

August 2006

Web Site

Cynda has asked me to remind everyone about our web site. Our availability is posted on the site, and updated several times a week. This is the fastest way to find out exactly what is available.

You can submit orders, questions, suggestions or comments on the Contact link. We are also working on a photo gallery and a newsletter archive. That's at robinsonnursery.com.

Pruning Tip

Most of you probably already do this, but for those who don't, here's a little tip:

When you are pruning your larger trees, take time to remove material from the center of the canopy. Crossing branches, doubles and brushy growth in general can all be taken out. You will be reducing wind throw and allowing more air circulation which inhibits disease and mites. You reveal the structure of the tree for aesthetics, and you won't have to listen to those crabby arborists complaining about brushy trees.

We really like arborists. Their concerns help us do a better job as growers. But don't you think they tend to rant and rave a bit?



Nursery Notes

B&B Summer Digging

It used to be that after the big rush of Spring activity was over, and when shipping was done, B&B growers could put their diggers away for the summer and catch their breath. Sure, cash flow would slow down by August and September, but all you good managers had planned for that. You needed a break. There were still customers who had to have 50 of this or that by tomorrow, but you could tell them that only a dang fool would dig trees in summer.



Back in the early 80's, some growers began to experiment with summer digging.

They found it was possible. Cherries were touchy, so were Planetrees, but if they were careful, they had 80% to 90% success. The main factor was to not allow the root ball to dry out for the rest of the summer. They added a summer digging fee, and they issued no guarantees. Landscapers were urged to plant and irrigate trees muy pronto. Still, it was rough on the trees.

Something new has come along to enhance summer digging of trees. It's called a bio-stimulant. One product is named Bio-Plex. It is a cocktail of a long list of items. The scientists are yet uncertain of how it works, but they have admitted that something is going on here.

The product is applied as a

soil drench and a foliar spray together. After digging, trees are held in the shade and kept moist for a several days. If the root ball remains moist until dormancy, losses of most cultivars in May and June are reported at way less than 5%. When the weather heats up, it's back to 20%.

It's still a little ify, but it sounds like you can extend your digging season a couple of more months. Or just tell them you can't dig in summer and take a well deserved nap.



Customer Relations



How does a demanding customer become a satisfied customer?

- Quality Product**
- Reasonable Price**
- Service After the Sale**
- Yogurt and Cheerios**

