

American Nursery & Landscape Association

2012 Report to
National Plant Board
Mystic, CT



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The State of Our Industry

- The Great Recession
 - Significant attrition, unevenly applied
- Key challenges: Demand, water, labor
- Spring, 2012

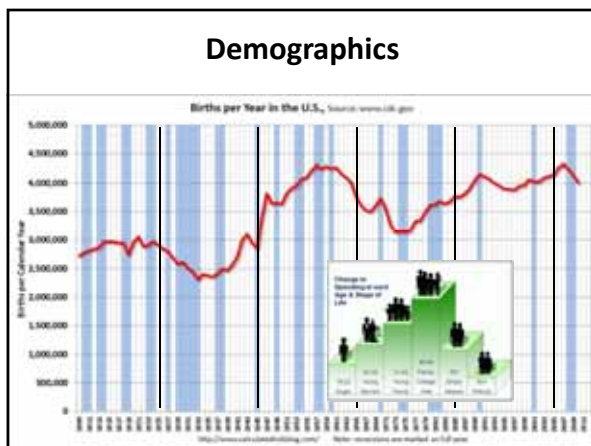


Outlook



- Economic cycle, or Demographics, or both?

Demographics



Closer to Home (ANLA HQ)

- Our health mirrors that in broader industry
- "ANLA and OFA"
 - Artificial distinctions mean little to regulators, less to consumers
 - Joint programmatic venture
 - Intent to launch new, premier horticultural association
 - Complementary memberships, programs, activities
 - Advocacy to remain key focus...with a stronger base

“We Have Issues...”

- Farm Bill
- Boxwood Blight
- Certification
- Miscellaneous

2012 (?) Farm Bill

- Senate passed its version of Farm Bill 64-35.
 - Nature of opposition
 - Solid support for specialty crops
 - PPD/NCPN: \$60 M for 4 years, then \$65 M
- House Ag approved its version
 - PPD/NCPN: \$71.5 M per year
- CCC charter fix...
- Is there a path forward?



Boxwood Blight (www.boxwoodblight.org)

- A new disease
- Shoulda coulda woulda
- Still, a model for response
 - Federal regulation not practical
 - State-level regulation problematic
 - BMP's, Education, Outreach
- Leveraging a coordinated research effort
 - Farm Bill 10201
 - Horticultural Research Institute



Certification and “Integrated Measures”

- US Nursery Certification Program – Independent review and status
- Industry working group evaluating changes
 - Flexible, scalable
 - Critical control points
 - Relying on SAP-P TWG
 - Incentives



- Greenhouse Cert Program under parallel review (Regulatory Cooperation Council)
- Common framework?
- Long-term intent:
 - US/Canada...maybe broader?
 - Wider industry adoption of better approaches

The Good Samaritan



Miscellaneous

- *P. ramorum* prenotification
- Propagative material imports
 - PMRP, data gathering at PIS
 - New protocol took effect July 16
 - Some challenges...
 - Some reworking needed

Questions? Comments?