



Education and Resources for Sustainability in the Floral Industry

We have launched a new special Sustainability Project to provide education and resources to the floral industry. Partnering with like-minded organizations, our new project aims to create usable assets, identify new research needed, and close the gap in making sustainability an accessible initiative for all segments of the industry.

By identifying and understanding the big picture of what's already out there, what's working, and what's not, we aim to compile new resources, share success stories, bring together experts in both academia and industry, and provide action plans for businesses large and small. Industry certifications have already provided an incredible amount of information for those seeking to validate their sustainability practices. Building upon these, we plan to create a library of resources that can be used by all to complement their current efforts.



continued on page 2



Funding the Future of Floriculture: Upcoming In-Person Event & Campaign Results

We are pleased to invite you to our Funding the Future of Floriculture Event and AFF Reception in Orlando, Florida, on **Tuesday, September 6th, from 4:00 – 6:00 pm** in conjunction with the SAF 2022 Annual Convention.

This two-hour event is scheduled just before the SAF Welcoming Reception and will include the announcement of our new priorities, special recognition of our incredible sponsors and supporters, and an industry networking reception. The event and reception are open to all SAF Convention attendees and local industry members at no cost.

"After two years of virtual events, we are excited to re-engage with the floral community in person. New resources and programs have been established, as well as a new Strategic Plan, and the Endowment Board is thrilled to share these important initiatives with the industry," notes Laura Shinall, Chairman of AFF and Managing Partner of FreshPath Marketing.

Throughout this issue, you will see the sponsors and supporters of our 2022 Funding the Future of Floriculture Campaign highlighted and noted. We are so thankful for the ongoing support and look forward to celebrating in person!

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About AFE

AFE's Mission Statement

To be the trusted source and catalyst for floriculture advancement through funding of innovative research, scholarships, internships, and educational grants that best serve the dynamic needs and demographics of all industry sectors.



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.

Education and Resources for Sustainability in the Floral Industry

New Collaborative Initiative

Consumers are seeking and driving the demand for more sustainable products and business practices. In the past five years, these sustainability messages, products, and practices have multiplied exponentially. This certainly applies to the floriculture industry, both in large and small operations across the country. This new initiative will directly help growers, suppliers, retailers, and all in-between to advance their businesses and learn of the most successful practices being conducted. AFE is being progressive and proactive in our desire to be the lead supporter of sustainable efforts as well as be the point source of information and education for our industry.

We have enlisted the help of expert researchers and industry advisors Dr. Brian Jackson and Dr. Melinda Knuth of North Carolina State University. Both will oversee this project for the Endowment to work with industry and other expert researchers to collect, analyze, and create outputs to streamline sustainability efforts.

Dr. Knuth states, "This project is not only timely but essential. Consumers are seeking, and driving, demand for sustainable products and business practices."

The initial two-year project will be conducted in three phases – Phase I – Discovery and assessment of the adoption and application of sustainability practices being done at all business size levels. Phase I focuses primarily on written documentation of sustainability; Phase 2 and 3 will be a physical and communicative measurement of sustainability practices, barriers of entry, the opportunity for expansion, and the dynamic nature of how sustainability is utilized in business. Applicable resources, SOP's, and call-to-action plans will be created and made available to all industry members.

"Outputs of this project can provide practical guidelines that growers and other floriculture supply chain members can use to identify environmental, economic, and social sustainable practices that can be incorporated directly into their businesses," adds Dr. Jackson.

The second and third phases include interviews to evaluate directional efforts of doors that open to sustainability practices and causes for opportunities, in addition to a floriculture sustainability website that houses all materials. Experts from each arena of sustainability will come together for roundtables to create sustainability goals, checklists, and guides for businesses to pull from in various fields (lighting, greenhouse structures, IPM, water, growing media, packaging, recycling, and more).

While this initial project is a two-year project, ending in June 2024, it sets the stage and base for ongoing work in sustainability as it continues to evolve. We are committed to continuing work on sustainability well into the future to provide guidance and support to sustainability efforts.

The Endowment is not alone in funding this forward-thinking initiative; industry leaders Ball Horticultural Company, Mayesh Wholesale Florist, Smithers-Oasis, and Tagawa Greenhouses have all signed on as the major sponsors of

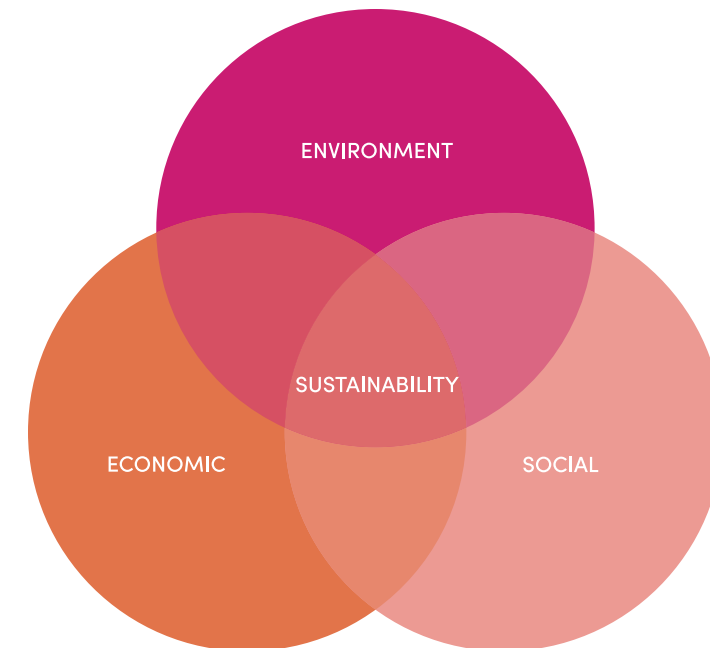
this project. Level II sponsors are being sought to support additional and upcoming work on this project, and Kennicott Brothers leads the way for this sponsorship effort. All sponsors of the Sustainability Project will have a seat on the newly formed Sustainability Task Force for the roundtable meetings and will review and receive data prior to it being published.

Pat Dahlson, CEO of Mayesh Wholesale Florist and Member of AFE's Executive Committee, notes, "The Endowment is taking on this momentous initiative for the benefit of the industry as a whole. Through collaboration with many segments of the industry we know we can accomplish this."

Industry involvement in the round tables and collection of data is imperative to provide impactful resources and guides. We are asking for information to be shared on current best practices, challenges, and other areas of sustainability that can be included in the analysis of data for output.

"Smithers-Oasis fully supports this project as it will provide important sustainability resources to the industry. We are excited to be part of this project and to share what we've learned so that other businesses can build on the work that has already been done and combine their efforts to create a more sustainable industry as a whole," says Robin Kilbride, President and CEO of Smithers-Oasis.

Following Phase 1, we expect to release preliminary information in early 2023. Stay tuned through our website at endowment.org/sustainability and social media. For more information or to get involved, please contact our Executive Director Debi Chedester at dchedester@afeendowment.org.



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AFE Surpasses 2022 Campaign Goal – Funding the Future of Floriculture

The Endowment celebrates and thanks the many industry supporters, sponsors, and friends who contributed to this year's annual fundraiser, Funding the Future of Floriculture. Over \$146,000 was raised in support of the floral industry through the Endowment.



From May 16th through June 30th, 2022, AFE's Board of Trustees and Staff connected with the floral industry through a virtual fundraising campaign to increase annual support for our critical research, education, and other floriculture programs setting a goal of \$100,000. **Over the month and a half, \$146,850 was raised from over 80 donors and sponsors. Take a look at full the sponsor list on page 5.**

This tremendous effort would not have been possible without the involvement of the floral industry. We are incredibly grateful for the support of all committed sponsors and donors. Sponsors of the 2022 campaign have impacted the industry by supporting vital research, scholarships & internships to recruit tomorrow's leaders, and educational grants to provide learning opportunities to all industry members – ensuring that the industry continues to grow and advance. You have helped build a stronger future full of flowers!

Supporters of this sponsorship-based campaign are directly aiding the industry by investing in the future. Contributions to AFE help the industry face new challenges and ensure that all of our programs can continue to meet growing demands. Funding to AFE goes directly back to the industry it serves.

This entirely virtual campaign took the place of our annual fundraising dinner, allowing us to expand fundraising capacity beyond industry event attendees and further raise awareness for our impactful industry programs. However, we will be holding a smaller donor recognition and networking event in **Orlando, Florida, on Tuesday, September 6th, from 4:00 – 6:00 pm** in conjunction with the SAF 2022 Annual Convention to celebrate the support that the Endowment has received over the years.

The **Funding the Future of Floriculture Event and AFE Reception** is a two-hour event scheduled just before the SAF Welcoming Reception. Join for the announcement of our new Sustainability Project, special recognition of our incredible sponsors and supporters, and an industry networking reception. **The event and reception are open to all SAF Convention attendees and local industry members at no cost. Let AFE know you are planning to join – RSVP on the SAF registration form or email communications@afeendowment.org.**

We are incredibly grateful for the support of all committed sponsors, donors, and supporters. Thank you for funding the future of floriculture with us!

Thank You!

The American Floral Endowment (AFE) is incredibly grateful for the support of our 2022 Annual Fundraising Campaign – **Funding the Future of Floriculture** – which was held from May 16 – June 30.

Sponsors and individual donors collectively raised **\$146,850**, helping to support innovative research, scholarships, internships, and educational grants. These important programs ensure that the floral industry continues to grow.

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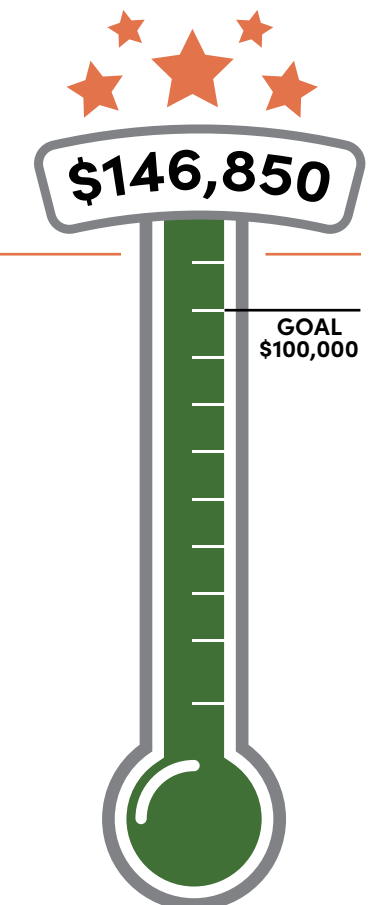
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Phillip Floral Design Grant Funds Passions & Inspires Growth

The Endowment's **James and Helen Phillip Floral Design Grant** is a testament to family values and deep-rooted passion for the floral industry. The Phillips left a profound impact on floral design, and today, their legacy is carried forward through the work of inspired young professionals and recipients of the Grant!

In the 2021–2022 academic year, five institutions were awarded funding through the Grant to provide scholarships to floral design students, including Bergen University, Kishwaukee College, Texas A&M University, The Ohio State University, and Mississippi State University.

Lauren Baskin of Mississippi State University shared with us how her floral design passion came to fruition and what the James and Helen Phillip Floral Design Grant means to her.



James and Helen Phillip



Lauren Baskin, Mississippi State University

“I am so excited to continue my educational journey at Mississippi State University, as it is known for its rich agricultural heritage. I have always had a passion for agriculture, even before I understood what it fully encompassed. Growing up, my parents, grandparents, and even great-grandparents all gardened. Additionally, my father and grandfather farmed row crops. I remember finding it fascinating how a single seed could create such a beautiful plant and intricate flowers as a child. My family's open-mindedness has not only enhanced my interest in this field but encouraged me to explore other agricultural adventures beyond the scope of which I was exposed. As a result, I am pursuing this love and passion and continuing my education in floral design.

I am grateful for the American Floral Endowment's James and Helen Phillip Floral Design Grant, as it significantly helps me achieve my goal of working in the floral industry. In addition to my studies, I am an executive board member of the Student's of America Institute of Floral Designers. Furthermore, I accepted a position at University Florist in an effort to gain as much insight as possible through these ventures. I plan to continue this job throughout my college career.

I am most grateful to be chosen as a recipient of the James and Helen Phillip Floral Design Grant as I would like to contribute to the significant burden of my college tuition. I consider this Grant an investment in my future and in the floral industry.”

–Lauren Baskin, Mississippi State University

That is what the Grant and AFE pursue... a better future for the floral industry. Opportunities like these provide options, open doors, and invest in the growth of industry professionals and personnel. Stories like Lauren's help give a clearer picture of the importance of these programs and the greater impact of their success.

Applications for the James and Helen Phillip Floral Design Grant are due by March 1 every year. AFE also provides ample opportunities like this through funding educational grants, scholarships, internships, and research. To apply and learn more, visit endowment.org.

Stay Up to Date on All things AFE

Follow us on any of the following platforms:

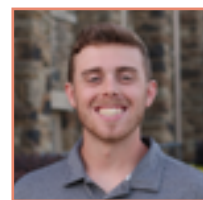


Twenty Students Awarded AFE Scholarships

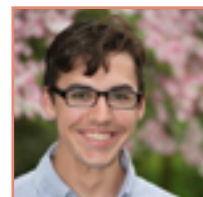
We have awarded 20 students with scholarships totaling \$54,400. In this 2022 scholarship cycle, which introduced a brand-new online application platform, 65 applications were received from 40 colleges and universities. We would like to give a special thank you to the 47 industry members who reviewed and scored the applications.

We are aware the floral industry faces significant and ongoing challenges to our labor force. Now more than ever, these programs are imperative in helping support new professionals as they prepare to enter the industry workforce and launch a successful career. With these scholarship opportunities, we are keeping floriculture and horticulture competitive with other career paths by granting avenues for financial support ensuring that the industry can continue to attract and retain new students.

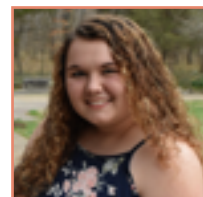
Please join with the Endowment in congratulating, supporting, and empowering these future industry leaders. Learn a bit about their career goals and what they see for the future of our industry!



Julio and Sarah Armellini Scholarship – \$2,700
Suntory Flowers Scholarship – \$2,000
 Landon Erbrick, Auburn University



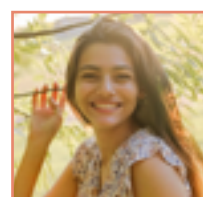
Ball Horticultural Company Scholarship – \$1,300
Dewar Family Scholarship – \$2,200
 Nathan James, Colorado State University



Harold Bettinger Scholarship – \$2,500
 Madilyn Hooch, Southern Illinois University



BioWorks IPM/Sustainable Practices Scholarship – \$2,000
 Elizabeth Hudgens, Clemson University



James Bridenbaugh Memorial Scholarship – \$500
 Samera Roe, Oklahoma State University



John Carew Memorial Scholarship – \$2,400
 Manjot Sidhu, Michigan State University



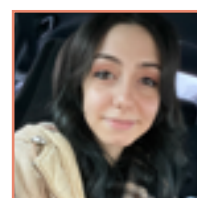
Carlson-Johnson Scholarship for Nontraditional Students – \$1,500
 Jessica Esplin, Bastyr University



Earl Dedman Memorial Scholarship – \$2,400
The Ferriss Horticulture Scholarship – \$2,400
 Zachary Rosenkrans, Kansas State University



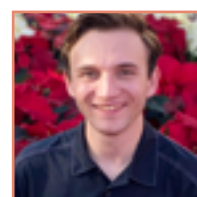
Garcia Family Scholarship – \$1,800
 Abigail Dame, Brigham Young University Idaho



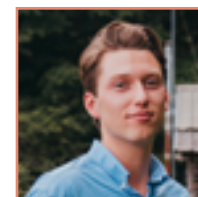
Long Island Flower Growers Association (LIFGA) Scholarship – \$1,700
 Marina Millan, SUNY Farmingdale



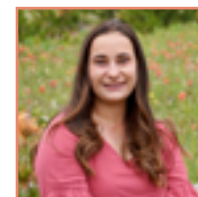
Long Island Flower Growers Association – Bob Gunther Scholarship – \$1,400
 Dante Spielmann, SUNY Cobleskill



Richard T. Meister Scholarship – \$4,900
 Brandon Shur, North Carolina State University



National Greenhouse Manufacturers Association (NGMA) Scholarship – \$700
 Parker Dearing, North Carolina State University



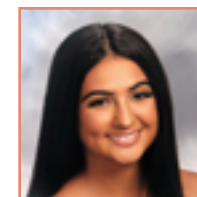
Mike and Flo Novovesky Scholarship – \$3,400
 Jessica McCool, Colorado State University



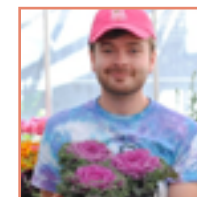
James K. Rathmell, Jr. Memorial Scholarship for Horticultural Work/Study Abroad – \$4,600
 Tiana Clevenger, University of Idaho



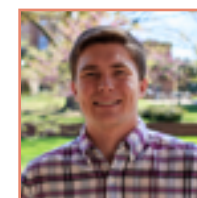
Seed Companies Scholarship – \$2,900
 Shara Ortiz Carvajal, Clemson University



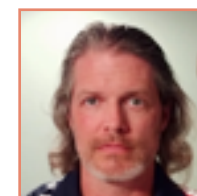
John L. Tomasovic, Sr. Scholarship – \$1,700
 Sophie Soto, Bergen Community College



Edward Tuinier Memorial Scholarship – \$5,800
 Seth Benjamin, Michigan State University



Jacob and Rita Van Namen Marketing Scholarship – \$1,800
 Ethan Jenkins, North Carolina State University



Vocational (Bettinger, Holden & Perry) Scholarship – \$1,800
 Jeff Tiller, Piedmont Tech College

You can read more about each recipient, the scholarships, and how to apply at endowment.org.

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Learn more about how we are working to improve the horticulture industry at ballhort.com.

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DWF Delivers Care & Handling Posters to Retail Florists

AFE aims support the industry through resources that help floriculture businesses grow like the best practices based on funded research, the Career Center, scholarships, internships, grants, and more. This year, at the Great Lakes Floral & Event Expo, we connected with John Smith, Manager of DWF's Toledo branch to form a partnership to share our impactful resources directly with his local floral community.



John Smith and Lee Smalley, DWF

DWF is a longtime supporter of AFE, including our 2022 Fundraising Campaign. John recalls,

“I’ve worked in the industry for 42 years and know that the Endowment has always been around supporting and empowering floral industry businesses like ours.”

He was interested in sharing AFE’s resources more broadly with DWF’s network by delivering the Care & Handling Posters directly to their partnered retail florist shops.

We mailed 150 Care & Handling Posters to DWF for free. Yes, these key industry resources are provided totally free of charge to anyone who asks. From there, John Smith divided the posters amongst his six delivery drivers to be distributed across Ohio, Michigan, and some of Indiana. Partnerships like these help the Endowment to share its resources more broadly and help the industry increase profits.

“If the employees of the floral shops read and follow these posters, it will save the businesses a lot of money in the long run. It just makes sense,” noted Smith. The posters show best practices to ensure that retailers can provide the best quality product to their customers. The instructions on the posters come directly from proven AFE-funded research on care & handling. It stresses the three C’s – Cooling, Cleanliness, and Care – all essential factors to keeping flowers at their best!

Additionally, with the current labor shortages, many shops are experiencing a lot of turnover, “this poster is a great tool for onboarding new employees. It makes people pay more attention and be mindful with the product.” The Endowment also sent 150 postcards showing the Career Center and our other recruitment resources, all aimed at helping the industry as a whole. From posting a job to participating in job fairs, AFE has resources to make the hiring process easier with customizable job templates and more.

“For many years, AFE has been educating people and promoting our industry,” stated Smith. In fact, the Endowment has been the leading charitable organization for the floral industry for over 60 years now; And it is only through ongoing industry support from partners like DWF that the Endowment can continue to serve and provide these impactful resources.



Request a Poster or Become a Partner

You can order a poster for your business today at endowment.org! Or, if you’d like to partner with AFE to deliver resources to your network, reach out to us at communications@afeendowment.org.

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Biocontrol of Whiteflies in Poinsettia: What Works and Why Do It

By Dr. Rose Buitenhuis, Vineland Research and Innovation Centre and Dr. Sarah Jandricic, Ministry of Agriculture, Food and Rural Affairs.

Unfortunately, poinsettia and sweet potato whitefly (*Bemisia tabaci*) go together like cats and fleas; if you have one, you'll have the other. By this time you should already be considering your whitefly management strategy. Here, we make a case for biocontrol as both a viable and economical way to control whitefly based on leading research supported by AFE and many years of grower experience in Canada.

The Problem with Pesticides

Management of *Bemisia* whiteflies with pesticides can be difficult, if not impossible, in some years. This is because whiteflies that originate on cuttings (and those that fly in from field crops, as in the Southern US) have likely been exposed to multiple applications of several groups of pesticides before they even enter the greenhouse.

Overexposure to pesticides is a sure path to the development of resistance in whiteflies, especially in the whitefly species referred to as the "Q" type, which is common in poinsettia.

However, pesticides aren't the only option. An alternate management strategy we know works well in Canada for whitefly control is the use of preventative methods (i.e., cutting dips, outlined below) coupled with biocontrol. Compared head-to-head, this strategy has been shown to be just as effective as pesticides in years where there is little pesticide resistance in whitefly populations.

Cutting dips

One of the main entry routes of whiteflies is on propagative material (cuttings). As we know, some years are worse than others, depending on the success of the whitefly control program at the propagator. The first step to a successful whitefly biocontrol program is reducing the number of whiteflies at the beginning of the crop. Otherwise, high whitefly numbers at the start of a production cycle may overwhelm the control capacity of biocontrol agents or significantly increase the cost of your biocontrol program as you add new natural enemies to control increasing numbers of whitefly "hot spots."

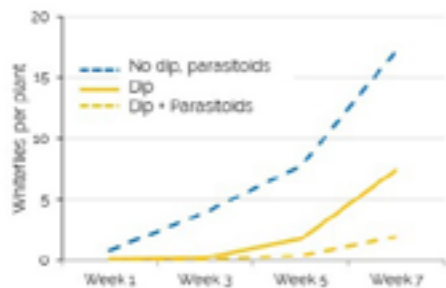


Figure 1. Average number of sweet potato whiteflies per poinsettia plant. In the dip treatment (solid yellow line), cuttings were dipped in insecticidal soap + BotaniGard 22WP. In the parasitoid treatment (blue line), parasitoids (*Eretmocerus eremicus*) were released weekly. The final and best treatment combined dips and parasitoids (dashed yellow line).

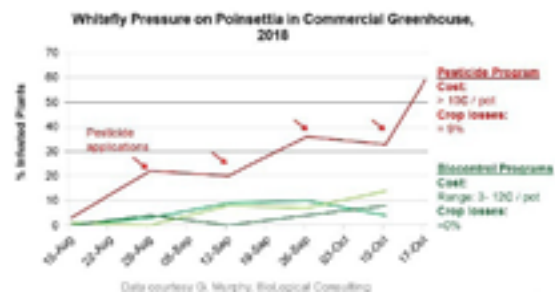


Figure 2. A successful biocontrol program targets multiple life stages of the pest. For example, *Delphastus* or mite predators mainly target whitefly eggs. The addition of parasitoids greatly improves the control of whitefly nymphs and pupae through parasitism and/or host feeding.

Originally pioneered in Ontario, Canada, research has shown you can effectively reduce the numbers of whitefly at the start of your poinsettia program by dipping your unrooted cuttings in "soft" but effective insecticidal products upon receipt. These include insecticidal soaps, oils, and/or biopesticides. Not only does dipping provide full coverage, ensuring a high number of whitefly nymphs and pupae are killed, but the products used leave minimal residues and are compatible with biocontrol agents applied after the cuttings are stuck.

Research at the Vineland Research and Innovation Centre has shown that dipping unrooted poinsettia cuttings lowered *Bemisia* whitefly numbers on the cuttings by an impressive 70 percent. Best results were obtained against whiteflies using either of two dip recipes: 0.1% (v/v) SuffOil-X or a combination of 0.5% (v/v) Kopa insecticidal soap mixed with 1.25 g/L BotaniGard 22WP. Further greenhouse trials (Figure 1) demonstrated that dipping cuttings delayed whitefly population development on the plants, effectively setting back the clock by several weeks.

The strategy of dipping cuttings to reduce incoming pest pressure in floriculture crops has now been adopted by 73 percent of commercial Canadian floriculture growers that grow from cuttings and is considered a critical tool when fighting difficult to control pests.

A few "Tips for Dips":

- Check product labels to ensure that dipping is included as an application method for your location.
- Dip rates are lower than spray rates for soap and oil to prevent phytotoxicity. Test a small batch of cuttings before committing to a full dip program.
- Total coverage of the foliage is required. Do not pack the cuttings too tightly and check for dry spots after the cuttings are dipped.

Choosing Biocontrol Options in Production:

After dipping, the next step in a successful biocontrol program is knowing which bios to use and when to use them. Unfortunately, there's still no "one-size-fits-all" recipe for biocontrol of whitefly on poinsettia. However, many growers find success using one of the programs outlined throughout production. One thing all three of these programs have in common is the use of multiple natural enemies to target multiple life stages of whitefly.

The full article, including a breakdown of three options for effective whitefly biocontrol programs and the economics, is available at endowment.org.

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Be sure to check out more of AFE's research through our **Grow Pro Webinar Series**, watch Dr. Rose Buitenhuis' recent webinar on *Biological Control of Whitefly on Poinsettia*, Dr. Sarah Jandricic's session on *Developing an Integrated Pest Control Program for Whitefly on Poinsettia* and register for upcoming sessions.

Fostering Industry Connections and Uplifting Young Professionals!

AFE at Cultivate 2022

The Board of Trustees and Staff at AFE have been eager to return to in-person events and have hit the ground running in 2022! With refreshed perspectives and valued connections in mind from GLFEE 2022 and Floriexpo 2022, some of the AFE team traveled to Columbus, Ohio, this past July for American Hort's Cultivate'22 to continue to strengthen the Endowment's industry involvement.

Every year, Cultivate is one of the largest international horticulture gatherings, known to attract thousands of industry professionals and visitors from all 50 US states and over 40 countries.

Among those attendees were several of our Young Professionals Council members who got together for a luncheon to reconnect, catch up, and plan ahead with AFE's Manager of Communications & Outreach and YPC Liaison, Karin Krause.

“We deeply value our in-person time with YPC. AFE gets to foster deeper connections, hear how the members have progressed in their careers, and discuss challenges in the industry. Young professionals' perspectives are extremely valuable to AFE as we strive to provide relevant resources, education, and solutions for a stronger, more sustainable future. We want to support the YPC the best we can, and we always welcome new members,” - Karin Krause.

The YPC table conversation flowed with laughter, life updates, and industry anecdotes. Members discussed AFE's new Strategic Plan, how to increase involvement in the YPC, how else the Endowment and the industry can support young professionals, and the best tips for networking at events like Cultivate post-COVID.

“As a long-standing member of YPC, it was great to catch up with old friends and colleagues. However, it was even more amazing to meet all the new members and hear what they are doing for the floriculture community,” said YPC member Josh Henry.

Also among the attendees at Cultivate and the YPC luncheon were AFE's 2022 Paul Thomas Floriculture Production Interns of the Year, Holly Barrus of the University of Idaho, and Will Billmeyer of Kirkwood Community College.

Every year, AFE gives the recipient(s) of this award paid hotel and airfare to Cultivate and free registration (compliments of AmericanHort), among other perks.

“I don't know how to tell you how much I learned, grew, and got to experience in a very short four days [at Cultivate]. But first, I need to thank the AFE and the Vic & Margaret Ball Committee for enabling Will and me to have such a wonderful experience. I was able to sit in many lectures, learning from experts on topics like the shading in greenhouses, watering strategies, and how to be a difference in my team and career,” said Barrus.

The AFE team connected with these two industry rising stars at Cultivate (pictured above), discussing how powerful it is to network in person there and at events like it. The group acknowledged how influential connections could be made and have the potential to help with career goals. Hungry for more, Holly sought to join the YPC after Cultivate and will join the 2022 roster! We are thrilled to add more members to the YPC and encourage enriching experiences like Cultivate and other industry events.

Check out Holly and Will's Cultivate 2022 Reports at endowment.org.



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Funding the Future of Floriculture Event & AFE Reception



Join us in Orlando, Florida, on **Tuesday, September 6th, from 4:00 – 6:00 pm** in conjunction with the SAF 2022 Annual Convention!

This two-hour event is scheduled just before the SAF Welcoming Reception and will include the announcement of our new Sustainability Initiative, special recognition of our incredible sponsors and supporters, and an industry networking reception. The event and reception are open to all SAF Convention attendees and local industry members at no cost.

If you missed the virtual campaign, there's still time to support AFE, and join us at the reception!

RSVP on the SAF registration form or let us know you're coming by emailing communications@afeendowment.org.

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