ANLA Report to National Plant Board

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Welcome to Louisville!

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!

State of the Industry

• 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”

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.
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 plantscapers, florists
  – Focus: commerce/tradeshow, technical education

“NewOrg”

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

What’s in a Name, Anyway?

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

• CRAPPO

“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?
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

Thank you!