



Newly Released: Research Webinars for Thrips and Botrytis

Webinar Series Recordings Now Available

We have released webinar recordings from a 6-week webinar series highlighting new research findings from our specially-funded **Thrips and Botrytis Research Fund**. Initially presented exclusively to our Thrips and Botrytis Fund supporters, **these recorded webinars are now being released to the industry in both English and Spanish**. Take advantage of these **FREE** resources to help with your pest and disease management!



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Caring for Cut Flowers

By: Dr. John Dole, NC State University

When the Association of Specialty Cut Flower Growers recently announced their Cut Flowers of the Year, the Endowment asked Dr. John Dole from NC State University to provide information on the handling of each crop. AFE has been supporting the important research at NC State for decades and is funding a new two-year project on long-term storage of cut flowers beginning in July.

Fresh Cut Flower of the Year: Hellebore Ice N' Roses series. Interest in hellebores as cut flowers has steadily increased over the years, fueled by their durability and new genetics that feature outward-facing flowers in many colors and color combinations. Flowers can be harvested over a long period – interestingly, the older flowers last longer. Harvesting can start when they are fully open, and the stamens are visible for a 7-day vase life, but flowers will last two weeks or more when harvested after the stamens have dropped or when the sepals are leathery, and the small central seed pods are developed. While single flowers can be harvested, stems with more than one flower will give a better show as the buds open. Note that the colors will darken as the flowers age; bright whites, pinks, and pale yellows are found on young flowers. Use a commercial holding preservative to extend the vase life by up to 7 more days. Flowers tolerate storage and shipping well; keep temperatures cold, 34-36F, for best results.



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About AFE

AFE's Mission Statement

The American Floral Endowment (AFE) is an independent nonprofit organization that funds research, scholarships, internships, and grants in floriculture and environmental horticulture for the benefit of growers, wholesalers, retailers, allied industry organizations and the general public.



Funding Generations of Progress
Through Research and Scholarships



The AFE Bulletin is proudly sponsored by the Todd Bachman Memorial Fund.

Todd Bachman served as Chairman and CEO of Bachman's before his untimely death in 2008. Todd was a past chairman of the American Floral Endowment and was very active in many state and national industry organizations. Those who knew him will always remember what a great communicator he was and his outstanding leadership and devotion to work and family. His wife and daughters are honored to carry on his legacy.

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Throughout these webinars, you will learn the best practices for managing and controlling thrips and botrytis, understand why decisions are made, and how to make the best management decisions for your greenhouse. Our featured topics also include addressing fungicide resistance and the opportunity for use of biological controls. These presentations are brought to you directly from our expert researchers.

Each webinar shares impactful research findings and how to implement the results into your growing practices.



Roses and Petunias with Botrytis

We are currently funding six additional individual research projects focusing on Thrips and Botrytis, and two projects have just been completed. Our additional presentations will be released in the future, but in the meantime, put this new research to use! You can also participate in our **Grow Pro** monthly webinars that address other important grower topics with a chance to "Ask a Researcher" questions.

Research and research findings like those presented are possible only through industry support and contributions. Thanks to our generous donors, we can provide research solutions like these free to support a stronger industry. Consider making a tax-deductible contribution to AFE research and the future of the floral industry.

Thanks to 24 generous industry organizations and donors, our Thrips and Botrytis Research Fund raised \$1.5 million to aggressively address these challenges. Those who helped us reach this goal receive all research findings first as a thank you for making them possible and are given the opportunity to hear the results live from the researchers.

Best Practices for Botrytis Management – 3 Part Series

Presented by Melissa Munoz and Jim Faust, Clemson University

- **Part 1:** Scouting & Monitoring for Botrytis
- **Part 2:** Addressing Fungicide Resistance
- **Part 3:** Creating an IPM Program for Botrytis Management

Controlling Thrips – 3 Part Series

Parts 1 & 2 Presented by Dr. Rose Buitenbuis, Vineland Research and Innovation Centre

Part 3 Presented by JC Chong, Clemson University

Spanish Translation provided by Rosa Raudales, University of Connecticut

- **Part 1:** The Challenges of Controlling Thrips
- **Part 2:** The Opportunity for Use of Biological Controls
- **Part 3:** Efficacy and Risk of Insecticides Against Thrips

To access the videos visit: endowment.org/tb-webinars-now-available/ or AFE's YouTube.

Floral Marketing Research Fund Rebrand Promotes Industry Collaboration



Growing Our Industry Together

The Floral Marketing Research Fund (FMRF), the industry's organization for floral marketing research and resources, has announced its rebrand to the **Floral Marketing Fund (FMF)**. The comprehensive rebrand elevates the need to focus on collaborative marketing efforts and position the Floral Marketing Fund to bring industry organizations together. At the heart of the rebrand is the change of name to the Floral Marketing Fund, a new logo, tagline, and mission & vision statements encouraging industry collaboration to promote everyday purchasing of fresh flowers and plants.

The rebrand to the Floral Marketing Fund is not just cosmetic— it notes the Fund's expanded marketing efforts and a movement towards more collaborative industry projects. While consumer research remains an integral part of the Fund's efforts, broader coordinated promotional campaigns supported by many will benefit the industry on a wider scale. The FMF has found that through pooling industry funding and expertise, each campaign can have a more significant impact.

"We are excited to grow our collaborative efforts with other industry members. It has been extremely valuable to bring in perspectives from multiple industry segments both for our research and our promotional efforts. Together, we can develop and promote campaigns more broadly – and with the added input, we have been able to present more useful informed resources," notes FMF President Dwight Larimer.

Originally established as the Floral Marketing Research Fund (FMRF), the **Floral Marketing Fund (FMF)** encourages all floral industry segments to participate in fundraising, research, and marketing efforts that benefit the floral community as a whole.

Founded in 2008 by volunteers of the **American Floral Endowment (AFE)** Board of Trustees, the Fund was initially solely focused on funding market research on consumer preferences. In 2012, the FMRF received a \$600,000 contribution from the Flower Promotion Organization (FPO), which significantly allowed these marketing research efforts to be funded. Since that time, others have joined the effort to collaborate and contribute to special projects.

Mission Statement

To develop, support, and promote collaborative fundraising, research, and marketing efforts to increase flower sales.

Vision Statement

To foster floral industry growth and inspire everyday purchasing of fresh flowers and plants through targeted promotion.

Over time, the FMF's projects expanded and evolved beyond just research reports to broader marketing and promotional resources, including **Flower Marketing Monday videos**. These videos are free and downloadable for anyone in the industry to use; they were created by our community through the Flower Love Video Contest.

The Fund also began to organize more collaborative promotional efforts like the **Hugs & Smiles Campaign**. The Hugs & Smiles Campaign began as a joint funding effort with AFIF, Asocolflores, CalFlowers, and the Great Lakes Floral Association, partnered with the Michigan Association of Broadcasters (MAB). The campaign included radio and television promotional ads designed to get consumers to buy more flowers. The idea behind the campaign is to educate consumers on the health benefits of having flowers in their lives and how easy and safe it is to order and send flowers. Since then, the Floral Marketing Fund, in conjunction with other funding organizations seeks to launch this campaign in other states with the goal of expanding it throughout the U.S.

More recently, the FMF participated in a **B2B e-commerce study** with eight other industry organizations. This study aimed to take a closer look at the current B2B e-commerce technologies currently being utilized within the floral industry. The study also measures industry trends and identifies gaps in the available information that could be further researched.

Today, the relaunched FMF website houses 12 in-depth research reports and downloadable resources, with three new consumer studies being released this year! Industry organizations are encouraged to download and use these resources to help sell more flowers & plants and support their marketing efforts.

Learn more and get involved at floralmarketingfund.org.

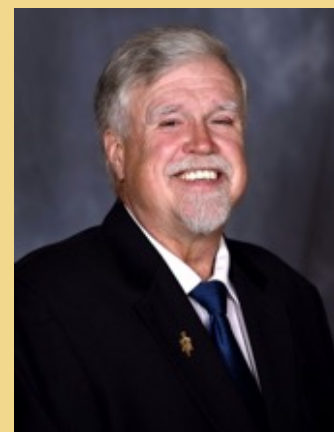
2021 Paul Thomas Floriculture Production Intern of the Year, Sherman Hartman

Essential Experience, Passion & Dedication

A large part of our industry's future relies on the minds and green thumbs of young professionals studying, researching, and working in the field.

The American Floral Endowment recognizes one such prodigy by awarding the 2nd annual Paul Thomas Floriculture Production Intern of the Year Award. This year, we are pleased to bestow this honor on **Sherman Hartman of Iowa State University** for his exceptional hard work and dedication to our industry.

Sherman made his skills and passion for greenhouse floral production clear during his internship at Tagawa Greenhouses in Denver, Colorado. Sherman completed this internship in 2020 through the Endowment's Vic & Margaret Ball Intern Scholarship Program, qualifying him for this prestigious award.



About the Paul Thomas Floriculture Production Intern of the Year Award

The late Dr. Paul Thomas served as Professor of Horticulture and Extension Floriculture Specialist at the University of Georgia from 1990 until his retirement in 2019. He was a strong advocate of student internships and helped mentor hundreds of students.

This award honors Dr. Paul Thomas's spirit for the industry by recognizing an AFE intern who demonstrates a similar passion and valuable curiosity for floriculture and horticulture. The recipient receives paid hotel and airfare to Cultivate conference, free registration to Cultivate from AmericanHort, a \$500 stipend, networking opportunities and photo op with AFE Representatives at Cultivate, and a feature article in AFE publications. Through this opportunity, Sherman and other interns alike weave a new kind of creativity and innovation into the fiber of our industry.

Essential Experience

Having grown up in a small town in Southeast Iowa on the Mississippi River, Sherman had always had a keen interest in plant life. Choosing to pursue this field was an easy decision – one he said would bring him the most joy and fulfillment.

Sherman explains, "I am passionate about horticulture. I enjoy hands-on activities, whether it be at a workplace or home. I find great pleasure in making decisions and guiding plant growth on the scale of a few plants or a few thousand plants all the same."

Now an Iowa State University alumnus, Sherman graduated this past December 2020 with a Bachelor of Science in Greenhouse Horticulture. He spent his undergraduate career involved in the ISU Horticulture Club and took on many greenhouse work positions to deepen his understanding of flower greenhouse production and growing practices.

One of his most impactful professional experiences in our industry so far was his previously mentioned internship at Tagawa Greenhouses. Tagawa was his top choice for internship hosts when he applied to the Vic & Margaret Ball Intern Scholarship program in 2019.



Sherman's 6-month internship at Tagawa exposed him to various position rotations in operations, production, and retail. Each provided a different perspective of the business, coupled with unique responsibilities and valuable industry lessons. From following plant order preparation in operations to spearheading irrigation decisions in production and delivering top customer service in retail, Sherman seemingly experienced it all. He said of the rotations, "I was especially appreciative of this diversity of work. I saw first-hand how things worked differently between each facility at Tagawa. Interns get the opportunity to see many different positions in the industry that they may not have known existed prior. Cycling through rotations gave me a better view of real-world greenhouse floral production and how that varies from what university horticulture programs teach. Certain constraints like the scale of production, space, time, and labor dictate many things, unlike in an academic setting."

Not only did Sherman have the chance to witness a wide range of roles, but he also was encouraged to tackle them himself. Tagawa's head growers would guide him in his decision-making but ultimately gave him the reigns, earning Sherman the kind of knowledge and experience that's hard to replace.

"Sherman's passion, dedication, and hard work is inspiring. He exemplifies what the Paul Thomas Floriculture Production Intern of the Year represents and the devotion Dr. Thomas taught to his own students," says AFE's Executive Director, Debi Chedester. "Internship experiences like these grant students a greater understanding of how the industry really works. These experiences provide so many learning opportunities and connections – shaping career paths."

Carrying Knowledge into the Future

As one of many of AFE's scholarship success stories, Sherman notes, "The Vic and Margaret Ball Intern Scholarship was a blessing. It allowed me to choose a floriculture production facility to work and study at while still in school. I was able to gain real-world, hands-on experience in the industry before I even graduated. It greatly aided my professional and intellectual development and will no doubt help me land a greenhouse job and thrive in any such position."

And such a position he received! Thanks to his experience and outstanding work during the internship, Tagawa offered Sherman a job at the end of 2020 as their Assistant Head Grower. He says most everything he learned in his internship rotations remains highly relevant in this position. He explains, "This is a great area of horticulture for me to spend the early part of my career learning all I can and becoming a better grower. I hope to remain a greenhouse grower and become an expert at what I do with enough focused effort and experience."

Unsurprisingly, Sherman looks forward to the possibilities the industry holds for him. In what he describes as "a once in a lifetime opportunity," Sherman is attending Cultivate 2021 in Columbus, Ohio. He's hoping to take advantage of AFE's Young Professionals Council networking opportunities and attend exciting seminar sessions, like the Greenhouse Pest Diagnostic and Efficiency Trends for Greenhouse Optimization.

Beyond that, Sherman's future is sunny-bright. With unwavering curiosity, he says the resilience of the floral industry inspires him. Sherman has plans to learn all that he can and possibly pursue his master's down the road. But for now, he says he intends to continue learning in a greenhouse floral production environment to develop his skills as a grower.

It's no doubt Sherman's enthusiasm for floriculture and drive to learn will serve the industry well. Exceptional young professionals and interns like Sherman honor Dr. Paul Thomas with their strong dedication to the industry. With improved growing techniques, holistic plant care, responsible chemical practice, and sustainability in mind, we know our industry is in trusted hands! We wish you continued success and all the best for the future, Sherman.



AFE Internship Programs

Internship opportunities like the Vic & Margaret Ball Intern Scholarship or the Mosmiller Intern Scholarship are precious tools for young professionals in the green industry. The American Floral Endowment works to connect interns like Sherman to leading floriculture operations to prepare them for their careers and equip them with the skills and practical knowledge necessary to tackle current and forthcoming industry challenges. In addition to the paid internship experience, students also receive a generous scholarship from AFE upon the completion of their internships. The next application deadline for students to apply is October 1st.

Students who complete the Vic & Margaret Intern Scholarship Program are automatically qualified for the Paul Thomas Floriculture Production Intern of the Year Award. Visit [endowment.org](https://www.endowment.org) to learn more about our internships and see Sherman's report from his experience at Cultivate 2021.

Caring for Cut Flowers

By: Dr. John Dole, NC State University

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Woody Cut Flower of the Year: Viburnum 'Roseum'



Many of us know this plant as "snowball bush" for its large, round clusters of pure white flowers. For the most extended vase life of 7-10 days, harvest the flowers when the sepals have just turned bright white. The immature flowers can be picked anytime from tight bud to bright green before they turn white. Be aware, however, that vase life will be shorter, 5-7 days. Use a hydrator after harvest to prevent wilting and a holding solution to maximize vase life. Store in water or flower food at 34-36F. One drawback to snowball bush is that the flowers tend to come on all at once. Luckily, the elegant foliage makes a long-lasting cut as well. Harvest after it is mature.

Bulb Cut Flower of the Year: Ranunculus 'Cloni Success Hanoi'

The lushness of large, well-grown ranunculus flowers can be hard to beat, and 'Cloni Success Hanoi' is particularly striking with its soft pink petals. Harvest buds when well colored and soft, but before they are open yet. For easiest handling, harvest in the morning when they are still closed up from the night. Using a holding solution will extend the vase life from up to a week to up to 10 days. Store at 34-36F in holding solution.

Foliage Cut Flower of the Year: Baptisia 'Twilite Prairieblues'

Baptisias are a true multipurpose plant – flowers, seed pods, and foliage all make great cuts – one of the reasons they have become an important field-grown flower. The striking and long spikes of pea-shaped flowers and charming botanical pods should be enough, but the elegant blue-green foliage is the reason baptisia was selected as the Cut Foliage of the Year. The foliage is harvested when mature and can last up to two weeks. Foliage is prone to wilting – cut early in the day into water or commercial hydrator and put in the cooler immediately. Flowers are harvested when about 1/3 of the spike is open. The pods start out green and age to black but can be cut anytime they reach full size. Flowers can last 7-10 days, but the lower florets tend to drop. Not surprisingly, anti-ethylene agents are likely effective with the flower spikes. The pods can last virtually indefinitely – just a little dusting off needed. Foliage, flowers, and pods all do well in a holding solution and can be stored at 36-41F.



Additional postharvest resources and research can be found at endowment.org.

Upcoming Webinar!

Care & Handling: Sell the Highest Quality and Longest Lasting Cut Flowers

November 9, 2021 at 1PM (EST)

Speaker: Loann Burke, AIFD, AAF, PFCI, Furst the Florist & Smithers-Oasis

Description: Are you up to speed on the latest in flower care and handling? What should you do to make sure the flowers you present to your customers are at their best? We're taking you back to the basics of proper care and handling techniques and why it's important to make sure everyone on the team is trained properly. From flower box to finished design, Loann will take you through every step of the process and show you the tricks of the trade to keep your flowers fresh and your customers coming back.

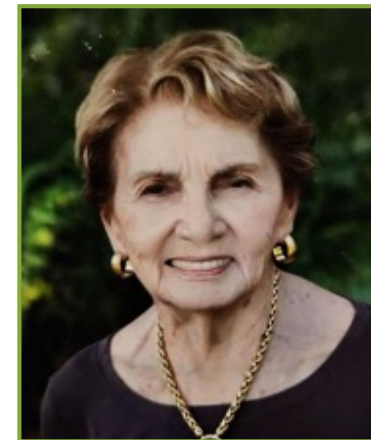
Sponsored by Smithers-Oasis/FloraLife



SMITHERS-OASIS



Remembering Sarah B. Armellini



Sarah B. Armellini, 97, of Palm City, Florida, formerly of Vineland, New Jersey, passed away on July 4, 2021, with her loving family by her side. Born in Vineland, New Jersey, on August 4, 1923. She was the daughter of William and Rachel (Scarpa) Dauito. She was predeceased by her loving husband, Jules (Toots) Armellini on August 15, 2013. As longtime supporters of AFE, Jules and Sarah established the Julio and Sarah Armellini Scholarship in 2012. The scholarship is intended for sophomore, junior or senior students with a career interest in the marketing or distribution of floral products.

Sarah was the matriarch of the family and dedicated her life to making a warm and welcoming home for her family. As a devoted mother of five children, Richard Armellini (Raynel), Judith Dusharm (Sterling), William Armellini (Gabriele), Stephen Armellini (Kristine), and David Armellini (Patricia). Sarah had thirteen grandchildren, twelve great-grandchildren, and many nieces and nephews.

Sarah was an avid cook, artist, seamstress, and collector of hat pins, and in January 2019 she wrote and published "The Armellini Journey", the history of the family. Holidays were filled with traditions that Sarah passed along the way, most famous were her homemade ravioli and for dessert, an Italian tradition of homemade pizzelles, biscotti cookies, and torta.

Sarah was a 1940 graduate of Vineland High School in New Jersey and a 1945 graduate of St. Mary's School for Nursing in Philadelphia, Pennsylvania where she earned a Registered Nursing Degree. Hometown sweethearts of Vineland New Jersey, Sarah and Jules were married on February 4, 1945. Soon afterward, Jules and Sarah formed what has become **Armellini Express Lines** that was started in 1945 in Vineland, New Jersey. The company has grown to become the largest floral trucking distributor in the United States. In 1978, they moved their family to Stuart, Florida where they became acquainted with many of the local Stuart, Florida flower growers and opened their corporate headquarters where it is still in operation today in Palm City. Their company has been instrumental in the development of importing, transportation, and distribution of fresh-cut flowers throughout the United States from their Miami base facility with floral imports coming from South America.

In honor of Sarah Armellini, **contributions can be made online at endowment.org** to the **Julio and Sarah Armellini Scholarship Fund** or by sending a check noting "Julio and Sarah Armellini Scholarship Fund" to:

American Floral Endowment

625 First St., PMB 803
Alexandria, VA. 22314

Sarah's obituary was originally published by Forest Hills Funeral Home.

COMING SOON...

See the results of our 60 Day Virtual Fundraising Campaign in our August Online Bulletin and look out for our special 60th Anniversary Edition in our November Print Issue.

For more information:

60 Day Virtual Campaign: endowment.org/60days

60th Anniversary: endowment.org/60th

UPCOMING WEBINARS!

All webinars are **FREE** and open to anyone in the industry – thanks to our generous sponsors!

Our nationally recognized researchers, hosts, and speakers offer 'how-to' advice based on AFE-funded and other research projects to help the industry navigate through ever-changing growing challenges.

**AUG
24**
—
1:00PM

Heat Delay in Poinsettias
Sponsored by Syngenta

Speaker: Dr. Jim Faust, Clemson University

**SEPT
14**
—
1:00PM

**Managing Impatiens Downy Mildew with
Variety Selection and Production Practices**
Sponsored by PanAmerican Seed Company
and Syngenta

Speaker: Margery Daughtrey, Cornell University

**AUG
31**
—
1:00PM

**Using Biological & Chemical Controls to
Manage Whiteflies in Greenhouses**
Sponsored by BioWorks

*Speaker: Dr. Lance Osborne, University
of Florida*

**OCT
19**
—
1:00PM

Sensors & Advances in Technology
Sponsored by Total Grow Lights and Pure
Green Farms

Speaker: Krishna Nemali, Purdue University

Visit endowment.org/growpro to register for upcoming webinars and for access to previous webinars.