

## ANLA Report to National Plant Board

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## Welcome to Louisville!



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### Trees, Please!

- Among 50 largest U.S. cities, Louisville is heating up fastest – 1.67 degrees every decade since 1961
- A weak urban tree canopy is problem
- We've got the trees...you've got work to do, Joe!

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### State of the Industry



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- Late but decent spring for most
- Attrition not necessarily over, yet
- Prices just beginning to firm up
- Cost containment a huge challenge
- We are a “lagging indicator”

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### What About the Future?

- Demographic light at end of tunnel
- A discretionary purchase
- Lifestyles, plant use changing
- Ornamental vs. essential?
- Monetizing the value of plants, landscapes
  - Property values, health, ecosystem services, etc.

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## ANLA / OFA Consolidation

- Two great organizations joining forces to launch premier new hort industry org in 2014
- ANLA:
  - Nursery growers, landscape professionals and distributors, garden retailers
  - Focus: policy, advocacy, research, executive learning
- OFA:
  - Mostly greenhouse growers, retailers, interior landscapers, florists
  - Focus: commerce/tradeshows, technical education



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## “NewOrg”

- Leadership structure
- Membership structure
- Staffing/office location
  - Headquarters – Columbus, OH
  - DC office – advocacy, research
- Dues structure
- Name



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## What’s in a Name, Anyway?

- Hemisphere-wide interest in phytosanitary protection, coordination
- Comprehensive Regional American Plant Protection Organization

## •CRAPPO



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## “New Org” DC Office Staffing

- Craig Regelbrugge, VP Gov’t Relations & Research:
- Joe Bischoff, Director, Gov’t Relations (aka Science Guy)
- Director of Research (open position)

## Farm Bill

- We care about:
  - Plant pest and disease mgmt (old 10201)
  - Nat’l Clean Plant Network
- And to some degree:
  - Specialty Crop Block Grants
  - Specialty Crop Research Initiative
- Questions are...if, when, how?



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## Thoughts on Future

- Farm Bill has become critical tool
- APHIS has done remarkable job
- Sustained industry support
- Oversight and accountability



## Q-37, NAPPRA

- ANLA appreciates need to consolidate, streamline P4P rules and process
- Changes, though, are 'DEEP'
  - (Dense, elaborate, extensive, perplexing)
- Thx for committing to 8/14 webinar
- NAPPRA—good, not good
  - With final rule on controlled import permits-good
  - Some Pest/pathogen combos or host ranges seem to overreach based on scientific information



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*Thank you!*