About AmericanHort

• Launched January, 2014
• Consolidation of ANLA and OFA
• Legacy of 220 years of service
• Growers of all kinds, garden retailers, exterior and interior landscape professionals and distributors, suppliers, educators, etc.
• Columbus headquarters for admin and member services
• Washington office for advocacy and research
State of Industry

• What goes down must come up?
• Most of nation reports positive spring
• (MN+CA) ÷ 2 = 😊
• 2012 Census findings:
  • “Hort” down 12.7%, to $14.5 billion
  • Woody nursery crops hit hardest
  • Greenhouse-grown potted veggies and herbs a growth area
• Demographics - destiny
Issues for Today

• Farm Bill programs
• Neonics and pollinators
• Miscellaneous but important
• NOT covering...
2014 Farm Bill
Farm Bill Horticulture Title

- Sec. 10201, 10202 (now combined 10007)
  - “Crown jewels” of Farm Bill
  - Certification systems, pest-specific initiatives, new variety acquisition, testing, release
  - *P. ramorum*, boxwood blight, rose rosette disease, other
- Increased funding, model for involving stakeholders
- Encouraging greater industry involvement
Neonicotinoids and Horticulture
An Important Debate

- $15 Billion in added crop value
- 30% of our food crops rely on bees
An Emotional Debate

A Million Reasons Bees Are Dying

Bees at the Brink

Are Agriculture's Most Popular Insecticides Killing Our Bees?
Comprehensive Reports

October, 2012

March, 2013

February, 2014
Many Challenges to Bee Health

- Nutrition
- Queen Failure
- Genetic Weakness
- Pesticides
- Parasites
- Diseases
- Beekeeping Practices
- Weather Patterns
Bee Health

- Varroa Mite
- Viruses
Bee Health

- Habitat and Forage Loss
Bee Health

• Pesticides
Neonicotinoids

• First new class of insecticides developed in the last 50 years
• Imidacloprid approved by EPA in 1994
• Most commonly used insecticides in the world
• Quarantine and regulatory uses
• They are insecticides. Bees are insects.
Asian Longhorned Beetle (ALB)

Emerald Ash Borer (EAB)

Hemlock Woolly Adelgid
Japanese Beetle

Japanese Beetle
Harmonization Plan
Neonicotinoids

**Pros**

- Translocate
  - Stems, leaves, flowers
- Longer residual
  - Fewer applications
- Safer for animals
  - Low toxicity to mammals, fish, birds
- Effective on target insects

**Cons**

- Translocate
  - Pollen and nectar
- Longer residual
April, 2013

- 15 of 27 EU Nations Support Restriction
- 2-year restriction started Dec, 2013
Massive Oregon Bee Killing Update: Pesticide Temporarily Banned, Memorial Service Planned For Sunday
Pressure Points in the Neonic Issue

- Legislation – Not so much.
- Regulation – Not too bad.
- Public Perception – Huge Challenge.
Where Do We Go From Here?

• Stewardship Initiative

• Support Research

• Partner with groups willing to collaborate, especially on habitat and forage enhancement
Rose Rosette Disease

- Not your typical exotic pest threat!
- Near existential threat for garden rose industry, valued over $310 million
- 2013 summit mapped out collaborative approach for research, outreach
- Roses may be next crop added to NCPN
Other Issues

• Worker Protection Standard

• “Waters of the U.S.”

• Workforce/immigration