

SOCIETY OF AMERICAN FLORISTS: ISSUES OF IMPORTANCE TO THE GREENHOUSE INDUSTRY

2014 NATIONAL PLANT BOARD

88th ANNUAL MEETING

July 29, 2014

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Society of American Florists

POLLINATORS, POLLINATORS, POLLINATORS

The issue of our time.



Whiteflies versus U.S. cotton and ornamentals



**THE MEDIA
VS.
POLLINATORS
VS.
AGRICULTURE**

**WE NEED TO
CHANGE THE
DIALOGUE**

**The science is
being ignored.**



**STEWARDSHIP
RESEARCH
MARKETING**

2013 FARM BILL

**WE ALL WORKED HARD ON IT... AND ACHIEVED
BIG SUCCESSES...**

**THANKS TO APHIS FOR A GREAT JOB OF
GETTING RESEARCH PROJECTS OUT, REVIEWED AND
ORGANIZED**

**ONE CONCERN WE ARE WORKING ON: MANDATE
OF AN UNDER SECRETARY FOR TRADE**

NEW RISK-BASED SAMPLING

- All plants for planting will be sampled at a rate to provide sufficient data to evaluate the level of risk.
- Categorization of risk will be updated regularly in response to data from all inspections.
- Allows PPQ to target resources towards taxa of plants for planting that pose the greatest risk

New Risk-Based Sampling

APHIS-SAF-AmericanHORT have worked hard, and together on this new effort!

We support it – agree it's important to be able to prove what we think we already know – P4P are generally safe.

RISK-BASED SAMPLING

Risk-based Sampling

Estimation of sample size and identification of units to sample based on commodity risk

Inspectional Unit Inputs

(A) Total number of taxa in the inspectional unit

(B) Total number of sampling units in the inspectional unit

(C) Total number of plant units in the inspectional unit

(D) Commodity Risk Level

High Medium

Analysis Outputs

(E) Number of boxes to inspect

(F) Box numbers to inspect

Calculate

Clear

New Risk-Based Sampling

Began Fall, 2013, at PIS in

New Jersey

Puerto Rico

Hawaii

Texas

Closely monitored, data being collected.

New Risk-Based Sampling

On August 4, 2014, will add:

Seattle

Los Angeles

Atlanta

Jamaica, NY

Miami, FL (air cargo only)

New Risk-Based Sampling

On September 2, 2014, will add

Los Indios, Texas

Miami, FL (maritime cargo)

San Francisco, Calif. (air cargo)

New Risk-Based Sampling

We do still have (of course) a few concerns, believe that APHIS is working to address them.

“Plants for Planting” is NOT homogenous

New Risk-Based Sampling

Identification to genus is inadequate ...
some genera are so large that the
information collected will not be helpful or
indicative of real risk

Increased rates at high-volume ports could
cause slowdowns that would impact
product quality, cost us \$\$

New Risk-Based Sampling

Our comments on the newly proposed Overtime Rates stress that we understand the need to maintain cost recovery.

However, particularly in light of RBS, we have concerns re ability to schedule overtime (and economically, in less than 4-hour blocks)

PLANTS FOR PLANTING: NOT ALL ALIKE!!!

- Tissue Culture
 - Unrooted Cuttings
 - Bare-root plants (budwood, etc.)
- And more...

Industry's Need for Importation

- **Production** of ornamental flower seed and cuttings has gone off-shore – especially to Central and South America, and Africa



- Importation of ornamental cuttings has increased SIGNIFICANTLY
- An estimated BILLION cuttings are imported into the U.S. per YEAR
- TRANSPORTATION IS A CHALLENGE!

Cuttings are harvested from the stock plants



Those cuttings are taken to a cooler or packing shed, sorted for quality, and packed into plastic bags for shipment



Barcode Scanning for Tracing

- Each QC tag has unique barcode
- Identifies variety
- Identifies greenhouse
- Identifies Ship Week
- Identifies harvester
- Troubleshooting



House

Ship Week

Unique Number
linked to Bag
Only # Needed for Reference

***Bags are Picked from Flow Racks,
Scanned and Loaded into Boxes –
packed BY CUSTOMER ORDER!***



Filled Boxes Sent to Trucks for transport to the nearest airport – often several hours' drive



NEXT?

MULTIPLE SHIPMENTS ARE SENT FROM
THE FARM EACH WEEK...

TO THE U.S. PORTS...

CLEARED (WE HOPE) AND SENT VIA
FED EX OR TRUCK TO THE
COMMERCIAL GROWER

SO IT'S VERY IMPORTANT NOT TO HAVE
DELAYS AT ANY POINT...

THE CUTTINGS ONLY SURVIVE FOR
ABOUT 48 HOURS...

AND THE "COLD CHAIN" MUST BE KEPT
UNBROKEN ...

The “Systems Approach” to Voluntary Audit-Based Certification: Where Are We?

Check out the SANC website...

<http://sanc.nationalplantboard.org/>

AND the beauty is that we believe that the SANC program will be compatible with international programs:

WORKING WITH APHIS IN THE SAP-P GROUP: International Standards

AND WITH THE U.S.-CANADA GREENHOUSE CERTIFICATION PROGRAM

Cutting Through the Jargon

Critical Control Point (CCPs) – The “What”

Producer identifies specific points where risk can be effectively managed.

Best Management Practices (BMPs) – The “How”

Actions taken to mitigate the concerns raised by a critical control point.

1

Standard

To Participate You
Must Address XYZ

2

Application for Designation

To Participate We Will
Address XYZ

3

Pest Management Plan

(Operation Manual)

Describes How We Will
Address XYZ

4

Records

Confirm That We Are
Doing XYZ as
Described in PMP

5

Audits

Evaluates Records
and Confirms that
PMP is Being Adhered
to.

The Grower's Responsibilities

2.2 SANC Nursery and Greenhouse Requirements

2.2.1 – Policy and Resources

2.2.2 – Facility

2.2.3 – Internal Audits

2.2.4 – Training

2.2.5 – Records and Documents

2.2.6 – Pest Management Plan

**BASED ON BEST MANAGEMENT PRACTICES
AND CRITICAL CONTROL POINTS –
SPECIFICS OUTLINED FOR BOTH
GREENHOUSES AND NURSERIES**

**The facility works to design its OWN program
based on its OWN specifics**

**The regulator works with the facility to
approve the program and periodically audit it.**

COMMON BEST MANAGEMENT PRACTICES ARE ON THE SANC WEBSITE

CATEGORY EXAMPLES

Plant Inputs

Media/Containers

Shipping

Water management

SCOUTING

Training

Recordkeeping

Sanitation/Disposal

Pilot Program – Kickoff 2014

- 8 or 9 Operations Nationally
- Farm Bill funding to recoup fees for phytos
- Contractor provided to help develop PMP
- Farm Bill funding to attend Training Courses

CPB	EPB	SPB	WPB
Michigan	New Hampshire	Alabama	Nevada
Minnesota	New Jersey	Florida	Oregon
Missouri	New York	Georgia	Utah
Ohio	Pennsylvania	Oklahoma	Washington
Wisconsin		South Carolina	
		Tennessee	

All Aboard!

- Voluntary. Existing Options Remain
- Avoid Pest by Pest Solutions
- Shipping Flexibility
- Lower Phyto Expenses
- Potential for Marketing Advantage
- More Collaborative Approach with Regulators

AND SPEAKING OF THE U.S.-CANADA GREENHOUSE CERTIFICATION PROGRAM...

**APHIS (Alan Dowdy, Terri Dunahay,
Kimberly Merentz) deserve a huge shout-out
for their negotiations with our beloved
northern neighbor**

SPEAKING OF THE U.S.-CANADA GREENHOUSE CERTIFICATION PROGRAM...

**DRAFT new program announced –
comments until September 2. It's on the
APHIS website.**

**RCCPlantProtection@aphis.usda.gov
http://www.aphis.usda.gov/wps/wcm/connect/aphis_content_library/sa_our_focus/sa_plant_health/sa_export/sa_acns/sa_gcp**

APHIS has AMBITIOUS SERIES OF PUBLIC MEETINGS and TOURS in FLORIDA

August 5 – Apopka

August 8 – Homestead

And tours of 5 greenhouses/nurseries

Public Webinars will also be held August 14 and August 19, details to be announced by APHIS.

Q-37, NAPPRA

Waiting for the shoe to drop on NAPPRA Round 2.

Important to focus on the plant and pest lists ... we learned from Round 1.

APHIS very collaborative on this one... hope to meet early August.

CIP Permits remain a concern.

GLADIOLUS RUST CHRYSANTHEMUM WHITE RUST

Borlaug: “Rusts never sleep...”

GLADIOLUS RUST

Scott Pfister will discuss tomorrow...

June 2, California asked APHIS to deregulate. California industry supports.

Lin is putting together a power point to help inform industry in other states what this all means.

Stay tuned – and listen to Scott!

CHRYSANTHEMUM WHITE RUST



CHRYSANTHEMUM WHITE RUST

Meeting with industry 2 years ago... probably need to reconvene a smaller industry group, perhaps via webinar.

APHIS put mums (P4P) on NAPPRA Round 2. We have some concerns.

Farm Bill research project has one more year. Research results should be helpful.

Questions – FARM BILL PROJECT IS ANSWERING

- Does *P. horiana* overwinter?
- Does it go systemic?

THANK YOU!!

QUESTIONS??

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