

Mass Nursery Marketer Has Place In Industry

"The mass marketer holds a legitimate and important place in the nursery industry, and, in the long run, will exert a healthy influence on that industry," said Robert F. Lederer, executive vice president of the American Association of Nurserymen.

"I have discovered that a great number of people look on mass marketing, multi-outlet retailers as some sort of mysterious threat. Some retailers seem to consider them a dangerous kind of competition; some wholesale growers consider them a complicated, demanding disturbance in their traditional distribution pattern. But as one grower said to me, 'It surely doesn't make sense to put your head in the sand and hope they'll go away.'

"The garden center operator can learn some good things the mass marketers are doing which he can add to his own kind of operation. And he can learn what the mass marketers can never offer their customers which will set him apart as a dominant influence in his own sales situation," Lederer said.

A survey, conducted by the association, of multi-outlet retailers and wholesale growers, showed that mass marketers prefer to deal in a limited variety of plant materials . . . most priced at \$10 and less. Garden center operators should not ignore that part of the market, cautions Lederer, but it is certainly not where the big action is. The major purchases, the landscaping advice and service, the planting instructions and materials to go with it all are the business of the traditional garden center. In that respect, there is just no competition between them and the multi-outlets.

This same survey produced some interesting facts for those wholesale growers who want to expand their sales into the mass marketing field. "If the grower does want to build that part of his business," points out Lederer "he has to listen to what the mass marketer wants. They want better record keeping of sales and demands, with information made available to them as they make their purchases. They want to have all materials they purchase labeled at the source. They want the industry to provide them with sales training and maintenance training materials. They want, probably more than anything else, an improvement in delivery arrangements and procedures."

"What can the mass marketer

learn from all of this?" asks Lederer. "That he is a part of the nursery industry and shares its problems, and that it is about time he began to feel a part of it. He has much to gain by pitching in with others in the industry to help solve some of our problems. He has much to offer. He should serve on committees and join associations. The nursery part of the business can be the most profitable part if he will treat it properly, staff it adequately, and watch it carefully. After all, he has joined the industry that offers the public 'Nature's Gift' and 'Green Survival' and, in part, it does 'depend on him.'"

Wholesale growers in the nursery industry have an important, demanding, lucrative market for the sale of their products to the multi-outlet operations — without sacrificing any of the quality and service they provide to nursery garden centers. Nursery garden centers profit from the sales stimulation provided by the advertising and point-of-purchase availability of certain nursery products through mass marketers, and profit from some of the marketing techniques developed by the multi-outlets, without losing their competitive advantage.

"Multi-marketers do not represent a threat at all in the final analysis," says Lederer, "but a beneficial step in the progress of the total industry."

Chemical Weed Control Results In Cleaner Air

Use of chemical weed control is resulting in cleaner air and a better environment, reports Dr. Walter Gould, weed physiologist with New Mexico State University, Las Cruces.



Gould's research on brush control in New Mexico has shown a dramatic reduction in blowing sand where good brush control has been obtained. The amount of blowing soil collected in sand traps in unsprayed mesquite has been about 20-fold greater than the amount collected in continuous areas where the mesquite has been controlled.

Formerly good grassland has turned to mesquite sand dune sites with extensive areas of nearly barren ground between the dunes, Gould explained. These areas are a source of blowing dust whenever the wind velocity exceeds 20 miles per hour.

Controlling the mesquite with aerial applications of 2,4,5-T at low rates has permitted perennial grasses and annual forbs to grow between the sand dunes. This plant growth reduces the wind velocity at the soil surfaces and reduces the amount of blowing dust.

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