

# Container Production of Herbaceous Perennials

This is the fifth in a series of articles on the container production of herbaceous perennials. As part of his M.S. degree program, James Locklear carried out a thorough search of literature on this subject. A report on his findings began in the December, 1981 BPI News and will continue in this and subsequent issues.

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## DIVISION

Division has traditionally been a reliable means of propagating perennials. Probably the majority of perennial species can be increased by this method, and it has the advantage of being simple, as well as not requiring any special equipment or facilities. However, it is probably the least efficient of the propagation methods used with perennials in terms of rate of increase. Still, for some species, such as iris and hostas, division remains the best conventional method of propagation.

Division involves cutting, breaking, or pulling the crown of a plant apart into two or more pieces which will be replanted as new plants. The crown is the part of the plant at the surface of the ground from which new shoots are produced annually. It is formed by the annual production of new shoots and the dying back of old shoots, and an older plant with a well-developed crown is often termed a "clump." Divisions would normally consist of two or three shoots ("eyes") and a number of good roots. Often the center part of a crown will become woody with age and may die out. These centers should be discarded and only

the outer, more vigorous growth used for the divisions.

Probably the main consideration with this method of propagation is knowing when to divide plants. Although certain species, such as iris and peonies, have rather specific times when divisions should be made, the general advice is to divide spring-blooming plants in the fall and summer-blooming subjects in the spring. The only problem with this is that in some regions, late-summer and fall divisions may not become established well enough to survive winter conditions, either in the field or in containers. Under these conditions, it might be necessary to attempt to make most divisions in the early spring, before new growth advances very far. In order to ease the "time crunch" in the spring, hardier species, such as daylilies, could be saved for division later in the summer.

Another consideration with this method is the size of divisions to be made. This can depend on the growth characteristics of the species, the scarcity of propagating stock, and how quickly a salable plant is desired. The time of year that the divisions are made has a direct bearing on the size of divisions needed. Generally, the earlier in the season the divisions are made, the smaller they can be and still produce a plant of the desired size for sales. It is possible, however, that plants produced from divisions could become too large for the containers that they are being marketed in if too big of a division is used, or if divisions are taken very early in the year. As with the other methods of propagation, experience under local conditions will help in striking a balance.

Finally, it could be possible for growing operations which do not maintain their own stock

blocks to get divisions by buying in field-grown bare-root plants. These plants could be divided as they were being potted up into containers. Number-one field-grown plants of such perennials as Silver Mound (artemesia) can often be separated into two or more smaller plants and grown on to produce a nice 5'' potted perennial.

### **Other Conventional Propagation Methods**

Two other methods of propagation which can be used with perennials are leaf-bud cuttings and layering. These two methods are used only for a limited number of plants, and are therefore not of great importance.

Coralbells, hardy hibiscus, and sedums are perennials which can be propagated by leaf-bud cuttings. Such cuttings consist of a leaf blade and petiole, with an axillary bud and a small piece of stem attached. The cutting is capable of producing roots, while the axillary bud gives rise to a new shoot. The material used for cuttings should have well-developed buds and healthy, actively-growing leaves. Leaf-bud cuttings would be rooted much like stem cuttings; be careful to maintain high humidity until the cuttings have rooted. When cuttings are inserted into the rooting medium, the bud should be 1/2-1'' below the surface of the medium.

Layering is a simple process in which stems are bent to the ground and secured there by some means, such as a piece of bent wire or a mound of soil, until new roots are formed. Once rooted, the stem can be removed from the parent plant and replanted or potted up. Slightly severing or scraping the side of the stem in contact with the soil may improve rooting, and for the best results, young shoots should be used. This type of propagation would be most applicable for cushion or mat-forming perennials, particularly alpenes and other rock garden plants.

### **Perennials That Can Be Propagated By Division**

**Achillea spp.** (Yarrow)  
**Aconitum spp.** (Monkshood)  
**Aegopodium Podagraria** (Goutweed)  
**Ajuga spp.** (Bugleweed)  
**Anemone spp.** (Anemone)  
**Anthemis spp.** (Golden Marguerite)  
**Armeria spp.** (Sea Pink)  
**Artemisia spp.** (Artemisia)  
**Asarum spp.** (Ginger)  
**Aster spp.** (Hardy Aster)  
**Astilbe x arendsii** (Astilbe)  
**Bergenia cordifolia** (Bergenia)  
**Campanula spp** (Bellflower)  
**Catanache caerulea** (Cupid's Dart)  
**Centaurea spp.** (Cornflower)  
**Cerastium spp.** (Snow-In-Summer)  
**Ceratostigma plumbaginoides** (Plumbago)  
**Chrysanthemum coccineum** (Painted Daisy)  
**C. x superbum** (Shasta Daisy)  
**C. x morifolium** (Hardy Chrysanthemum)  
**Convallaria majalis** (Lily-of-the-Valley)  
**Dianthus spp.** (Pinks)  
**Dicentra spectabilis** (Bleeding Heart)  
**Doronicum spp** (Doronicum)

**Echinacea purpurea** (Purple Coneflower)  
**Echinops exaltatus** (Globe Thistle)  
**Erigeron spp.** (Fleabane)  
**Euphorbia spp.** (Spurge)  
Ferns (Hardy Species)  
**Geranium spp.** (Crane's bill)  
**Geum spp.** (Geum)  
Grasses (Hardy Ornamental Species)  
**Helenium spp.** (Helen's Flower)  
**Heliopsis spp.** (Heliopsis)  
**Helleborus spp.** (Hellebore)  
**Heemerocallis** (Daylily)  
**Heuchera spp.** (Coralbells)  
**Hibiscus moscheutos** (Hardy Hibiscus)  
**Hosta spp.** (Plantain-Lily)  
**Iris spp.** (Iris)  
**Kniphofia uvaria** (Red-Hot Poker)  
**Lamium maculatum** (Dead Nettle)  
**Lobelia spp.** (Lobelia)  
**Lychnis spp.** (Maltese Cross)  
**Mertensia virginica** (Bluebells)  
**Monarda didyma** (Beebalm)  
**Myosotis spp.** (Forget-Me-Not)  
**Pachysandra terminalis** (Pachysandra)  
**Paeonia** (Peony)  
**Penstemon spp.** (Beardtongue)  
**Phlox subulata** (Creeping Phlox)  
**Physostegia virginiana** (False Dragonhead)  
**Polemonium coeruleum** (Jacob's Ladder)  
**Potentilla spp.** (Cinquefoil)  
**Primula spp.** (Primrose)  
**Rudbeckia spp.** (Coneflower)  
**Salvia spp.** (Salvia)  
**Saponaria spp.** (Soapwort)  
**Saxifraga spp.** (Saxifrage)  
**Scabiosa caucasica** (Pincushion Flower)  
**Sedum spp.** (Stonecrop)  
**Sempervivum spp.** (Hens and Chicks)  
**Solidago spp.** (Goldenrod)  
**Stachys byzantina** (Lamb's Ear)  
**Thalictrum aquilegifolium** (Meadowrue)  
**Thymus spp.** (Thyme)  
**Tradescantia x andersoniana** (Spiderwort)  
**Trollius spp.** (Globe Flower)  
**Veronica spp.** (Speedwell)  
**Vinca minor** (Myrtle)  
**Viola spp.** (Violet)

## Coming Events

April 16-18, 1982 **Flowers Canada Ontario Convention** - Holiday Inn, Barrie, Ontario. Further information and registration forms can be obtained from the Flowers Canada office, 219 Silvercreek Parkway N., Unit 9, Guelph, Ont. N1H 7K4. Phone (519) 823-2670.

June 7-11, 1982 **Basic Greenhouse Production Practices Workshop** - University of Georgia. For information contact Douglas Crater, phone (404) 542-6557.

June 13-15, 1982 **Florida State Florists Assn. Convention** - Holiday Inn, Tampa, Fl. Contact Harry Killian, phone (813) 689-8469 for more information.

June 21-23, 1982 **GROW SHOW '82** - Louisville, Ky. For more information contact SAF, 901 N. Washington St., Alexandria, VA 22314. Phone (703) 836-8700.

June 30 - July 1, 1982 **Pennsylvania Flower Growers Short Course** - Pennsylvania State University. Contact Arnold Wagner, phone (717) 784-2260, for more information.

July 15-18, 1982 **Georgia Commercial Flower & Plant Growers Short Course & Convention** - Sheraton Century Center, Atlanta, Georgia. Contact Douglas Crater, phone (404) 542-6557.

July 17-21, 1982 **American Assn. of Nurserymen Annual Convention** - Sheraton Waikiki, Hi. The convention features five general informational sessions and a 77-booth trade show. To register, contact AAN, 230 Southern Building, Washington, D.C. 20005. Phone (202) 737-4060.

July, 1982 (Last week) **Society of American Florists Annual Convention** - Miami, Fl. For additional information contact: Darryl McEwen (800) 336-4743.

August 28-30, 1982 **Northwest Florists Assn. Convention** - Outlaw Inn, Kalispel, Mt. Phone Fritz Roll, Jr. (406) 454-1507.

September 10-11, 1982 **Florida Flower Assn. Annual Convention** - Naples Beach Club, Naples, Fl. Contact Jane Restum, phone (813) 332-1771, for information.

September 11-15, 1982 **Flowers Canada Convention** - Holiday Inn, London, Ontario. For information contact Flowers Canada, 219 Silvercreek Pkwy. N., Unit 9, Guelph, Ontario. Phone (519) 823-2670.

October 3-6, 1982 **15th International Bedding Plant Conference & Third Trade Show** - Sheraton Towers, Orlando, Fl. For additional information contact: Bedding Plants, Inc., P.O. Box 286, Okemos, Mi. 48864 (517) 349-3924.

October 18-20, 1982 **New England Greenhouse Conference** - Sheraton Inn and Conference Center, Boxborough, Ma. For additional information contact: Allen Botacchi, 322 N. Main St., Wallingford, Ct. 06492.

## Walt Disney World Landscape Is Living Backdrop For '82 Convention

**Benny Tjia  
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Orlando Steering Committee**

Lake Buena Vista, Florida — Thousands of trees, shrubs and flowers set the stage for adventure and recreation at the Walt Disney World Vacation Kingdom in Central Florida during the BPI convention. Landscaping in an endless variety of form and color serves as a living backdrop for resort hotels, golf courses, a shopping village, outdoor entertainment, and the 45 adventures of the Magic Kingdom theme park, which will give BPI participants new ideas and uses of bedding plants.

"We are constantly aware that we are designing backdrops for some of the world's largest and busiest stages where guests are also part of the scene," says Landscape Director Tony Virginia. "Our plantings must help create the environment of the past, or the future, or fantasy, and in themselves add extra visual

pleasure for our visitors."

At the entrance to the Magic Kingdom, guests are welcomed by the Mickey Floral, a large portrait of the famous showman done in annuals. Landscape design in the theme park ranges in effect from the formal Victorian parterre garden at the end of Main Street to Chinese Elms and Wax Leaf Privets shaped to spark images of the future in Tomorrowland.

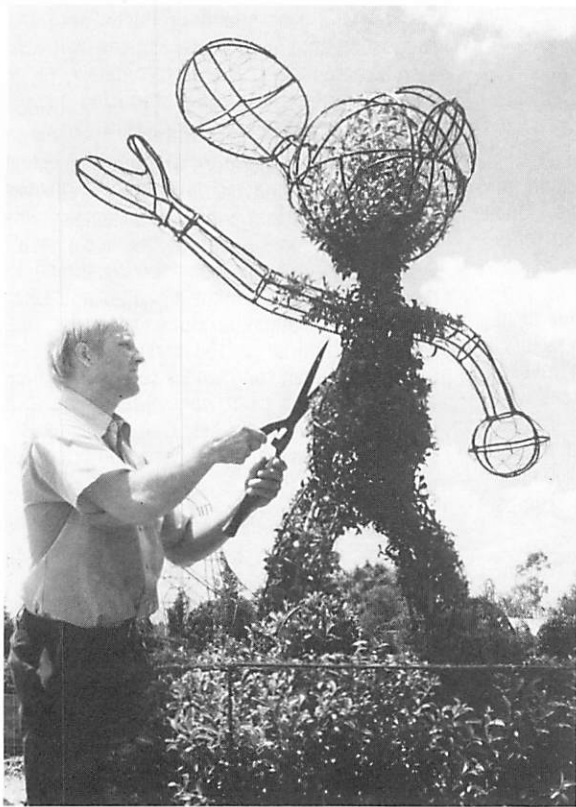
Bamboo, Orchid Trees, Philodendron, and other lush plant material create jungle effects in Adventureland. Summer Snow Roses and plants trained in the shapes of strange animals create a sense of magic in Fantasyland. Dahoon Holly, Live Oak, Mesquite, Texas Ebony, and other native American plants are used in Frontierland and Liberty Square to recall the American frontier days.

The showplace of the Polynesian Village Hotel is the lobby atrium lush with orchids, Bromeliads, Calatheas, and other exotic tropical plants. Many different and unusual Palm and flowering tree species on the grounds help create a relaxing South Seas atmosphere.

Native Laurel Oaks sculptured into geometric forms complemented by angular beds of brightly colored flowers develop the modernistic theme of the Contemporary Resort Hotel.



**Hanging beauties** — More than 150 works of art, "Hanging Baskets," suspended from lamp posts, balconies, and porches provide beauty and accent in the Magic Kingdom at Walt Disney World in Central Florida.



**Topiaries to Be** — It takes five to seven years to grow the topiaries that are seen throughout Walt Disney World. The greenery is grown over forms such as the one seen here and Disney gardeners trim and mold the foliage into familiar characters.

The Golf Resort Hotel draws its southern charm and the names of its two championship courses from the stands of Palm and Magnolia planted there by the landscape department.

Loblolly Bay trees, Slash Pines, and Native Oaks, as well as Azaleas, Juniper, and other widely used landscape shrubs, complement the country walking village atmosphere of the Walt Disney World Resort Community at Lake Buena Vista. The area, particularly the shopping village, serves as a good demonstration of the uses of annuals for the homeowner.

Under Tony Virginia's direction, a staff of 250 maintain the 3,000 acres (out of 27,400) which have been developed as a total destination resort: the Vacation Kingdom.

Backstage on the 120 acre Tree Farm, Disney horticulturists experiment with trees not ordinarily found in Central Florida, including Acacia species from Australia, Tabebuia species from South America, and various other species from around the world. There are presently some 10,000 trees and shrubs on the farm representing 500 species growing from seed to maturity.

One unusual aspect of the tree farm is its role in experimental waste water treatment. Treated effluent is used to spray irrigate the trees and shrubs. The natural growth processes of the vegetation remove the excess nutrients from the waste water and return it to the water table in a recycled condition.

Disney gardeners plant more than

500,000 annuals each year, adding color and theming to every area. During peak attendance periods, daily replacement of annuals is necessary to maintain the high quality show in all beds. In addition, some 5,000 foliage plants are maintained in the greenhouse adjacent to the tree farm for use at various hotel and Magic Kingdom locations.

More than 500 hanging baskets are in production at any one time for use in the theme park, where they help offset the stark, ultra-modern technology of Tomorrowland while enhancing the nostalgia of turn of the century Main Street.

Lawn maintenance at Walt Disney World involves 987 acres planted in Zoysia, Hybrid Bermuda, Argentine bahia, St. Augustine, and Centipede. Zoysia and Bermuda are used in manicured turf areas such as the Hub in front of Cinderella Castle. They require the regular maintenance practices of verticutting, top dressing, fertilizing, and mowing, and are kept at a height of 1/2" with 3-gang rider reel mowers. Air cushion-type mowers are used for trimming and mowing very steep slopes. Seventeen inch reel push mowers manicure in tight spaces. During June, July and August, mowing of the grasses is done three times a week; other times of the year, two times weekly is adequate. Vacuum sweepers and brush pickup sweepers are used to gather clippings after each mowing.

An automated hard line irrigation system is used throughout the landscape. Irrigation must be done in the very early morning prior to the arrival of thousands of

daily guests. The maintenance staff is presently investigating the use of drip and ooze irrigation for ornamental beds.

Due to the nature of the Magic Kingdom, Walt Disney World gardeners are often called upon to meet unusual challenges. Drawing upon their imagination and inventiveness, they devised the method for moving particularly large trees such as the 32 ton Liberty Oak for the Liberty Square area. After months of meticulous pruning of both branches and roots in preparation for the big lift, a small hole was drilled through the ponderous trunk. Since wrapping a cable around the trunk would likely kill a tree of this size, the landscapers devised the boring method. They fitted a steel bar into the hole and, with a crane and giant earth mover, gently lifted the tree and transported it to its new home.

Like the Liberty Tree, oak trees on Main Street are planted in concrete planters which protrude into the underground utilidor system. Each planter is connected to the tunnel drainage system.

Other planters are constructed with French drains which require constant monitoring to ensure adequate percolation of the water. Many of these are equipped with provisions for pumping excess water out of the planter.

The greatest challenge of all, however, is to provide guests with a year-round horticultural show which is as colorful, exciting, and enchanting as possible. This commitment to the landscape contributes significantly to the enjoyment of guests as they visit the Vacation Kingdom, and presents a real challenge to BPI's to reevaluate ways and means of using annuals in the landscape.

## **"The Birds Sing — The Flowers Bloom"**

This colored slide and tape cassette program from the Men's Garden Clubs of America is available for showing to community organizations of all sorts, including civic organizations, senior citizen groups, church organizations, local garden clubs, etc.

The 45 minute program features 140 colored 35 mm. slides with spring, summer, and fall gardening scenes, plus closeups of individual flowers, annuals, and perennials. The accompanying tape cassette features the religious organist Loren Whitney, playing 21 of our favorite hymns, accompanied by Ralph Platt, well-known whistler and bird song imitator.

The rental fee for this program is \$17.50, which includes outgoing UPS charges. Send reservations with check and an alternate showing date to Lorenz F. Petersen, Sr., Chairman MGCA's Club Community Projects & Publicity Committee, 8606 Argyle, Overland, MO 63114.



# Marketing

## Marketing Floral Products In The 80's



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The Canadian Greenhouse Conference provides strong evidence that the greenhouse industry is viable and will continue to expand in the 1980s. The trade show illustrates the confidence reflected by the many supply organizations in attendance for the future of this industry in both Canada and the United States. The number of growers, of all sizes, attending the conference also confirms the view that greenhouse sales should expand, and rapidly, in the foreseeable future.

New technological advances, including computers, are displayed at the trade show, ready for immediate adoption by producers of greenhouse crops. The continued flow of new technology provides the foundation for continued expansion of the greenhouse industry. This, in and of itself, provides all of us with the opportunity to remain competitive in the 1980s.

Markets for floricultural products continue to expand throughout North America. The super-market industry, one segment of the "mass" markets, wants to handle our product. The people involved know that consumers enjoy having flowers to decorate their home, both indoors and outdoors. We have just begun to tap this market.

However, the industry does have one problem to overcome relative to development of markets for our products. There has been a tendency in the past to shift resources once confronted with soft markets for a product such as green plants. We have not been willing to allocate resources to help overcome the softness that frequently occurs with any product line.

We will continue to grow and remain viable only as long as greenhouse operators are able to record reasonable profits. Profits make the world go around. We need them to adopt new technology, such as the sophisticated computers which were on display at the trade fair. Profits do not occur by accident. They must be planned in much the same fashion as one tailors the production program for any specific crop; we must recognize that profits are a legitimate expense. It is unfortunate that profits appear on the bottom line of an Operating Statement. This category really deserves the spotlight and if possible should appear on

the first line.

Some firms have attacked the question of profits by forming two organizations. One organization owns all of the assets and rents them to a second firm. The operators of the second firm have the responsibility of producing and marketing the crops. This firm must pay a rental fee for use of the facility, which represents profit or return on investment to the first firm. This is a guaranteed way of insuring that reasonable profits are treated as a legitimate expense and planned for by management. We do not have the room or flexibility to accept the few remaining crumbs after paying all other expenses.

A starting point in planning a production program requires that one examine the image of his organization. What do you want your customers to say and think about your firm? You must develop a clear-cut image to maximize prices and retain loyalty of customers.

A starting point is the question of why customers should shop at your particular firm. What do you offer customers? Many individuals respond by identifying quality and service as the two key components of their image and reasons for success. There are few operators who would not respond in similar fashion. Should one conclude that you really are offering a poor product and service? If not, what type of product and service are you providing to the customers? Would you classify it as fair, good, very good, or excellent? You cannot take for granted that customers, year in and year out, recognize and know all the attributes of your firm. This type of information, namely exact specifications of your product, must be communicated through your advertising program and during direct contacts with customers.

Why should a customer buy products from your organization? The answer is quite simple and can be summarized in a six letter word. It begins with p and ends in t. It is pure and simple PROFIT. Profit should be important to your organization; it is of extreme importance to all retailers. Everything you do must be designed to help the buyer profit from handling your merchandise. This has to be the guiding light in all decisions by management.

The way retailers analyze your firm differs very little from the way you evaluate potential suppliers of plant materials and related products. Why do you continue to patronize a particular supply organization? Would you continue to do business with a firm if unable to make a reasonable profit on the items in question? What type of service do you demand from suppliers?

A critical question confronting growers in the 80's, as it was in the 70's, pertains to price. Are we, as growers, prepared to charge prices that will produce targeted profits? There is an old saying still employed by many growers in this country. It states very simply that one can

always sell a good quality product. There is a suggestion that in the process one will also earn a reasonable profit. Unfortunately, there is no guarantee that simply producing quality will yield the desired price and profit.

There are many operators who feel that other parties control their destiny. This is reflected in the comment that supply and demand ultimately determine prices at the local level. When prices are low, some growers tend to throw their hands up in the air and blame other parties for this dilemma. But each grower, to a very large degree, is the master of his own destiny. You can command a reasonable price for your product even when functioning in a highly competitive market. One has to understand the forces that have bearing on prices for our products.

The supply and demand concept comes out of a textbook and is much more complicated than most individuals realize. There is a basic assumption that everybody produces a similar, if not identical, product. This does not happen in the real world, especially with respect to our greenhouse products. In reality, there is a supply and demand curve for every level of quality available in the market place. The producer of good quality plants faces a situation quite different from the producer of poor or fair quality merchandise. There is no reason why one price should prevail in a typical margin for an entire poinsettia crop. A quality-conscious grower should receive a premium for his product in comparison to those growers producing only average material. The real question is whether one can marshal sufficient forces to demand and receive a fair price for the product.

The answer lies in our earlier comments relative to image, and service provided to retail accounts. You must convince retailers that they will make more profit handling your product than that of a competitor. This is the only way one can justify a price somewhat higher than other competitors'.

There is a great deal of technology available today to help propel growers into the 80's. However, there are a few things that could keep growers from remaining competitive and viable in an increasingly competitive world. Growers must identify goals and map strategy for continued growth and prosperity. There is no short cut for planning and preparation.

Profit is the name of the game. We need profit to expand and modernize our operations. We cannot afford the sophisticated computer systems coming in to the market place without reasonable proof of recording adequate profits for an organization. Profits also are of extreme importance to our customers. We cannot ignore their needs to remain competitive in this ever changing world. We will profit to the extent that our customers will profit from handling our merchandise. Our strategy must focus on their needs, not just on our own.

The future looks quite bright for the greenhouse industry. We can meet the challenges ahead by planning our strategy and focusing the spotlight on profit.

# Spring Is Busting Out All Over



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Forgive the exuberance. This long cold winter will end, eventually. Then, watch out! The bedding-plant gardening fever will take hold ... with a vengeance. We've been bombarded with bad news ... of stagflation, taxflation, recession, unemployment, lousy markets for housing-auto-finance, excessively high interest rates, huge budget deficits, and so on. To be sure, especially in an election year, the bad news bearers will have a heyday; it's unlikely that corrective economic action will help some of our sick segments of the economy, at least in the short run. So expect housing, automobile, and finance sectors to continue facing difficult times in 1982, and expect customer buying and business investment to be uncertain. But don't equate bad news in some segments of our society with all segments. After all, less spending on big ticket items provides potential additional spending on other items.

## Gardening is Increasing

The **Gardens For All 1981** vegetable gardening survey\* has asked interviewees to examine leisure-time activities, using the following questions. "Listed on this card are a number of ways people spend their spare time. In which, if any, of these activities have you, yourself, participated in the last year? And which of these activities have other members of your household participated in?" These questions were asked first in the 1978-79 survey and again in 1980-81. In that short time, home-based activities and physical fitness seem to have become an increasingly important part of America's leisure time. Vegetable gardening, gaining as a spare-time pursuit, is now in fifth place, with 38 million households (47% of 80½ million households) in America growing some or all of their vegetables.

Flower gardening was not on the list of possible responses for this question. However, 84 percent of U.S. households participated in at least one lawn and garden activity in 1981. Lawn care had the highest participation, with 65 percent of households involved (followed by indoor house plants, 51%; vegetable gardening, 47%; flower gardening, 47%; shrub care, 43%; fruit/berry/nut growing, 35%; edible landscaping, 8%; ornamental, 7%.)

The largest downward shifts were for pleasure trips in cars, listening to music, workshop/home repair (getting caught-up?); watching pro sports on television (But the baseball strike was in progress at survey time), photography, and vacation trips in the United States. The

biggest upward shifts were camping, watching television, sewing/needlepoint, tennis, and vegetable gardening.

## Who Gardens, and Why?

Reasons given for vegetable gardening in 1981 were **saves money**, 62%; fresher vegetables, 55%; enjoyment, 51% (This reason we really like!); better-tasting vegetables, 13%; exercise, 13%; produce for canning/freezing, 12%; hobby, 12% (Can we increase this as a gardening reason?); more healthful food, 10%; relaxation, 8% (Yes, it can be relaxing); bring family together (3); additive-free food (1); and saves trips to the stores (1).

Reasons given for not having gardens last year were no time, 31%; no space, 27%; too much work, 16%; not physically able, 12%; failed in the past, lack know-how, each 7%; too expensive, 2%; water supply problem (remember?), 1%. Nongardeners are slightly younger than gardeners, have somewhat lower combined incomes of household members, and include more single, separated, divorced, widowed, and childless persons. Nongardening households naturally are most often found in urban areas. With the population trend away from central cities to more rural locales, gardening ought to continue to attract current nongardeners.

## Bad News May Be Good News

**Gardens For All** says gardening may be a mirror of society, reflecting how people react to the times in which they live. That is, bad times bring out more gardeners. In 1971, only 39 percent of households had gardens; in 1975, 2 years after the oil embargo, gardening hit a peace-time high of 49 percent of households. As inflation eased, gardening declined to 41 percent in 1978, but then as energy costs rose

higher in 1979, 2 million more households gardened. Gardening grew by another million in 1980, and jumped by 4 million households in 1981. For 1982? GFA says 15 percent of people who didn't have gardens in 1981 said they may have gardens in 1982 ... a potential of 6 million more gardens. Will the current bad economic news presage good news for gardening? We think so, and we'll find out ... soon ... if spring ever arrives.

## A Brief Review of BPI's 1982 Outlook

Some caution may be necessary in 1982, especially where market weaknesses appeared in 1981, and if the second strongest production intentions, ever, actually materialize for 1982. Our previous years' markets have absorbed tremendous average growth during the seventies, approximating a five-fold dollar increase from 1970-1981, and future-market optimism has always been present, as judged by production intentions stated by growers; these have varied from a **low** of 8.3 percent additional annual production (for 1976) to a **high** of 14.7 percent (for 1978), averaging 11.36 percent per year.

Most entrepreneurs will likely raise prices in '82 an average of perhaps 6 to 7 percent — a little less than the 8.5 percent rise in '81. There's no reason to expect demand to soften; demand should continue strong, actually aided by a sluggish economy as people turn more to gardening for food and fun. Now — attempt to head-off any internal management problems apparent in '81 (especially timing and scheduling); review (learn?) what the market wants; and pray for good weather.

\*The survey was conducted in homes by The Gallup Organization for **Gardens For All** from June 26 to July 28, 1981.

## HOW AMERICAN HOUSEHOLDS SPENT LEISURE TIME\*\*

Activity	Household Percentages Change			Millions of Households 1981
	1978-79	1981		
Watching television	87%	96%	+ 9%	77
Listening to music	76	62	-14	50
Sewing/needlepoint	46	55	+ 9	44
Going to movies	NA	49	NA	39
Vegetable gardening	42	47	+ 5	38
Pleasure trips in cars	59	44	-15	35
General exercise/Physical fitness	41	44	+ 3	35
Watching pro sports (TV)	50	40	-10	32
Fishing	36	39	+ 3	31
Camping	25	37	+12	30
Vacation trips in U.S.	40	36	- 4	29
Bicycling	35	36	+ 1	29
Tennis	19	28	+ 9	23
Workshop/home repair	40	28	-12	23
Jogging	28	24	- 4	19
Bowling	27	23	- 4	19
Hunting	19	23	+ 4	19
Photography	26	17	- 9	14

\*\* Twelve other, lesser activities were surveyed, none of which changed more than 2 percent from 1978-79 to 1981 (except power boating, down from 14% to 9%).

# Business Management

## Attitudes In Action

### Adversities — Earning Stones To Success



Bjorn Secher

#### Problems Really Do Not Exist — Only Situations that Need Solving.

Difficulties and problems seem to be the one thing we all have in common. But if you will agree with and act upon the fact that failure can only enter into your life when you accept defeat and quit trying, then you will automatically be on the road to success and greater accomplishment.

Adversities and obstacles are continuous occurrences and become your steady, everyday personal testing ground. **If you do not break them, they will break you.** Bear in mind that only **small people are bothered by small problems. Realize that**

**problems are unsolved opportunities.** Depending directly upon the mental attitude you relate to them, they become either your stumbling blocks or your stepping stones. What happens to you is not of the greatest significance — the important thing is your reaction. Also, don't forget that every adversity and problem has a solution, and a problem once solved is no longer a problem.

You are judged and measured by your fellow man, and receive your just rewards according to your ability to stand up to a challenge. For you to taste the sweetness of victory and achievement tomorrow, **you must be in charge of and dominate your present circumstances**, and not let them dominate you. At the same time, bear in mind that no one has been given more problems and obstacles than he or she has the ability and strength to overcome. Also, think about it; would you give two cents for the person not willing to stand up to a challenge?

**Problems and progress always go together.** To act and achieve in spite of adversities is a great source of inspiring motivation to even greater accomplishments. Besides, in whatever job or position you occupy, if it weren't for

obstacles and adversities, you wouldn't be needed.

#### REMEMBER

An obstacle is a closed door waiting to be opened by you, and a problem overcome will give you renewed strength and energy. To be licked is not defeat, but to give up and stay licked IS. Your progress depends upon overcoming today's problems. Adversities, obstacles and problems are your opportunities to GROW. They become your stepping stones to greater things.

#### RESOLVE

In every obstacle not to see the problem, but to look for the opportunity. NEVER ACCEPT DEFEAT. Success or failure is largely to be found in the predominant thoughts you entertain. Defeat is a state of mind and becomes a reality only when you accept it as such.

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**Bjorn Secher**, Speaker, Consultant, Author of "Your Appointment With Success." Originator of In-House Training programs and cassette tapes. ORDER FORM AND SEMINAR INFORMATION: 3300 N.E. 16th Court, Fort Lauderdale, Florida 33305 Phone [305] 561-3222



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