

AmericanHort

Report to National Plant Board

August 2, 2016 – Wilmington, DE



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For Today

- State of the Industry
- State of the Nation
- Farm bill
- Pollinator health
- Misc pests
 - Japanese beetle
 - Boxwood blight
- Plant inspection and offshore certification
- SANC

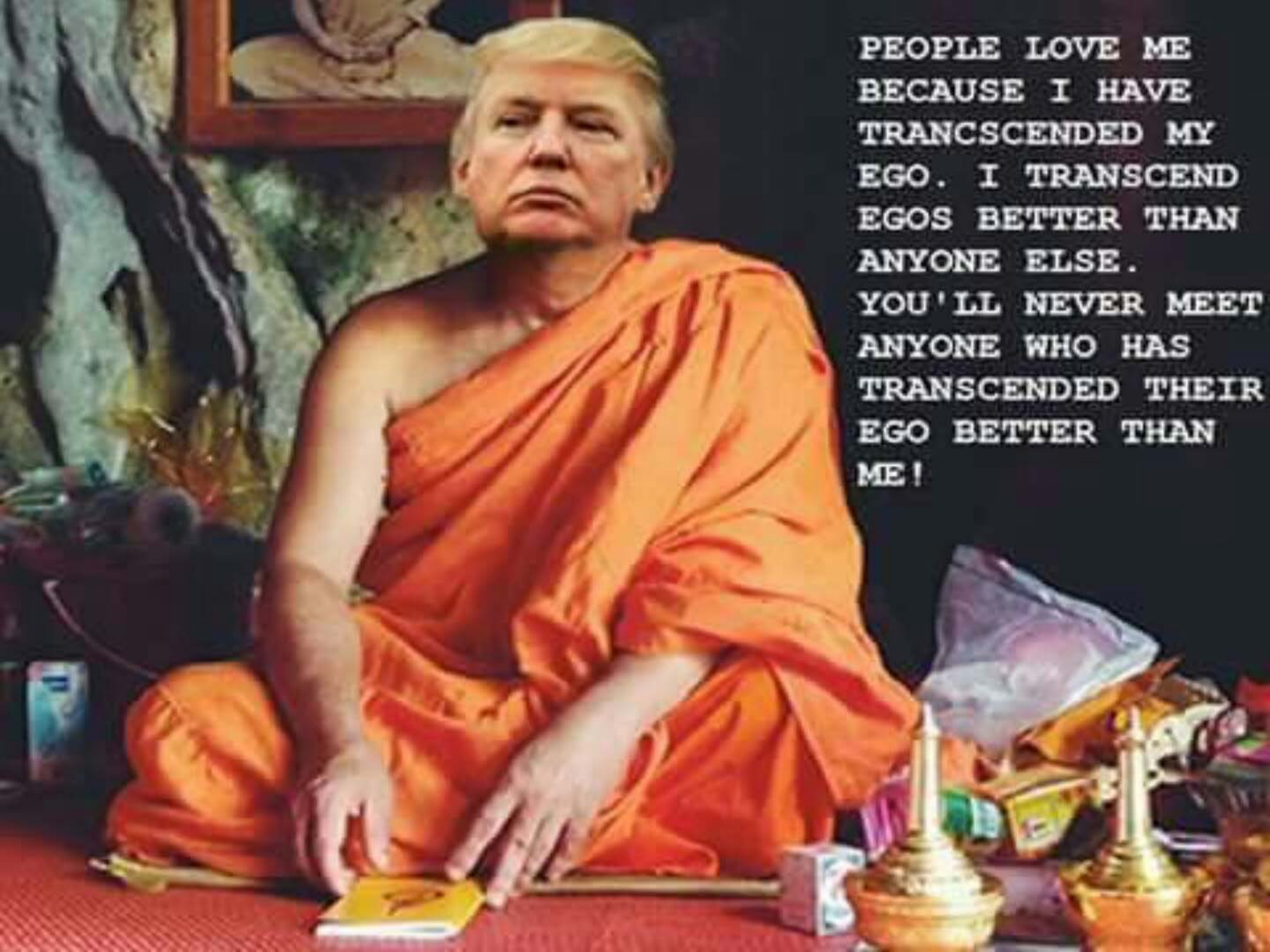
State of Hort Industry

- Farmgate value >\$16.7 B
- Total sales all sectors: \$136 B
- Total employment: 1.6 million jobs
- Spring 2016: strong start, rough May, decent finish
- Time to reinvest...
- Labor, water, changing consumer demographics



TM





PEOPLE LOVE ME
BECAUSE I HAVE
TRANSCENDED MY
EGO. I TRANSCEND
EGOS BETTER THAN
ANYONE ELSE.
YOU'LL NEVER MEET
ANYONE WHO HAS
TRANSCENDED THEIR
EGO BETTER THAN
ME!

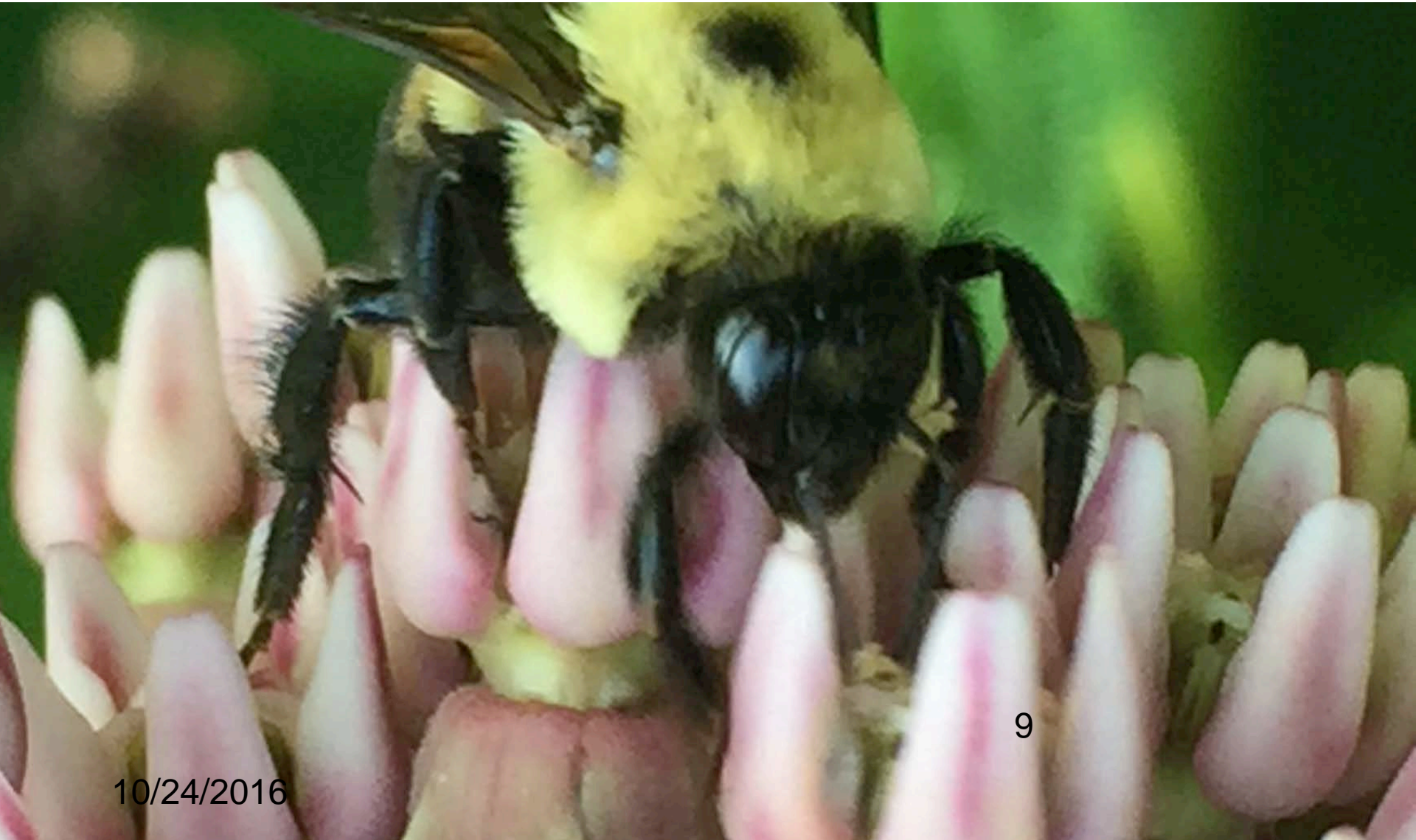
Farm Bill


- 10007 process kudos
- Budget process uncertainty
- National Clean Plant Network progress

Pest and Disease Mitigation (via Farm Bill-funded programs)

- Boxwood blight (~\$486,000 in FY16)
- Rose Rosette (\$4.6 million, 5-yr project)
- *Phytophthora ramorum*
- Downy mildew (>\$425,000 in FY16!)
- Pollinator stewardship
- Intelligent spray technology

Pollinator Health





For every complex problem,
there is an answer that is
clear, simple, and wrong.

~H.L. Mencken





Grow Wise, Bee Smart Goals

- Fund, leverage, and guide **research** to answer key questions and guide future efforts
- Contribute to **stewardship** for plant producers, landscape managers
- Partner with groups that share interest in **improving bee and pollinator habitat and forage**
- For more: <http://growwise.org>



Misc. Pests

- Japanese beetle – revised harmonization plan!
- Boxwood blight – coping while knowledge and tools developed and refined

Plant Inspection and Offshore Certification

- High anxiety as we hurtle toward “Automated Commercial Environment” (ACE) single portal
 - Long view – good thing!
 - Workstream shifts
 - Delays feared
- Exploring opportunities to improve safeguarding, expedite entry for certain lower-risk plant forms through systems approach



GROWING BETTER WITH
SANG
A Systems Approach to Nursery Certification

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10/24/2016

SANC Progress

- Pilots humming along
- Preparing for targeted Phase 2
- AmericanHort SANC webinar series

Thoughts Moving Forward

- Consultants' role will evolve in Phase 2
 - “Packaging” program
 - Software/app?
 - Training
- NPB/states need to focus on:
 - Committing to get the folks that need training to the training. Are we missing opportunities?
 - Regulatory acceptance
- Steering SANC into the future
 - Need to evolve the partnership structure?



She Met Him on the Internet...
He said He Lived in a Gated Community