance where the subcontractor sends the general contractor a quote or purchase order that includes a description of the work or a list of 'exclusions.' A problem will often

We move and supply big, beautiful trees



- Transplanting services with large and small tree spade trucks
- All varieties up to 8 inch caliper
- Dependable, Professional, Best Prices



905-880-1828 or

1-800-268-9516

www.treeland.ca



BREATHTAKING POWER

0% financing for
12 months!

The Wright Stander ZK. **The Stander of Excellence.**

There's no better way to put more muscle into your mowing. With up to 31 awe-inspiring HP on tap, the Stander ZK delivers all the ponies you'll ever need to tackle the most challenging terrain. And all that power comes with Wright's unparalleled maneuverability, cut speed and quality. Get breathtaking brawn for any lawn with the Stander ZK.

To learn more about the Wright Stander ZK,
call 301.360.9810 or visit www.wrightmfg.com

Call toll free 1-888-337-2199 for a dealer near you.

For your Canadian dealer
call 1-888-337-2199 or
visit www.wrightmfg.com

THE WRIGHT WAY TO MOW

wright[™]
commercial products

arise in this circumstance because the general contractor will say that you were asked to (and did) provide a price to do the work in accordance with the terms of the Prime Contract, while you will say that the terms of your quote or purchase order should govern.

Importance of prevention

Who wins such a battle of the contract documents will depend on the facts of each particular case. It is also not something

one can easily predict in even the best of circumstances — sometimes you would have to let a judge decide. You don't want to be in a position where the general is telling you to do the work, while you say you did not price it. You don't want the general to be saying the work you are claiming for is not an extra, because you failed to meet a condition of the Prime Contract, of which you were unaware. Dealing with such disputes can be terribly expensive (and full of risks).

As a subcontractor (or as a general contractor yourself), you should also look at the same problems from the other perspective. If you are bound by the Prime Contract, make sure that any subcontractors you retain are also bound by the Prime Contract. You don't want your subcontractor to be making a claim against you for something that you cannot claim for. If, for example, the Prime Contract says there will be no compensation for delay unless notice is given as soon as the cause of the delay becomes known, you do not want to lose your right to claim for it, but be exposed to a claim from a subcontractor who is not bound by the same limitation.

Stay in control

Similarly, you should make sure that you avoid the battle of the contract forms with your subcontractors. Be careful not to allow your subcontractor to dictate to you what his scope of work will be, what exclusions or qualifications will apply and what the terms of the subcontract will be. If he provides you with a qualified quote or a purchase order that contains his understanding of the contract, you should be careful to address that situation immediately and ensure that both of you agree with the terms of the subcontract.

In short, we need to understand the full scope of what our contract is before we put a price on our work. We need to understand the terms and conditions that apply to our work so that we will know what we need to do in any particular circumstance to protect our position. In many circumstances, this necessitates that we understand the terms of the Prime Contract. Also, we need to ensure that our own subcontractors are bound by the same terms and conditions that we are, to avoid liability to a subcontractor for something that we cannot then claim from the person above us in the construction pyramid. **LT**

Robert Kennaley practices construction law in Toronto and Simcoe, Ont. He speaks and writes regularly on construction law and contract issues and can be reached for comment at 416-368-2555, 519-426-3777 or at kennaley@mclauchlin.ca. This material is for information purposes and is not intended to provide legal advice in relation to any particular fact situation. Readers who have concerns about any particular circumstance are encouraged to seek independent legal advice in that regard.



Member of:
HORTICULTURAL TRADES ASSOCIATION
landscapeontario.com
Green for Life!

MUNGER
HORTICULTURAL VINEGAR
Plus

Liquid Herbicide
Safe for the environment

REG. NO.: 29405 P.C.P. ACT

For non-selective vegetation control in and around the garden, established trees and shrubs, sidewalks, driveways, patio, non-crop areas, right-of way and industrial land sites. Leaves no harmful residue in the soil.

MLC MUNGER
LAWNSCAPE
DISTRIBUTION

4231 Conc. #4, RR#4

Harrow, Ontario

N0R 1G0

Tel: 519-738-2571

www.mungerlawnscape.com

Natural-looking projects, fast and simple.

Now with more options in 2011.

Rosetta® professional landscaping systems combine the look of natural weathered stone with the advantages of engineered concrete products. So now you can offer unique, easy-to-install solutions for walls, steps, walkways and more.

Visit brownsconcrete.com to find your nearest dealer and discover all the benefits of the Rosetta® line.



brownsconcrete.com

*Below: Dimensional Wall – hand hewn texture on five sides, endless opportunities.
Top right: Grand Flag – pattern design and uniform thickness make construction a breeze.
Top middle: Belvedere Fire Pit – everything you need, including the metal ring, in one simple package.
Top lower: Dimensional Flagstone – six sizes on each layer allows for multiple laying patterns.*



Dealing with the bank

BY GEORGE URVARI

Over the years, I have had many dealings with banks to finance the growth of our business. One thing I learned for sure is that I need to learn Bank Speak if I was ever going to get respect as an entrepreneur. Bank Speak is all about numbers and ratios. Translations follow.

Total sales: What is the total volume of business you will be doing, and when?

Profit: Is there a history of sufficient profits to indicate that the company is well managed and consistent in its performance?

EBIT: What are the company's earnings before interest and taxes?

Gross profit: How efficient is the company and what is the labour-to-sales ratio? Is the staff productive? Is the equipment-to-sales ratio at the right balance to maximize labour productivity?

Material/sales ratio: Is the company utilizing materials to maximize profit?

Overhead: Are the owners paying themselves enough, or too much? Can the company support management salaries? Is there a history of steady income for the owners? Is the overhead-to-sales ratio high or low?

Net profit: At the end of the day, is the company profitable?

Inventory and cash on hand: Does the business have enough cash to comfortably cover the time between payables and receivables?

Cash flow: Does the company pay its bills on time?

Retained earnings: Does the company have cash reserves?

Credit history: Does the company string out its suppliers to support its operations?

A typical business needs about 20 per cent operating capital to survive. Operating capital is the money you have in your business for day-to-day operations — making payroll and paying immediate bills. It is the cushion that keeps your head above water when receivables are slow.

In addition to this capital, banks often provide lines of credit to help with cash flow. Companies in growth cycles can have as much as 50 per cent of their revenue in receivables. In our industry, it is not uncommon to wait 45 to 90 days for payment. The analogy here is that it is not much good to throw someone a life-vest after he has drowned. Many businesses are profitable, but still go out of business because there have insufficient funds to cover day-to-day operations, or seasonal downturns in revenue.

Most recently, I wanted to borrow money for a large tri-axle truck. The interest rate with leasing companies was over eight per cent and the bank was closer to 4.5 per cent. This would make about \$7,000 in interest savings per year, or \$35,000 over five years.

Using our budgeting software, we were able to demonstrate the positive impact the new truck would have on our equipment-to-sales

ratio. It increased by less than one per cent as a total ratio to sales. This revelation indicated that we could easily afford to make payments on the truck, even if it sat idle.


Better news, however, was that our material ratio went down substantially, as did our truck sub-contracting costs. In fact, the purchase of the truck would increase our gross profit. I could also demonstrate mathematically that our overhead, was fixed and the truck was priced as a direct cost. This meant that we were now paying down our own overhead instead of someone else's, while reducing our customer prices. Our new bill-out rate was more competitive, and our vertical integration of this new service, which we used to outsource, actually added to net profit without requiring more sales.

I then discussed how our investments in efficiency were going to reduce waste and increase capacity. No more waiting for the disposal bins to show up. The bank offered to lend us more money after that!

At the end of the day it's about numbers, and not intuition. Manage your numbers well and the bank will speak your language and help you grow your business. Financial literacy starts with your budget.

LT

George Urvari has been a partner in a Toronto-based design-build landscape firm, for over 20 years.



Over 10 acres of quality natural stone

STONEMEN'S VALLEY INC
Quality Stone and Landscape Products
905.841.8400 www.stonemensvalley.com

BULK WINTER SALT
LANDSCAPE STONE
FLAGSTONE
ARMOUR STONE
UNILOCK ©
PERMACON
AGGREGATES
RETAINING WALLS
ARCHITECTURAL VENEERS
GARDEN ACCENTS



Proud sponsor of Canada Blooms
by supplying all concrete
hardscaping materials to the:

- Landscape Ontario Signature Garden
- Green for Life Stage
- Skills Canada Competition

PAVERS, WALLS, STEPS, SLABS, CURBS.

TO LEARN MORE ABOUT PERMACON PRODUCTS OR TO RECEIVE OUR FREE CATALOGUE,
CALL US AT 1-888-PERMACON.



the harmony of space

permacon.ca

The results of CNLA's Garden Centres Canada survey will be tabulated with other retailers' answers to offer benchmarking information that will report on the pulse of the industry. Members of Garden Centres Canada will be able to compare their operations with nation-wide averages. "It also helps Garden Centres Canada better serve the sector," said Renata Triveri, CNLA's newly appointed garden centre priorities manager.

To complete the survey, go to www.canadanursery.com and look under Garden Centres Canada for the survey link.

Nursery inventory listing

A new website will allow an exchange of information between buyers and sellers of nursery stock. Members of Canada's wholesale nursery sector are now able to post available inventories on the website at www.canadian-grown.com, and buyers can search the product and supplier listings.

The listings will provide a good overview of the inventory currently available for sale to overseas markets. Because inventories are continually in flux, buyers are invited to contact growers directly, or to

post specific requirements.

CNLA notes that the new program came through with assistance provided by AAFC's AgriMarketing program.

Improved credit card program

Through Chase Paymentech, CNLA has improved its already competitive credit and debit card processing program, offered to all members. The present program extends maximum rates to members of 1.66 per cent (Visa), 1.74 per cent (MasterCard), and \$0.104 (Interac) per transaction, and allows subscribers to negotiate even better rates on their own if the subscriber's statements warrant a deeper discount.

"If you run a small to medium-sized company, these deeper discounts can be difficult to obtain, but pool your sales with your colleagues across the country, provide us with some proof of usage, and CNLA can negotiate improved rates," says Joseph Salemi, member services manager.

Salemi offers three suggestions on helping CNLA slash swipe fees. All statements will be treated with the utmost confidentiality, and will be used for

negotiation purposes only.

- Dig through your merchant service statements (Chase, Moneris, Global Payments, TD Merchant Service, etc.)
- Locate your May 2010 and June 2010 statements
- Scan or fax your statements and send them, in confidence, by May 15

Call 1-888-317-9532, or email CNLA@chasepaymentech.ca for more information.

Discount from Telus

CNLA members and their employees are eligible to receive 10 per cent discount off selected business share plans through Telus Mobility. To find out more go to www.canadanursery.com and look under Association News.

LT

The Canadian Nursery Landscape Association

is the federation of Canada's provincial horticultural trade associations. Visit www.canadanursery.com for more information.

new products

Skid steer loader



New Holland introduces its new series of skid steer loaders, six models ranging from 46 to 82 hp, and two compact track loaders (74 and 82 hp). Most of the new 200 Series models feature New Holland's patented vertical lift Super Boom design, which delivers forward dump height and reach, making it easier than ever to load materials efficiently into the centre of a truck. Many attachments are available which are very easy and fast to change due to the Connect Under Pressure feature. The manufacturer claims unparalleled stability due to the loader's long wheelbase.

New Holland Construction
www.newholland.com

Self-propelled topdresser

The MultiSpread model 60SP is an economical, self-propelled topdresser for professionals. It is powered by a 190 cc Briggs & Stratton 875 series engine, with a CV belt drive with both forward and reverse. The MultiSpread is easy to load and ideal for dry or wet compost, sand and many other materials. Maximum load weight is 272 kg (600 lbs.).



Eastern Farm Machinery
www.easternfarmmachinery.com

Walk-behind trencher



The RTX150 is the newest member in the Vermeer line of pedestrian trenchers designed to help install irrigation lines and drainage tiles. Powered by a 20 hp (14.9 kW) Kohler gas engine, the RTX150 offers increased digging performance up to a maximum digging depth of 91.4 cm (36 in.). Interchangeable tires or tracks adapt to jobsite conditions. Light pressure on the handlebars turns the trencher, and its zero-turning radius will even counter-rotate from a stationary position. The narrow footprint, 88.9 cm (35 in.), fits into narrow spots and through backyard gates.

Vermeer
www.vermeer.com

LT



DUTCHMASTER NURSERIES LTD.

We make your day easier

Specialists in **caliper trees**

Vast selection of **container plants**

Various **nursery supplies** for sale

40 years of **industry experience**

Growing with our **customers in mind**

All of your nursery needs in **one place**



T : 905 683 8211

F : 905 683 3734

E : sales@dutchmasternurseries.com

3735 Sideline 16,
Brougham, ON, Canada
L0H 1A0

www.dutchmasternurseries.com



Permaculture, the *art* of edible gardening

BY SEAN JAMES

Recently I've been drawn into the world of permaculture, defined as growing your own food, preferably in a sustainable way. PLEASE! DON'T CLOSE THE MAGAZINE! It's more relevant to professionals than you might think! This is an old concept brought back to life, and your potential customers have no clue how to do it anymore. I'll admit that learning the newest and most eco-friendly ways, along with an ever-expanding palette of plants, is a challenge, but *everything* should be a challenge if you're growing your abilities correctly.

It started as a little garden for a customer, then a smaller demo garden for Whole Foods, and is exploding from there. I always thought

the permaculture/organic/local food people were a little wacky — like birders — interesting in the very short run, but you wouldn't want to be one. (For better or worse, I've become a birder, too. You can read into that what you like — at the very least, I accept I'm a bit beyond the social norms.) Interestingly, as a businessperson and a Niagara Parks grad, when I was asked to help, I saw the advantages and said yes. I believed I could do the job and might learn more along the way.

Spark your creativity

As a garden designer, the exciting challenge is to break out of the box. Crush it! Edible gardening doesn't have to be in rows or blocks.

It doesn't have to be all about summer. It doesn't have to look sterile and be only on ground level. In short, it doesn't have to be ugly. By mixing perennial edibles such as beautifully textured asparagus with something bold such as turnips or cabbage, you emphasize the texture and colour in the garden — not the edibility. By designing in drifts, using colour and form, just like in a regular garden design, permaculture gardens can be just as lovely and inspiring.

Throughout this process, I was amazed how many new concepts hit my radar. Dynamic accumulators, for instance, are plants which bring nutrients from the deep soil and deposit them on the surface. You mulch them down in the spring to make it look nice. Switchgrass was the only plant we used in our third design that wasn't edible, and it turned out to be a dynamic accumulator. It prompted me to mulch last year's growth (providing it's disease-free), onto the garden to recycle nutrients instead of bagging and removing or composting elsewhere on site. Be aware that, for the garden to succeed, you're going to have to educate your customer. An educated customer is your friend, and will have a better sense of the financial and ethical value of your services.

Since most modern gardens are small, use vertical elements like espaliered fruit trees, climbing veggies on stick obelisks (which looks great, by the way), and trees which bear edible nuts and under which other layers of edibles can be planted.

Edible horizons

Expand beyond traditional veggies like corn and tomatoes. I was amazed by the number of our natives that are edible. Solomon's seal can be cooked like asparagus! Who knew *Wisteria* and *Cercis* flowers are edible? There are scads of plants such as arugula and native *Agastache* that come back year after year, and are great in salads. In fact, between the cultivated plants



Beaver Valley Stone
LIMITED

over 20 YEARS
Beaver Valley Stone
1989-2011

A wide selection
of natural stone
and precast concrete
products

- Flagstone
- Interlocking
- Cultured Stone
- Masonry products
- Retaining walls
- Aggregates
- Accessories
- Bulk/bag road salt

Visit one of
Canada's largest
outdoor displays

**Your one stop shop
for pond and waterfall kits and accessories**

Office and yard: 25 Langstaff Rd. E., Thornhill, Yonge & Hwy 7-407
Manufacturing plant: 12350 Keele St., Maple
416-222-2424 or 905-886-5787 Fax: 905-886-5795
www.beavervalleystone.com



Our Edible Urban Gardening display at Whole Foods in Oakville, Ont., was a big success and provided loads of free, targeted publicity.

and the weeds, I can make a salad pretty much all season.

The truth is that when I started researching permaculture, I realized I already had an edible garden of my own with cherries, pears, grapes, salad fixin's, garlic and chives, and asparagus *and* I was already growing zucchini for texture and tomatoes ... well ... because I like them.

There are some basic science items that are essential. Rotate crops like beans with corn and tomatoes, so diseases don't build up in the soil. Make sure you're always adding compost for nutrients, water-holding capacity and texture. Think about soil testing for pollutants and

nutrient levels. Create pathways to prevent soil compaction, and to allow people to experience the garden in a more intimate way — by being inside it, not just looking in from the outside.

I'm a fan of choosing the right plant for the soil, but in the case of permaculture, you should definitely be amending the soil with rich compost as deeply as possible, provided that you're not going to injure nearby tree roots. (Many edibles *will* grow in the shade.) The yield will be much better. Encourage predators to feast on the pests (more on that another time).

Related opportunities

Another aspect that is related, although not directly, is water harvesting. Customers who are into permaculture, native plants and other forms of sustainability, are the type who would invest money and effort into rainwater harvesting. Whether it's a series of rain barrels or an underground containment system, with the price of water rising and rain getting less predictable, harvesting water that's free is a good way to go, both financially and ethically.

Is permaculture landscaping worth it from a business perspective? Demand from the public is increasing fast. I did a permaculture speech at Whole Foods (great free advertising), and it was packed. People don't have the time or knowledge to create these gardens themselves, and yet they want them. The solution? Hire one of us. As I've pointed out here before, standing out from the crowd will get you more business; business for which you can charge a premium, because it's knowledge-heavy. As old Wilfred Brimley said for the oatmeal folks, "It's the right thing to do, and a darn tasty way to do it!"

Questions or suggestions? Contact me at sdjames@on.aibn.com **LT**

Sean James is owner of an Ontario-based environmentally-conscious landscape design/build/maintenance company. In addition, he is an eco-consultant and a popular speaker.



MS GREGSON
PUMPING UP OPPORTUNITIES

HERBMATIC
Designed for minimal use of pesticide.
Allow 3 operations

- 1- Apply fertilizer
- 2- Apply fertilizer + full pesticide coverage
- 3- Apply fertilizer and pesticide on demand

Compact sprayer for maximum space saving
100 or 200 gallons gas engine or 12V motor

For the contractor looking for more autonomy

Ideal for seeding small area or to repair existing lawn
Available size of 200 to 1000 gallons.
Powered by Honda Engine.
Trailer version available.



www.msgregson.com

1-800-767-2050
MS GREGSON, DIVISION OF RAD TECHNOLOGIES INC.

Volunteers triumph at Canada Blooms

Rhythm in Harmony, Landscape Ontario's anchor garden at Canada Blooms, made a huge impression with crowds and media, as well as the industry. Volunteer managers and builders from more than 50 companies co-operated on the March project — with efficiency, professionalism and stunning levels of craftsmanship and design. In addition, over 30 suppliers made generous plant and product donations.

"These people are our heroes," said project manager Tim Kearney CLP.

The 9,000-sq. ft. garden showcased nursery stock, perennials and forced trees, dry-laid stonework, water features and a showstopping curved wall made of 4,300 blooming kalanchoes. Oversized, elevated ramps, topped with flats of sedums, grasses and other perennials, evoked both green roofs and piano keys. A time lapse video showing the five-day, 'round the clock garden

build, can be seen at <http://landscapeontario.com/video-library>.

LO's Green for Life public promotion message resonated throughout. Visitors absorbed the association's *LandscapeOntario.com* visual identity, reinforced by *Garden Inspiration* — a free, LO-produced colour magazine promoting association members and featuring award-winning landscapes.

Guests entering the show reacted to the preview of spring with appreciation. The sensory connection between humans and their gardens showed, as people reached to touch petals, leaves and stones, and even revel in the scent of moist earth. One visitor was moved to tears by the blooming hellebores. She said they reminded her of her childhood in Slovenia, when she and her friends would search for the early flowers beneath the hedgerows.

Colour and beauty was the garden's message to the public, while the industry story was the

unprecedented level of volunteer co-operation among competing companies and diverse sectors. In addition, the management team took pains to give secondary and college students opportunities to contribute, and share the pride.

Canada Blooms was founded by Landscape Ontario and the Garden Club of Toronto. The show celebrated its 15th anniversary this spring. While visitors look forward to its high-style feature gardens to get a first taste of spring, they also enjoy Canada Blooms' comprehensive speaker program and bustling Marketplace area.

On the final day, Canada Blooms show manager Gerry Ginsberg announced preliminary plans to co-locate the festival in 2012 with the National Home Show. This is great news for Canada Blooms, as it will become a 10-day show, allowing garden builders increased exposure for their investments. The shows will remain separate events, but run side-by-side at Toronto's Direct Energy Centre. A more detailed explanation of the



Above: A stunning wall planted with over 4,000 kalanchoes, greeted visitors entering Canada Blooms. A video was projected on the oversized screen, thanking the garden builders and donors and reinforcing LO's Green for Life message.

Above right: Enthusiastic volunteers worked long shifts to ensure this year's version of the LO member's garden was a show stopper.

Right: A portion of the garden demonstrated the texture and versatility of green roofs at ground level where it could be truly appreciated. Large portions were elevated, resembling piano keys in a nod to the show's theme of *Rhythms*.



Serving the Landscape Industry Since 1980

CUT ABOVE NATURAL STONE

Armor Stone • Weathered Limestone
Random Steps • Waterfall Stone • Jumbo Flag



SALE!!!

DUMP ROCK SALE.....\$25 per ton
F.O.B. Quarry



**Buy 3 Trailer Loads
get the 4th load FREE**

Large 1 wide and 2 wide
Armor Stone/Weathered Limestone
(Trailer Loads are 45 + tons
per load)



Limited time offer or while supplies last

NEW!!!

New for Spring 2011

- Saw Cut Stone: Armor Stone, weathered etc.
- Drilled and Split Stone to size Armor stone, weathered
- Saw Cut Steps now available
- Rip Rap limestone now available
- Skidded Armor stone, weathered etc.

Delivery by:

Flatbed, Dump, Roll-off is available extra cost will apply

CALL NOW FOR ALL DETAILS

All applicable Taxes are Extra HST

Mailing Address & Quarry Location:

7172 Conc B & C, RR #5, Orillia, ON L3V 6H5

Toll Free: 1-888-557-7625 • Fax: 1-888-349-7625



www.cutabovenaturalstone.com

plans appeared in the April issue of *Horticulture Review* and can be found at www.horttrades.com/horticulture-review-online.

New look for Expo



Building on a recently acquired new name and modern look, Landscape Ontario's Expo 2011 ushers in the new decade in a new location, with more suitable dates and show hours, and spotlights on the plant and floral merchandise showcased by more than 300 vendors.

Formerly called Garden & Floral Expo, Expo 2011 moves to the Toronto Congress Centre's new North Building, which provides a perfect setting for the trade show, symposia and social events enjoyed by vendors and buyers alike. The clean, modern design of the building, combined with enhanced lighting effects, provides the opportunity to merchandise displays in unique ways.

The new dates and hours for Expo 2011 are Wednesday, October 19, from 10 a.m. – 6 p.m., and Thursday, October 20, from 10 a.m. – 4 p.m.

Information is available at www.loexpo.ca

Flowerbulb scholarships offered

The North American Flowerbulb Wholesalers Association is offering students a \$1,500 scholarship in memory of Karl Schroff.

The successful applicant must be a student in a field related to flowerbulbs in some form, not necessarily in horticulture, in the academic year 2011-2012.

All application forms must be submitted by 5 p.m. July 31, 2011, with a 400-500 word essay about flowerbulbs. Applicants must also indicate how they intend to use the scholarship, should their entry be chosen.

Karl Schroff was a broker who helped many flowerbulb companies for more than 50 years. Schroff died at age 81 in 2003. Many involved in the bulb trade have fond memories of Schroff. His helpfulness, personality and business sense won the hearts of all who met him. Schroff was knowledgeable about the flowerbulb business and made frequent trips to Holland to visit customers and educate them about the import process.

An application form can be downloaded at www.nafwa.com.

Toro broadens renovation line

Toro will begin to distribute aerators, seeders and dethatchers through a private label agreement with Lawn Solutions Commercial Products. "In recent years, Toro has made a concentrated effort to grow its product offering for the professional landscape contractor and equipment rental industry," said Rick Rodier, general manager of Toro's Sitework Systems Business. "In addition to developing products like the Dingo compact utility loader, TRX walk-behind trencher and STX stump grinder, we have also expanded through the acquisition of USPraxis and its line of tree care equipment. The private label agreement with Lawn Solutions is one more step in our efforts to enhance our relationship with our customers."

Green roof industry grows

Green Roofs for Healthy Cities (GRHC) has announced the results of its 2011 Annual Industry Survey of Corporate Members, which found that the green roof industry grew by 28.5 per cent over the course of 2010, up significantly from 16 per cent growth recorded in 2009.

In the top five Canadian metropolitan regions list, Toronto led the way, with more than 400,000 square feet installed, followed by Vancouver, at nearly 225,000 square feet.

The survey was conducted by an independent, third party consultant.

Certification dates in Kemptville

The April issue of *Landscape Trades* contained incorrect dates for a Landscape Industry Certified exam opportunity this summer. Correct dates for the exams in Kemptville, Ont., are August 11-12.

LT



QUEENSVILLE SOD FARMS LTD

Over 30 years experience

- Pick-up or Prompt Delivery of top quality Kentucky Bluegrass Nursery Sod
- Installation available
- Grass Seed, Fertilizer & Soil

- Excellent Pricing
- Homeowners/Landscapers welcome
- We deliver, NO MESS Bulk Bag Soil

21468A Leslie St., Queensville
on Leslie St., minutes north of Newmarket

p: 866-23 SOD4U e: info@sod4u.ca

www.sod4u.ca

“In Sod We Trust”

MEMBER N.S.G.A.

Rhythm in Harmony,
Landscape Ontario's signature garden at Canada Blooms 2011

THANK YOU

to the following builders and suppliers —
a team to admire and respect



Christopher J. Clayton Landscape • Moon Shadow Lighting • RJ Electrical Services

HORTICULTURAL TRADES ASSOCIATION
landscapeontario.com
Green for Life!



BUSINESS OPPORTUNITIES

GREENHOUSE BUSINESS

2.5 acres of land, 38,000 sq. ft. under glass. Currently set up for growing annual plants. Close to major highways and towns. Includes a barn 60' x 35' with 2 walk-in coolers and large sorting/working area. Ideal location for retail/landscape business. Well established clientele and outlet. 4 bedroom, 3 bathroom brick bungalow with finished basement on the property.

Please contact us at
hermanschakel@yahoo.ca

SERVICES AND SUPPLIES

FIRST NATURE NURSERY LTD

Wholesale supplier of native branches

Looking for Willow, Dogwood,
or Poplar stems?

We supply native cuts from 1ft-10ft.
Live stakes, fascines, wattlings and fencing.
Native and ornamental species available.

Call (519) 647-0716 or (905) 973-3605
or wayne@firstnaturenursery.com

LARGE TREE MOVING AND SALES

115 inch and 90 inch tree spades available for hire. Largest truck mount machine in Ontario.

Call Burkraft Services
(905) 689-1269

CLASSIFIED ADVERTISING INFORMATION



Payment: All classified ads must be pre-paid by VISA or Mastercard. **Rates:** \$56.50 (includes HST) per column inch (Approx. 25 words). Min. order \$56.50. Annual rates also available. **Deadlines:** The 10th day of the month prior to issue date. (eg: June issue deadline is May 10th). Jan. deadline is Nov. 10. If day falls on weekend or holiday, deadline is the next business day. Space is limited to a first-come, first-served basis. **To place an ad:** E-mail your name and phone number and your ad to Rob at classifieds@landscapeontario.com. Also mention the ad is for *Landscape Trades*. You will be sent a proof/confirmation/payment form by e-mail. **Online advertising:** All paid ads are posted to our website at www.landscapetrades.com/classifieds for the corresponding calendar month. Website only ads are available for \$45.20 (HST included) and are posted for 30 days. Additional charge for ads over 325 words.

EQUIPMENT



Hydroseeders Bark Blowers
New and Used 300 - 3300 Gallons
Also Mulches, Soil Guard (BFM)
and Erosion Control Blankets
8711 Keele Street, Concord, ON L4K 2N1
TOLL FREE: 1-888-298-9911
www.fibramulch.com

AUCTION

(101 Junetown Rd.,
MALLORYTOWN, ON)

Sat. May 14, 2011

Well maintained selection of
Lawn Care/Maintenance Equipment
Mowers, core aerators, sprayers,
snow blowers, utility trailers, ladders,
chain saws, water pumps, outboard motor,
shop tools, fertilizer spreaders, gas cans,
tool boxes, etc.

And some household furniture and affects
For full list of items and directions go to
www.handsauction.com

2010 TURFMAKER 800 FLATTOP (HOLDS 950GAL)

Assume lease @ \$677.94 + HST. Skid mount,
30hp Kohler Engine (electric start) pump with
hard plated case and plates with SS drive gear,
rubber idler, sidewinder gun assembly, 65 gal-
lon clear water flush. Hose reel, 200' hose,
3 nozzles, shut off valve.

Call Ken (705) 848-3107

JAPANESE MINI TRUCKS

for sale staring at JUST \$7,499.
Don't miss out on the latest trend
in the landscape world.

See what all the buzz is about at
WWW.RIGHTDRIVE.CA

NURSERY STOCK

FIRST NATURE NURSERY LTD
Wholesale supplier of native evergreens

White Pine..... 80-200cm 500+
White Spruce..... 80-150cm 2000+
White Cedar 80-250cm 4000+
Blue Spruce..... 125-175cm 1000+
Hemlock 100-175cm 150+
Potted, B&B and wire baskets available.
Call (519) 647-0716 or (905) 973-3605
or wayne@firstnaturenursery.com

WHOLESALE TREE NURSERY

Growing caliper shade trees and evergreens.
Custom tree basketing.

Contact us for availability and pricing.

STAM NURSERIES INC.

593836 Hwy 59, RR 2

Burgessville, ON N0J 1C0

Ph. (519) 424-3350 • Fax (519) 456-1659

E-mail: info@stamnurseries.com

www.stamnurseries.com

EMPLOYMENT OPPORTUNITIES

4ALLSEASONS SOLUTION PROVIDERS

www.4allseasons.ca

FLAGSTONE SPECIALIST

To construct walkways, patios, retaining wall and steps with natural stone. Must be able to complete other elements such as interlock, concrete work etc. Must be able to set grades, use a laser level and read landscape drawings. Must have at least 5 years experience.

LANDSCAPE LEAD HAND

To construct gardens and other landscaped environments and advise clients on issues related to horticulture and construction installations. Often required to complete tasks that are expected of a landscape labourer. Complete the installation of individual landscape elements such as plant layout and installation, boulder installation, step construction, natural stone/flagstone install, low voltage lighting installation, etc. Must be skilled at operating small landscape equipment such as stone saw, plate tamper and have some experience operating larger equipment such as skid steer and mini excavator. Progression to foreman positions possible with training or experience.

WORKING SITE SUPERVISOR

To lead, motivate and mentor team. Often required to perform tasks that are expected of a lead hand. Required to understand elevations, use of laser level. Be able to read, understand, interpret and work off landscape drawings (concept, site plan, grading). Must be skilled at operating a truck and trailer, skid steer, mini-excavator, and other equipment related to landscaping. Must be able to complete the installation of individual elements such as plant layout and installation, boulder installation, step construction, natural stone installation (flagstone, masonry) low voltage lighting, carpentry, concrete work, etc. 5 years experience in landscaping industry.

Please send resume to:

4allseasons2011@gmail.com
or phone (416) 725-2608

**Advertise your products
and services to over 8,000
industry professionals
with an ad in**

**Landscape
Trades**

**View these ads and more online
at www.landscapetrades.com/classifieds**

June 7-8, Climate change and the implications for plant protection, University of Guelph, Guelph, Ont.
www.cropprotection.open.uoguelph.ca

June 22-25, 14th annual Snow and Ice Symposium, Schaumburg Convention Center, Schaumburg, Ill. www.sima.org

July 9-12, OFA Short Course, Columbus Convention Center, Columbus, Ohio. www.ofa.org

July 17-22, 29th Annual Perennial Plant Symposium, Atlanta, Ga.,
www.perennialplant.org

July 17-22, Turf Producers International Summer Convention, Reno, Nev.
www.turfgrassod.org

July 23-27, ISA Annual Conference and Trade Show, Sydney, Australia
www.isa-arbor.com

August 2-4, Penn Allied Nursery Trade Show, Greater Philadelphia Expo Center, Oaks, Penn.
www.pantshow.com

August 7-11, CGTA Fall Gift Show, International Centre and Congress Centre, Toronto, Ont. www.cgta.org

August 16-18, Independent Garden Center Show, Navy Pier, Chicago, Ill.
www.igcshow.com

August 21-24, Canadian Fertilizer Institute 66th annual conference, Fairmont Empress, Victoria, B.C. www.cfi.ca

August 24-27, Plantarium, International Trade Center, Boskoop, Holland. www.plantarium.nl

August 25-27, Farwest Show, Oregon Convention Center, Portland, Ore.
www.farwestshow.com

September 4-6, Spoga-Gafa 2010, Cologne, Germany. www.spogagafa.com

Sept 11-16, IGCA Congress, Italy
www.igcacongress2011.com

September 19-21, GLEE, Birmingham, U.K.
www.gleebirmingham.com

September 21-24, IPPS Western Region Meeting, Radisson Hotel, Sacramento, Calif. www.ippswr.org

September 22-24, IIDEX/NeoCon Canada, Direct Energy Centre, Toronto,
www.iidexneocon.com

September 28-29, CanWest Hort Show, Vancouver Convention and Exhibition Centre, Vancouver, B.C. www.canwesthortshow.com **LT**

Reduce Shrink

- ✓ Reduced damage to tender plants when transplanting
- ✓ Improved take rates

One of our customers said...
*"Not so many are dying.
 I like the roots. They are better."*

Ellepots 
 by A.M.A.

SAFSA



800-338-1136
www.amaplas.com
 Fax 519-322-1358
ama@amaplas.com
 Call for your distributor

YOUR SOURCE FOR HIGH QUALITY CLAY PAVING BRICKS



- ☐ "Genuine Clay Brick Pavers" - Hard fired, tested, proven to endure and enhance any landscape design.
- ☐ Available in over 100 colour ranges, 30 sizes, and thicknesses from 1" to 3"
- ☐ Permeable Clay Brick Pavers - For stormwater management.

THAMES VALLEY
BRICK & TILE
 Thames Valley Building Products Ltd.

9-5115 Harvester Rd., Burlington, ON L7L 0A3
 Burlington: 905-637-6997
 Toronto: 416-252-5811
 Fax: 905-631-7246

www.thamesvalleybrick.com

Samples & Catalogue
 Available on Request

ADVERTISER	PAGE	PHONE	EMAIL	WEBSITE
ACO Systems Inc	34	877-226-4255	info@acocan.ca	www.acocan.ca
Agrium Advanced Technologies	19	800-461-6471	prohort@agriumat.com	www.prohort.ca
AMA Plastics Ltd	53	800-338-1136	ama@amaplas.com	www.amaplas.com
Atlas Polar Company Ltd	23	888-799-4422	info@atlaspolar.com	www.atlaspolar.com
Beaver Valley Stone	46	416-222-2424	info@beavervalleystone.com	www.beavervalleystone.com
Best Way Stone Ltd	37	800-BESTWAY	info@bestwaystone.com	www.bestwaystone.com
Bobcat	13		infocenter@bobcat.com	www.bobcat.com/compare15
Brownridge Greenhouses & Nursery Ltd	54	905-878-1948	info@brownridgegreenhouses.com	www.brownridgegreenhouses.com
Brown's Concrete Products Limited	41	800-461-4888	info@brownsconcrete.com	www.brownsconcrete.com
Caledon Treeland	38	800-268-9516	treeland@treeland.ca	www.treeland.ca
Connon Nurseries - NVK Holdings Inc	33	905-628-0112	mail@connonnurseries.com	www.connonnurseries.com
Cut Above Natural Stone	49	888-557-7625		www.cutabovenaturalstone.com
Dutchmaster Nurseries Limited	45	905-683-8211	sales@dutchmasternurseries.com	www.dutchmasternurseries.com
Echo Power Equipment Canada	4	877-324-6660	info@echo.ca	www.echo.ca
Ferris Industries	31	800-933-6175	sales@ferrisindustries.com	www.ferrisindustries.com
General Motors of Canada Ltd	55	800-GM-DRIVE		www.gmcanada.com
Gravelly	27	800-472-8359	info@ariens.com	www.gravelly.com
Hanson Hardscape Products	56	800-265-6496	hardscapes@hanson.com	www.hansonhardscapes.com
John Deere Limited	21			www.johndeere.com
Kubota Canada Ltd	17, 35	905-294-7477	info@kubota.ca	www.kubota.ca
Laguna Div. of Rolf C. Hagen Inc	11	800-554-2436		www.lagunaponds.com
Landscape Ontario	51	800-265-5656		www.landscapontario.com
Miller Group	30	866-887-6457	compost@millergroup.ca	www.millergroup.ca
MS Sprayer Inc	47	800-767-2050	mail@msspray.com	www.msspray.com
Munger Lawnscapes Distribution	40	519-738-2571		www.mungerlawnscapes.com
Nutrite (div of Fertilchem)	12	800-265-8865		www.nutriteturf.ca
Oaks Concrete Products by Brampton Brick	2	800-709-OAKS	info@oakspavers.com	www.oakspavers.com
Permacon Group Inc	5, 7, 43	800-265-0692		www.permaconpro.ca
Queensville Sod Farms	50	866-237-6348	info@sod4u.ca	www.sod4u.ca
Stihl Limited	9	519-681-3000	info.canada@stihl.ca	www.stihl.ca
Stone-Link Corp	29	800-854-0072	sales@stone-link.com	www.stone-link.com
Stonemen's Valley Inc	42	905-841-8400	info@stonemensvalley.com	www.stonemensvalley.com
Thames Valley Brick & Tile	53	905-637-6997	info@thamesvalleybrick.com	www.thamesvalleybrick.com
Unilock Ltd	25	800-UNILOCK	georgetown@unilock.com	www.unilock.com
Wright Commercial Products (Turf-Tech Inc)	39	888-337-2199		www.wrightmfg.com
Zander Sod Co Ltd	26	877-727-2100	info@zandersod.com	www.zandersod.com



BROWNRIDGE

greenhouses & nursery ltd.

9527-10th Sideroad R.R.#5 Milton (Halton Hills), Ontario. L9T 2X9

WHOLESALE GROWERS OF PERENNIALS - GROUND COVERS
 Astilbes • Daylilies • Hosta • Sedum • Grasses • Peony
 over 1000 varieties • 3.5" and Gallons

EARLY SPRING
 Primula • Pansies

FALL SALES
 Garden Mums • Flowering Cabbage/Kale

www.brownridgegreenhouses.com • info@brownridgegreenhouses.com • Tel: 905-878-1948 • Fax: 905-878-9511



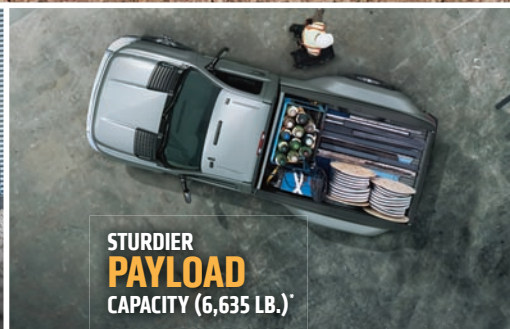
CHEVROLET SILVERADO HD

2011 *MOTOR TREND* TRUCK OF THE YEAR®

HARD WORK PAYS OFF.



**STRONGER
HORSEPOWER & TORQUE**
(397 HP) • (765 LB-FT)*



**STURDIER
PAYLOAD**
CAPACITY (6,635 LB.)**



**MORE CAPABLE
TOWING**
CAPACITY (21,700 LB.)**

*2011 Chevrolet Silverado 2500HD/3500HD with available Duramax 6.6L V8 Turbo Diesel engine and Allison 6-speed transmission. **2011 Chevrolet Silverado 3500HD DRW Regular Cab 2WD, when properly equipped. Maximum payload capacity includes weight of driver, passengers, optional equipment and cargo. **Chevrolet Silverado 3500HD DRW 4WD Regular cab with 6.6L Diesel engine and 5th wheel/goose neck. Maximum trailer weight rating calculated assuming a properly equipped base vehicle, except for any option(s) necessary to achieve the rating, plus driver. Weight of other optional equipment, passengers, and cargo will reduce maximum trailer weight your vehicle can tow. Silverado and Duramax are registered trademarks and Chevrolet is a trademark of General Motors. ©2011 General Motors.



CHEVROLET.CA



AquaPave® Permeable On-Site Stormwater Source Control System



Kensington™



Somerset Flag™

a paving system we can all live with®

Introducing AquaPave®, a modern, innovative stormwater management and pollution control system. Much more than just another permeable paver, AquaPave is a complete system that virtually eliminates runoff and removes up to 99% of pollutants from rainwater. With water harvesting and geothermal capabilities and a life expectancy that far exceeds other paving materials, AquaPave is a truly sustainable solution for responsible development we can all live with.

hansonhardscapes.com/aquapave

To learn more about these new products and other innovative solutions from Hanson Hardscapes, call us today. **800 265 6496**

building on the **past** ∞ restoring the **balance** ∞ creating the **future**

AQUAPave®

 **Hanson**
HEIDELBERGCEMENT Group

Hanson Hardscapes