

"CUTTING" REMARKS

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D'urc's Drivel

Constant change ...

You've heard the expression that the only thing that remains constant is change. The constant change in our industry seems to be acquisitions, mergers and buyouts. There was just such an anticipated acquisition at OFA that did not occur. It seems to me that a good bit of this anticipation revolves around the changes that would occur to these companies if an acquisition evolved. The concern for many is "How will this affect us?" Although change is inevitable, there is a certain comfort in that which remains constant. I'm here to tell you that PSI remains constant in their commitment to supplying consistent quality non-branded cuttings at fair prices. We also remain committed to communicating the most up-to-date information on all orders.

We are hearing from growers and brokers that they like dealing with Linda, and really appreciate the continuously updated online availability.

CUTTING REMARKS is created for Plant Source International by Alan Zaeske of Horticultural Mktg & Mgmt

MORE NEW GERANIUMS?!

Heck, yeah, especially when they're from PAC! We've already introduced you to the Aristo Regals, the Angel Eyes miniature Regals, the dark-leaved Darkos, and the Little Lady miniature zonals over the past few years. Well, PAC has done it again. One of the new exciting groups of zonals we will be introducing (in limited quantities) this year is the Flower Fairy family. This group is far and away the nicest "splash type" geranium I have seen. The colors are vivid with a distinct dark eye. The flowers are large rounded umbels comprised of slightly cupped florets, with a plant habit in the descriptive class controlled vigor. I have watched this group in development for several

years now and am very excited to be able to add these to the PSI line of geraniums. As Mikey would say, "Try it, you'll like it!"

Another group that is technically a collection of zonal geraniums is the Elanos group. This collection of 12 colors is comprised of several varieties with "European experience" and some new genetics. Each variety has very desirable characteristics, but they were not bred as a series and therefore may respond differently in production. Two that I feel are definitely unique are the Light Pink and Rose Pink. Both of these present very fully double flowers like nothing I have seen before. I am working with PAC to display this

entire collection at various trial/displays around the country next summer. So if you are unable to include this group in your trial production this year, be sure to check them out at the trials. Pictures of this collection and other late season introductions will be posted on our website.

One last comment ... If your customers use Regal Geraniums in their production, and they have not tried the Aristos ... what are you waiting for?! They really are terrific! One producer of pre-cooled Regals has seen a tremendous increase in Aristos over the last couple years. One other geranium rooster will be adding the Aristos as a new program in their lineup.

WHAT'S OLD IS NEW AGAIN

As you review the new PSI catalog, you can't help but notice the HUGE number of items listed as new. It's obvious that many of them are not really new-new, but rather new to PSI or returning as a "new" item. An overview follows:

Calimero Petunias are back, 3 Alternantheras join the team, numerous Coleus join the starting lineup, Fuchsias, Cuban Buttercup, a Duranta, Euryops, some Hedera ivies, some double impatiens, 4 portulacas. Also two really neat items in the Rhoeco

discolor tricolor and the Setcreasea purple variegated ... and so-o-o much more.

For a complete list of new items and product descriptions, check out www.plantsourceintl.com Product Info.

CHECK IT OUT DUDES (AND DUDETTES)

When you're out surfing ... the net, be sure to land on the "shores" of plantsourceintl.com. I think you'll be pleasantly surprised. We're adding all kinds of good stuff.

Check out the cool variety pictures! We're now presenting over 400 images on our website (Photo Gallery). We'll also be posting some really bea-u-ti-ful pictures of color combination pots and baskets we've seen. Check it out under Color Combination Ideas. Send us pictures of some of your favorites and we'll add them to our "collection".

You may already have seen the growing culture section with a Grower Guideline "chart" and sev-

eral culture sheets on specialty geraniums. Are there any culture sheets you'd like to see developed?

The complete 2007-08 PSI Variety List including "adds and drops" is now posted, as well as the descriptions of all varieties.

Here's to Ya!

Attitude is the difference between ordeal and adventure. Have attitude!

Oh, I almost forgot. The complete (and corrected) 2007-08 PSI catalog is on line, too.

Woah! Perhaps the most important piece of information to take away from this article is about the on-line availability. Many of you have already seen how useful this is. Regular updates truly makes this a current availability.

You can "calculate" the number of boxes to expect in your order under Product Info—Cuttings Per Box

And we've actually divulged "who we are" under About Us

Finally, this issue of "Cutting Remarks" will also be posted for reference by the time you read this.

WHY NOT FALL?!

Not the verb, the noun. You know autumn! We've got some items that seem like no-brainers for fall. One of our greenhouse customer's has initiated a fall program that is already (pre) sold-out for this season, with the anticipation of doubling the program for next year. The Manettia (Candy Corn Vine) was the base for this program with the Batface Cuphea adding support. (Should we add this one to our product line?) The no-

brainer part is ... Halloween! Perfect! They added some Argyranthemums, some Bracteanthas and some Osteos along with some of the standard fall seed items. Voila! It's now a very lucrative fall program. They are talking about doing some combos with a distinctive fall look to them for next year.

Another item we are thinking would be a nice addition to the fall program is the Phlox (both the Power Phlox

and Phoenix Phlox). They can be difficult to establish in the spring, but once they do take hold, they are a continuous show well into the fall. Why not skip the challenges of spring grown Phlox and bring them in for late spring, summer and fall? It's a nice mix of colors to add to the fall collection and unlike a mum, they will continue to look fresh until the first hard freeze.

One more item that has great fall colors and is very "seasonally friendly" is Gazania. Really! Many

folks think of them (FALL page 3)

CHANGING SEASONS...

For '07-'08, PSI products will be divided into specific "Discount Seasons".

Early Season Discounts:

Weeks 31 - 42 ... 25%

Weeks 43 - 48 ... 12%

Late Season Discounts:

Weeks 12 - 15 ... 12%

Weeks 16 - 20 ... 25%

Discounts will apply only to the cost of the cutting. (Not to royalties, tags, freight, etc). Check the web-site for updated availabilities.

LINDA ...

After more than 2 years working with Linda Strandlund from a distance, I met her face-to-face for the first time at OFA. I hope you also had the opportunity to put a face with the voice on the phone. She has made my PSI life much better and I've heard from growers and brokers that they feel the same way. How about a big "HOO-AH!"?

AM I IN OR OUT?!

Due to variety and plant changes there will be adjustments to the 2007-08 PSI lineup.

The following players have been put on the disabled list (not available this season):

Helichrysum apiculatum Baby Gold

Impatiens: Musica Bicolor Red, Musica Spicy Orange, Musica White Blush

Osteospermum Mini Orange

Phlox: Power Hot Pink, Power Light Pink, Power White, Phoenix Pink

Torenia : Pink Moon Improved

Players recently added to the active roster include:

Impatiens: Musica Bicolor Pink, Musica Dark Salmon, Musica Pearl, Musica Spicy Red

Pictures of the recently added Musicas and other late season introductions will be posted on our web-site under "Late Season Additions".

There is also one additional change in pricing to be mentioned. We will be offering a reduced price on geraniums effective week 49. Contact your broker sales office for more complete information regarding this pricing change.

Fall...

as needing HOT-HOT-HOT! when they actually thrive when the nights begin to cool off.

For a more complete list of vegetative annuals that we think would work in fall programs, check out Fall-ish, Goulish and Downright Different Ideas on our web-site (www.plantsourceintl.com). Do we need to re-think the term Spring Vegetative Annuals?

I realize it is too late to implement a program for this fall, so be looking for a reminder or a reprint of this article next spring in time to give it a try.

Please share with us any of your ideas on how to best utilize PSI product.

CATALOG CORECTIONS

The first correction of note is in the headline of this article. Did you notice? Sometimes the obvious isn't always so obvious ... such as the front cover of the new catalog! When you consider the number of times the catalog was "proofed" you wonder how we could have missed the date on the catalog. I assure you that this catalog is the most current catalog and is in fact the 2007-08 PSI catalog.

Sorry for any confusion there. Other than a parentheses missing on one variety name, the only other miscue we have spotted is the Coleus Pineapple Red. A very astute, non-horticultural, young lady brought it to our attention that the picture for the Pineapple Red and the Solar Red are the same photo. The correct photo for Pineapple Red can be found on the PSI web-site. In spite of the few faux pas we've found, we

hope you agree that it's the best we've done so far.

In the process of developing this catalog, we have greatly increased our photo library. There are now over 400 images on the web-site representing 99% of the varieties offered by PSI.

If you have not received a catalog and would like to, please contact Linda Strandlund. You can also find a (corrected) version of the 2007-08 PSI catalog on our web-site, www.plantsourceintl.com.

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