

# New York State Flower Growers

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Secretary, Harold B. Brookins, Orchard Park, N. Y.

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## Specialized Sessions

### ROSES

Moderator - Gene Boerner, Jackson & Perkins

Reporter - Paul Gaertner, Roses Incorporated

John Naegele--

Aramite (technical) on pipes 2 grms. per thousand cubic feet was used successfully in Illinois. One trade name "Noxmite" 90."

Chlorobenzilate on pipes? Has been done in San Francisco area.

Bluing from Aramite spray especially noticeable on 31°F conditioned roses.

Dieldrin is better for thrips control than malathion and heptachlor. The problem of reinfestation from outside was still tough. On heavy outside infestations, no control will stand up more than two or three days. Impregnated screening of vents shows promise. Spraying heptachlor outside greenhouse was not effective more than two or three days.

Systemics--Systox (OMPA) did not show promise as control.

Paul Burgevin--

"Nicofume" on pipes still used in a few ranges. Parathion, malathion will kill thrips already in house but no carry over with residual control on those coming in from outside.

Leo Hollberg--

Whatever is used, treatment must be frequent and constant. Some Western growers are using 2 1/2% Dieldrin dust--using power duster. No more effective but probably more convenient.

Symphalids--lindane still most used control.

Leaf rollers--in past parathion has done job but in one case did not do complete job. One application of DDD was effective--wetable powder spray.

Harold Gray--

Problem of air pockets--best solution restudy and re-arrangement of pipes. Fans moving small amounts of air might be a solution where this is not feasible. Side ventilation is not used as much as it might be in rose ranges.

Aluminum vs wood-- big advantage of aluminum is in maintenance saving. As to heat loss, dependent largely on type of bar used. Bars are now designed in aluminum which lose no more heat than wood bar.

Water on roof--a cooling method--has not been popular.

Fiber glass plastics as substitutes for glass? Cost

Roses Con't. on page 2.



differential is very great. As to light transmission, 15 to 37% reduction in light transmission of all materials tested except German product known as "Klarglass." Most ranges are not getting maximum results from ventilation for summer cooling which can be managed to move far more air than would be assumed. Problem of summer heat is basically one of trapping sun's heat entering through the glass, but not passing back through the glass.

Ken Post--

Told of heavy shading on houses in Europe. Ways should be worked out to drop leaf temperature; thus, reducing transpiration of plants. It is leaf temperature, not air temperature, which is the governing factor in loss of water in plants.

Another point was the use of understocks which we do not use in this country. Rosa laxa as an understock on yellow varieties has resulted in fewer off-color flowers. Another is Rosa canina, in selected strains. For red roses, Rosa canina, var. Breck, was used to great advantage. We should test these understocks and adapt them to American conditions.

Bob Hampton--

Q. Are additional mass outlet marketing tests going on?

Yes, especially more data on pricing is being gathered. Present conclusion is that pricing alone is not enough. Many other factors, such as making the personal purchase of flowers "the thing to do." Big job of public relations.

In merchandising, we must work with all possible outlets, not only think of new flower outlets. For example, more on improving merchandising practices in retail shops.

We are finding out more about what mass market outlets are not as well as what they are. For example, this market is not just a dumping ground.

One big factor is grading of the product--weight grading is one excellent example of making public acceptance easier. Public has learned to accept in other lines.

This is a factor whether in mass outlets or in retail flower shops. Adequate grading inspires confidence. Sales promotion based on quality standards is a proven factor in merchandising.

"I am a great believer in increasing sales through established retail shops, as well as through mass markets."

Q. Importance of lighting.

A very important factor which is frequently overlooked. Weekend is the big market in supermarket outlets.

Marlin Rogers--

Mildew-- Best control is still proper heating, ventilation and proper use of sulphur. When a bad infestation does occur, the reasons should be analyzed. Increased pressure in one or two lines in each house may be needed to vaporize sulphur more effectively. More attention to ventilation may be required.

Even after all preventative measures have been taken, may still need fungicide treatment. Mildex or Karathane (Iscothane) 4 to 6 oz. per 100 gallons or Mathieson 466 (Omazene) at 8 to 12 oz. per 100 gallons with proper spreader, are the best materials available. Neither material should be used during poor drying conditions. Use Mildex or Karathane during the cool months and Omazene during the heat of summer.

Some ranges have developed a system of maintaining a 5 or 6 degree differential between summertime inside and outside temperatures, to reduce the conditions favorable to mildew development.

Type of spreader, pH of solution are important. A lower pH is likely to increase bluing of Better Times.

Two best spreaders for Mildex or Karathane were Triton X-100 and Tween 20 or Tween 40. More spreader, less injury. With other types of spreaders the reverse was true.

Dick Andreasen--

Mercury additive in paint is extremely dangerous. Related briefly the experience at two New England ranges. Danger is not always spelled out on label. No known ways to get rid of mercury once it is in greenhouse. Keep mercury in any form out of the rose range.

I have convinced a few rose growers on the use of peat instead of manure in rose soils. You must fertilize heavier, especially at the start. If you are going into a mist system, I certainly recommend the peat-clay mixture. We prefer use of clay containing no free lime. Difficult to secure in Eastern United States. High lime clay keeps pH too high. Perhaps a raw soil, not heavy in organic material would be a satisfactory compromise in lime-clay areas.

Peat-clay and peat-soil mixtures do not have a build-up of soluble salts after steam sterilization as does high-manure content mixtures.

As high as 50% peat by volume is recommended.

Key to whole system is proper feeding.

Corn cobs are in similar category to manure, especially if finely ground.

A pH of 5 or slightly lower seems about the best. In cases of low calcium, Gypsum will be better material than limestone for additions of calcium.