

NEW YORK STATE
FLOWER
INDUSTRIES, INC.



Number 15, September 1971

BULLETIN

Secretary, Charles Wilton, Prattsburg,
Steuben County, New York 14873

Managing for Better Business

1971 N. Y. State Flower Industries Convention

Hotel Syracuse, Syracuse, New York

October 2-4, 1971

The program for the New York State Flower Industries Convention, set for October 2-4 at the Hotel Syracuse, Syracuse, New York, has been announced by Convention Chairman Pierre Vining and his Program Committee. The event contains outstanding sessions for retailers, growers, and wholesalers. The program follows. Review it carefully and plan NOW for your participation by returning your registration form.

HOUSING ACCOMMODATIONS

The Hotel Syracuse, Syracuse, New York, is headquarters hotel for the Convention. Send requests for lodging directly to the hotel, zip code 13201.

PRE-REGISTRATION

It is most helpful to the Convention Committee if participants pre-register. It is essential to pre-register for the Saturday evening buffet and Sunday luncheon. It also saves you time when you check in at the Convention. Do so now by completing the enclosed pre-registration form and sending it, along with your check made payable to New York State Flower Industries, to Donald S. Phelps, 2271 East Main Street, Rochester, New York 14609.

TRANSPORTATION

Syracuse is the crossroads of New York State and is served by major airlines, buses and trains. It is located at the intersection of the Governor Thomas E. Dewey Thruway and Interstate Route 81. There are numerous flights into and out of Syracuse to all major cities making transportation to the Convention a simple and convenient matter.



EVERETT CONKLIN
President, Society of American Florists

Featured Banquet Speaker
"FLOWERS, INTERIOR ECOLOGY, AND YOU"

Program Inside

RETAILERS' PROGRAM	pages 1 and 2
GROWERS' PROGRAM	pages 3 and 4
WHOLESALERS' PROGRAM	pages 4 and 5

Sponsored by New York State Flower Industries, Inc., FTD Units 14A, 14B, 14C, Upstate New York Teleflora Unit, Long Island Flower Growers Association, in cooperation with Cooperative Extension—New York, and the New York State College of Agriculture at Cornell University, Florafax, and Wholesale Florists and Florists Suppliers of America, Inc.

1971 New York State Flower Industries Convention Program

October 2-4, 1971

Hotel Syracuse, Syracuse, New York

(All meeting rooms are on the tenth floor of the hotel unless otherwise indicated.)

The programs for RETAILERS, GROWERS, and WHOLESALERS are presented separately for your convenience although all three groups will participate together in some events of the Convention.

Retailers Program

Saturday, October 2

2:00- 9:00 p.m.

2:00 p.m.

8:30-10:00 p.m.

10:00 p.m.-?

REGISTRATION—Main Lobby

MEETING, BOARD OF DIRECTORS, NEW YORK STATE
FLOWER INDUSTRIES, INC.

- BRIDAL DESIGN SHOW—Persian Terrace (Main Floor).

Cabaret and Fashion Show of Bridal Gowns with bridal commentation. appropriate wedding flowers carried by models, and floral commentation.

GET-ACQUAINTED PARTY—BUFFET with background music, open bar, and dancing. *Buffet ticket must be purchased by pre-registration.*

Sunday, October 3

8:30 a.m.- 4:30 p.m.

9:00 a.m.

9:00-10:00 am.

10:00 a.m.

REGISTRATION—Main Lobby

TRADE FAIR opens in Ballroom

COFFEE in Trade Fair Area—compliments of American Airlines

- STUDENTS DESIGN SHOW—Persian Terrace (Main Floor)

Sponsored by Sargent 323

Students from floriculture departments at the State University Agricultural and Technical Colleges at Alfred, Cobleskill, Farmingdale, and Morrisville, and from Cornell University will demonstrate their skill. Come and see future members of our industry in action!!!

11:30 a.m.

LUNCHEON AT HOTEL (by Pre-Registration only).

VISIT THE TRADE FAIR and Hospitality Bar in the Ballroom

1:00 p.m.

- RETAILERS FLOWER SALES RALLY AND SEMINAR

Session #1 in East Room

A program developed by Wholesale Florists and Florists Suppliers of America, and Ward Associates of Salt Lake City, management consultants with extensive experience in retailing and franchising.

The purpose of the program is to help retailers sell a greater volume of flowers at a greater profit, by teaching better merchandising and marketing techniques, so the retail florist can provide his customers with service as well as artistic creations. The format will incorporate aspects of both a seminar and work shop.

1:00 p.m.

- FLORAL DESIGN SCHOOL—Persian Terrace (Main Floor)

Commentator: Georgia Effertz—Liesveld Florist, Kansas City, Missouri

Designers: Ron Cosentino—Flower Fashions, Seneca Falls, N. Y.

Zelda Kobrin—Gates Circle Florists, Buffalo, N. Y.

Dick Lee—Flowers by Dick Lee, Inc., Rome, N. Y.

Robert Perry—Flower Fashions, Rochester, N. Y.

Dick Seekins—Tuzzie-Muzzies Flowers, Pearl River, N. Y.

3:00- 3:15 p.m.

BREAK

3:15- 4:30 p.m.

FLORAL DESIGN SCHOOL CONTINUES

4:30- 5:00 p.m.

VISIT THE TRADE FAIR AND NEW VARIETIES DISPLAY

6:00 p.m.

COCKTAILS (Dutch Treat)—Grand Ballroom

7:00 p.m.

NEW YORK STATE FLOWER INDUSTRIES BANQUET—Persian Terrace
(Dress informal)

Master of Ceremonies—Carmen Cosentino, Cosentino Florist, Auburn, N. Y.

- "FLOWERS, INTERIOR ECOLOGY, AND YOU"—Everett Conklin, President. Society of American Florists, and Everett Conklin and Company, Montvale, New Jersey

Comments by representatives of Florists Transworld Delivery Association, Teleflora, Florafax, and Wholesale Florists and Flower Suppliers of America.

DANCING until 12.30 a.m. to the music of Louis DeSantis

(continued on next page)

Toward Longer-Lasting Flowers . . .

Grow Keeping Quality in Your Flowers¹

It has been estimated that one-third of the cut-flower life is influenced by the pre-harvest environment and the other two-thirds of the cut-flower life by the handling and environment to which the crop is exposed after harvest. At this point, let's take a look at the preharvest environment and see what the grower can do to grow keeping quality into flowers.

- Fertilize plants for good yields and normal growth.
- Use an automatic watering system that does not permit areas to become dry in benches. Determine the optimum moisture level for growing in your soils and do not let it become dryer than this.
- Control temperatures even when outdoor temperatures are high. Avoid extreme fluctuations in day—night temperatures, day to day, or week to week.
- Provide plants with all the light possible and adjust temperatures to prevailing light conditions. Greenhouse coverings, glass, fiberglass, or polyethylene, should be clean year round.
- Manipulate your environmental and cultural factors to produce a high percentage of dry matter in your product.
- Harvest and ship your flowers at the peak of their potential value.

¹Excerpts from *Living Flowers That Last, A National Symposium*, Marlin N. Rogers, Editor, 1963.

Flower Deterioration¹

Causes

Flowers deteriorate in storage for the following reasons:

1. A flower loses food through normal respiration in storage. After the flower is cut from the plant, it is no longer an effective synthesizer of food materials. Because the life of a bloom is determined by the rate of utilization of the remaining food supplies, the flower dies when they are depleted.
2. Development of the bloom results in loss of quality during storage. Fully opened roses, gladioli, or snapdragons are not salable because they are completely developed. Other flowers (carnations, narcissus, and the like) may not show apparent signs of development during their cut life, but the maturation processes are taking place and development is in progress.
3. A flower may mold or rot following cutting. Carnations, asters, stocks, and gladioli are especially susceptible to fungus attack, particularly during shipment.
4. Ethylene gas accelerates the processes of growth and maturation. For many years it has been known that apples and other fruits produce this toxic gas, ethylene. The

¹From *Commercial Storage of Cut Flowers* by K. Post and C. W. Fischer, Jr., Cornell Extension Bulletin 853, 1952.

gas speeds the ripening and decline of the fruit itself and is also harmful to many flowers. Recent information indicates that flowers are also producers of ethylene gas and that the ethylene generated by them may be enough to harm the flowers.

5. Fading or color change reduces quality during storage. "Bluing" of roses and fading of carnations are examples.

Control

Low temperature and dry packaging prevent, or at least greatly retard, flower disintegration and extend the storage life of flowers.

Rate of aging: At 32°F the rate of respiration is about half that at 50°F, while at 50°F the rate is about half that at 65°F. The life of the flower depends directly on reducing this aging and therefore on reducing the temperature of the environment. Furthermore, there is evidence that cut flowers held in dry-storage condition in water-proof containers, but with no free water supply, lose their food supply less rapidly than do those stored at the same temperature but with their stems in water.

Flower development: All florists realize that the rose, for example, may open rather completely if left overnight in a warm room. Yet the opening of the same flower may be delayed for five or six days at 45°F, and the same flower held in dry pack at 45°F never opens.

Mold: Mold in shipment and in storage is not readily controlled by chemical means available to the trade at present. Most chemicals spot or otherwise damage the blooms. Growth of fungi is reduced with decreased temperature, and at proper low temperatures mold invasion is nearly inhibited.

Ethylene gas: Ethylene gas produced by cut flowers is controlled in several ways. Again, the most practical, from simple storage consideration, is to lower the temperature of the storage room. Below 40°F, ethylene production by healthy plant tissue is reduced below the point where the gas becomes concentrated enough to be harmful. Brominated activated charcoal has proved beneficial to orchids.

Color change: The control of color change or fading in flowers is conveniently accomplished by low-temperature storage. Roses hold their normal "lively" color far better under reduced temperatures, and the colors of other flowers are far more intense.

Floriculture students visit New York and Ohio areas

Seventeen graduate and undergraduate students in the Department of Floriculture and Ornamental Horticulture at Cornell University participated in the March meeting of the New York Florists' Club, visited the New York City Flower Market and were given a guided tour of interior landscapings designed and maintained by Everett Conklin. Wholesalers visited were Consolidated Wholesale, Mutual Cut Flower Company, The Kervan Company, and Arthur Robbins. Mr. Conklin's tour included visits to the Ford Foundation, New York City and Lufthansa, East Meadow. In another trip the students visited several growers in Western Pennsylvania, Ohio and Indiana. The objective of the course taught by Prof. R. W. Langhans is to try to provide juniors and seniors a realistic view of the floriculture industry before graduation.

Foliage Plants for Retail Sales

Part IV. Selection and Assembly of Dish Gardens in the Retail Shop

RUSSELL C. MOTT

L. H. Bailey Hortorium, Cornell University

Editor's note: The scientific names of plants listed have been carefully prepared from the manuscripts of Hortus III. This accounts for many specific and cultivar or varietal discrepancies in comparison to old listings.

A dish garden could likely be referred to as a mini-garden. Only a few of the plant materials used for dish gardens are of truly dwarf clones. Rather, most plants are slow-growing, small, compact foliage plants. However, even many of these plant materials soon outgrow their containers. A combination of these plants with various forms, color and texture are planted together in a container to make a dish garden. A well planted garden uses the principles of good floral design and compares with a pleasing arrangement of cut flowers and foliage.

Plant Selection

It is logical that plants of tropical origin be chosen for dish gardens because they are best adapted to today's interior environments which are complete with automatic heating and modern lighting.

In Table 1 plant materials are arranged in categories according to similar cultural requirements. The degree of soil moisture required by the plant is considered in this selection. Plants listed in Table 1 require *moist* soil con-

ditions, and those in Table 2 require *dry or desert-like* conditions.

Choice of Container

The size of container and the size of the plant material must be considered when planting the dish garden. For the average size container, plants growing in 2 1/4" pots are best for transplanting to an area as small as the dish garden container. Plants grown in BR-8 blocks are ideal for dish garden work. Well rooted plants from pots or blocks transplant without wilting, and the defoliation will not occur as it often times does when rooted cuttings are used for direct planting in dish gardens.

The container must be at least 3" deep. It should hold enough potting mixture for 4 to 6 plants. Ceramic containers of dark or dull colors are more desirable than light colors. Containers made of brass, copper, pewter, or iron may also be used but should be coated with plastic on the inside or lined with polyethylene to prevent corrosion of the metal by nutrient salts contained in the potting mixture.

Containers of less than 3" are useful for desert gardens or for bromeliad gardens.

(continued on next page)

Table 1. Plants requiring moist soil conditions.

Genus and Species	Trade Listing	Genus and Species	Trade Listing
<i>Aglaonema modestum</i>	Chinese Evergreen	<i>Hedera Helix</i> 'Gold Dust'	
<i>Aglaonema commutatum</i>	Variegated Aglaonema	<i>Hedera Helix</i>	
<i>Ardisia crispa</i>		'Hahn's Self-Branching'	
<i>Buxus microphylla</i> 'Japonica'	Boxwood	<i>Hedera Helix</i> 'Irish Lace'	
<i>Carissa grandiflora</i> 'Bonsai'		<i>Hedera Helix</i> 'Maple Queen'	
<i>Carissa grandiflora</i>		<i>Hedera Helix</i> 'Needle Point'	
'Boxwood Beauty'		<i>Hedera Helix</i> 'Wilsoni'	
<i>Carissa grandiflora</i> 'Petite Point'	Dwarf Natal Plum	<i>Osmanthus heterophyllus</i>	
<i>Chamaedorea elegans</i>	Bonsai, Dwarf	'Variegatus'	False Holly
<i>Cissus antarctica</i> 'Minor'	<i>Neanthe Bella</i>	<i>Pellionia pulchra</i>	
<i>Cissus rhombifolia</i>	Kangaroo Vine, dwarf	<i>Philodendron scandens</i>	
<i>Diffenbachia</i> 'Exotica'	Grape Ivy	ssp. <i>oxycardium</i>	<i>P. cordatum</i>
<i>Dracaena Godseffiana</i>	Dumb Cane	<i>Pilea Cadierei</i> 'Minima'	<i>Pilea</i> , dwarf
'Florida Beauty'		<i>Pittosporum Tobira</i>	
<i>Dracaena Sanderiana</i>		<i>Pittosporum Tobira</i> 'Variegata'	
<i>Pothos argyraeus</i>	<i>Scindapsus pictus</i>	<i>Podocarpus gracilior</i> (seedlings)	
<i>Epipremnum aureum</i>		<i>Podocarpus macrophylla</i>	
'Marble Queen'	<i>Scindapsis aurea</i>	var. <i>Maki</i>	Southern Yew
<i>Epipremnum aureum</i> 'Wilcoxii'	'Marble Queen'	<i>Polystichum tsus-simensis</i>	fern
<i>Euonymus japonicus</i>	Pothos Wilcoxi	<i>Polystichum setosum</i>	fern
'Medio picta'		<i>Pteris cretica</i> 'Albo-lineata'	fern
<i>Fittonia Verschaffeltii</i>	Gold Spot	<i>Pteris ensiformis</i> 'Victoriae'	fern
'Argyreneura'		<i>Syngonium podophyllum</i>	
<i>Fittonia Verschaffeltii</i>	White Fittonia	'Emerald Gem'	<i>Nephtytis Afzelli</i>
<i>Geogenanthus undatus</i>	Pink Fittonia	<i>Syngonium podophyllum</i>	
<i>Hedera Helix</i> 'California Gold'	Seersucker Plant	'Green Gold'	
<i>Hedera Helix</i> 'Glacier'	English Ivy	<i>Tolmiea Menziesii</i>	Piggy Back