



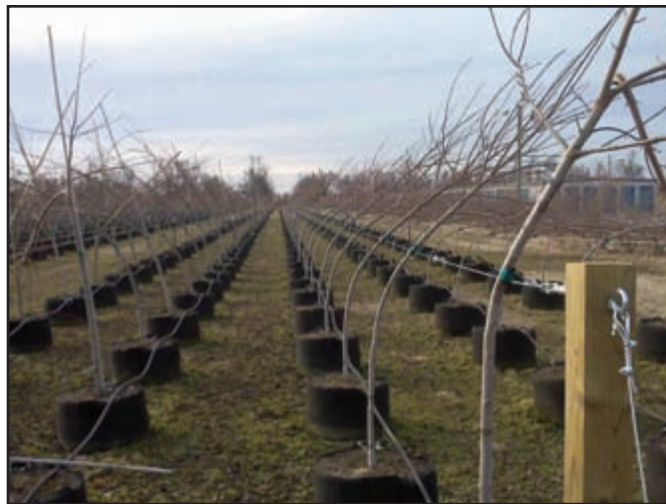
Arkansas Re-leaf newsletter

For the Commercial Green Industry

Jim Robbins
Extension Specialist -
Ornamental
Horticulture

Jim's Corner

Vol. 10, No. 1	March 2009
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Historic ice storm impacts Arkansas Green Industry. Photo courtesy Lewis Evergreen N, Piggott

A new year and a new format. Last fall we mailed out a postcard requesting that folks express their interest in continuing to receive this newsletter and their preferred format (electronic or paper). Prior to that mailing, the mailing list had 950 subscribers; after the survey, 153 for paper and 73 for electronic (32%) = 225 total.

As most of you know, northern counties in the state were hit hard by a historic ice storm the last week of January, and even

the Green Industry was not spared. The *Arkansas-Democrat Gazette* had a nice review of the damage suffered by our industry in a Sunday, Feb. 8 feature article (<http://www2.arkansasonline.com/news/2009/feb/08/ice-mangles-orchards-nursery-groves-20090208/>). Remember to keep these affected growers in mind when making plant purchases.

Kudos for Arkansas folks: The March 2009 issue of *Arkansas Gardener* has a wonderful article highlighting "Arkansas Hidden Gems: A Glimpse at Hidden Garden Centers From Around the State." This in-depth article is a must read. Dr. Jon Lindstrom was featured in a special section ("The People Behind the Plants") in the January issue of *NM Pro* for his ornamental breeding work. Congratulations, Dr. Lindstrom!

I know most of you find it difficult to attend the well respected Southern Nursery Association (SNA) Research-Conference, but again this year (Feb. 12-13), I took pages of valuable notes about practical information for landscapers and nursery growers. If you cannot attend, they post the proceedings at http://www.sna.org/research_proceedings.cfm.

The Arkansas Department of Agriculture and Tim Ellison deserve credit for reprinting the *Arkansas Green Industry Wholesale Producers* pamphlet, available at http://www.arkagriculture.org/horticulture/ornamentals/nursery_production/green_industry_brochure.pdf.

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What's Up?

General

How Do I Find Out If My Idea for a Business Name Is Already Taken?

James Atkinson, Market Research Analyst, UALR Lead Center

So you've got this great idea for a business and you've figured out a really cool name for it too. How can you check to see if someone else has already taken your name? Here are some steps you can take to minimize the chances of your business being confused with someone else's or, worse yet, ending up in a legal imbroglio over trademark infringement:

1. Start with a thorough internet search. If you do come across your name, is the business in the same industry? Is it operated nationally or locally? Would prospective customers confuse your business with the other business?
2. Check the U.S. Patent and Trademark Office's website www.uspto.gov. Click on "Trademarks" on the left navigation bar, then click "Search TM database" on the left to access the trademark search database. Federal trademark law states a business can claim rights to a name if it's the first to use a name in a particular category of business in the geographic area it serves.
3. Search the Arkansas database maintained by the Secretary of State's office at <http://www.sos.arkansas.gov/corps/trademk/index.php>. Enter the name of the business in the "Name" field and click search.

Following these simple steps will help ensure you are rightfully entitled to use the name for your business venture. For more

information, consult WSJ online: <http://online.wsj.com/article/SB123361340390541089.html?mod=djemSB>.

Source: *Arkansas SBDC E-News* 2/19/2009.



Wikigardens (www.wikigardens.com <<http://www.wikigardens.com>>) is a new website for the landscape architect, the practiced gardener, the amateur plant nerd and anyone who falls between the three. It is primarily a site for plant research. The site features a 50,000 plant encyclopedia, a garden showcase, a forum, a members' journal, seasonal topics of interest and listings of local garden groups.

What separates this site from other garden database websites is the "wiki" function which allows any member (membership is free) to contribute information about plants, successes and failures, helpful hints, post shots of their garden, etc. The information is vetted by other WikiGardens members to ensure it is correct and trustworthy. The philosophy behind this is "many eyes make mistakes small" therefore the more users, the more accurate the information.



IRS Continues to Roll Out New Web Products for Small Businesses and the Self-Employed

Laura Fine, Assistant State Director

Small Business Resource Guide

In order to provide the most timely and up-to-date tax information, the Small Business Resource Guide (SBRG), formerly a CD-ROM, is now available exclusively online at <http://www.irs.gov/businesses/small/article/0,,id=155439,00.html>.

Self-Employed Individuals Tax Center

Small businesses and the self-employed will also find information and resources in the Self-Employed Individuals Tax Center at <http://www.irs.gov/businesses/small/selfemployed/>.

Source: *Arkansas SBDC E-News* 2/5/2009



The 2007 Census of Agriculture was released recently online at <http://www.agcensus.usda.gov/Publications/2007/index.asp>.

A quick perusal of the U.S. Summary shows a total of 50,784 nursery, greenhouse, floriculture and sod farms, with total sales of \$16.6 B in 2007, up from \$14.7 B in 2002 (Table 2).

Table 37 provides information on production area and value for specific ornamental commodities. Production area for "nursery stock" and floriculture crops has decreased moderately, while area of sod harvested has increased. Unfortunately, much of the comparative data on value of sales has been suppressed.

Of course, information for states and counties is also available.

Source: Dr. Alan Hodges, University of Florida.



Retail

You need to check this out: http://www.burpee.com/product/id/110911.do?cid=2008_12_04_Plant_Sensor&. Burpee is selling the Easy Bloomer Plant Sensor. They say it collects environmental data and then recommends appropriate plants. "Plug EasyBloom into your computer and watch as it turns readings into recommendations, listing plants sure to flourish in your exact environment."



Landscape

Dr. Aaron Patton has developed an outstanding new publication, *Practical Math for the Turfgrass Professional* (CDHORT200). This extension publication addresses the many math problems turfgrass managers are required to do on a daily basis. This is an electronic publication (CD) which allows for electronic reading as well as the capability to print chapters on demand. This publication covers calculations on area, volume, irrigation, seed, fertilizer, pesticide and calibration calculations. Information on ordering this CD is available at <http://turf.uark.edu/publications/factsheets/pro.html>. The cost is \$10.00. If you have questions regarding the content of this CD, feel free to contact Dr. Patton by email at ajpatton@uark.edu or by phone at (479) 575-2612. More information available at <http://turf.uark.edu/publications/factsheets/Practical%20Math%20for%20the%20Turfgrass%20Professional%20-%20Order%20Form.pdf>.



You are missing out if you do not currently subscribe to Dr. Aaron Patton's *Turf Tips* electronic newsletter (<http://turf.uark.edu/>). Here is a great example for communities considering natural versus artificial turf for a sports field: <http://turf.uark.edu/turfhelp/archives/021109.html>.



MSMA Use Continues in the Short Run With New Directions for Use

On January 16, 2009, the MAA Research Task Force (Task Force) signed an agreement with the U.S. Environmental Protection

Agency (EPA), which permits the continued use of MSMA on sod farms (as well as golf courses) through 2012. Use of existing stocks would be permitted until the end of 2013. The directions for use of MSMA will be revised on future labels. A brief summary of the effects of this agreement on turfgrass managers is as follows:

- a. MSMA use on golf courses will be continued until Dec. 31, 2013.
 - One broadcast application on newly constructed courses.
 - Application on existing courses limited to spot treatment only.
- b. Other MSMA uses, such as residential turf, forestry, non-bearing fruit and nuts, railroad, pipeline and utility rights of way, fence rows, storage yards and similar noncrop areas, will not be permitted after Dec. 31, 2010.
- e. Uses of the related products DSMA, CAMA and cacodylic acid and its sodium salt will not be permitted after Dec. 31, 2010.

During 2012, EPA will have a committee of scientists review the scientific information that will be gathered by then on the cancer risk posed by inorganic arsenic. If that scientific review concludes the risk of exposure to inorganic arsenic does not exceed acceptable levels (as the registrants believe it should be able to conclude), the continued use of MSMA for sod farms could be extended or a determination made that MSMA can be re-registered for use.

The news release from MAA is available at http://www.maaf.com/docs/pdf/28_090127_Anouncement%20of%20MAATF%20Agreement%20with%20EPA.pdf.

Source: *UofA Turfgrass Science*, March 5, 2009: <http://turf.uark.edu/turfhelp/archives/030509.html>.



Greenhouse/Nursery Growers

It is often after a devastating weather event that we get calls about crop insurance. You may wish to check out information about the Noninsured Crop Disaster Assistance Program (NAP) from the USDA Farm Service Agency (FSA) at http://www.fsa.usda.gov/FSA/newsReleases?area=newsroom&subject=landing&topic=pfs&newstype=prfactsheet&type=detail&item=pf_20080819_distr_en_nap08.html or http://www.fsa.usda.gov/Internet/FSA_File/nap03.pdf or if you want to find your local county FSA office in Arkansas, <http://www.fsa.usda.gov/FSA/stateoffapp?mystate=ar&area=home&subject=landing&topic=landing>.



The invaluable *Woody Plant Seed Manual* was revised in April 2008 and is available online for FREE at http://www.nsl.fs.fed.us/nsl_wpsm.html or you can purchase a hardbound copy at <http://bookstore.gpo.gov/actions/GetPublication.do?stocknumber=001-001-00684-0> for \$103.

NEW!

**New Publications
(read/download at
www.uaex.edu):**

Pythium Diseases of Turf,
Vann/Patton, **FSA7565**,
<http://turf.uark.edu/publications/factsheets/Pythium%20Diseases%20of%20Turfgrass%20FSA7565%20web.pdf>.



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Upcoming Events

June 18: University of Arkansas Research and Extension Center – Hope, Horticulture Field Day. Contact <http://www.uark.edu/admin/aes/swrec.html>.

June 18-20: Southeast Greenhouse Conference, Greenville, South Carolina. Contact <http://www.sgcts.org/>.

June 23-27: American Public Garden Association (APGA) Annual Conference, St. Louis. Contact http://www.publicgardens.org/web/2007/01/2007_apga_annual_conference.aspx.

July 11-14: OFA Short Course, Columbus, Ohio. Contact: <http://www.ofa.org/shortcourseinfo.aspx>.

July 22-23: Mid South Greenhouse Growers, Retail Garden Center/Landscape Conference. Eagle Ridge Conference Center, Raymond, Mississippi. Contact 601-919-8111.

August 5: University of Arkansas Turfgrass Field Day, Fayetteville. Contact <http://turf.uark.edu/education/field.html>.

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No endorsement is implied or discrimination intended for firms or references included or excluded from this newsletter.

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