

Retail Nursery Publications Reference List ¹

Dave Palmer²

Introduction

Retail garden professionals face special challenges. One of the challenges is to acquire accurate and timely horticultural information. Another challenge is to communicate this information in such a way as to be understood even by beginning gardeners. Customer loyalty is given to those perceived to be both knowledgeable and professional.

This publication is intended to provide a wide array of resources relevant and valuable to retail garden professionals, whether they are new to the industry or experienced veterans. Types of resources covered in this publication include books, CDs, newsletters and listservs, plant locators, professional associations, trade magazines, and websites.

Books

Your Florida Landscape: A Complete Guide to Planting and Maintenance

With more than 30 faculty contributors, this complete resource covers trees, palms, shrubs, ground covers, and vines. It includes some of the latest, research-based information on topics such as planting

site evaluation, mulching, watering, fertilizing, pruning, common pests and beneficial insects. Call 1-800-226-1764 or see the website at <http://www.ifasbooks.ufl.edu/merchant2>. Click on "Landscape & Lawns," and then click on "Books."

Your Florida Guide to Shrubs

Written for everyone from the homeowner with limited gardening skills to the landscape professional and property manager, *Your Florida Guide to Shrubs* guides the reader through selecting and maintaining healthy shrubs for all landscape uses. The book discusses exotic and native plants and includes a hardiness-zone map and a color-illustrated shrub selection guide. Call 1-800-226-1764 or see the website at <http://www.ifasbooks.ufl.edu/merchant2>. Click on "Landscape & Lawns," and then click on "Books."

Your Florida Guide to Bedding Plants: Selection, Establishment and Maintenance

Learn how to select, plant and maintain over 60 flowering and ornamental plants in your home landscape. The book covers gardening in all growing regions of the state and features step-by-step instructions and photographs to help you plant simple

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containers or design and plant intricate flower beds and keep them attractive and disease-free. Includes sample landscape plans and a 24-page plant selector guide to help you tailor plants to specific growing areas, seasons and planting sites. Call 1-800-226-1764 or see the website at <http://www.ifasbooks.ufl.edu/merchant2>. Click on "Landscape & Lawns," and then click on "Books."

The Florida Lawn Handbook

This popular guide for homeowners and yard-care professionals features sections on selecting and maintaining lawn grasses; identifying and controlling weeds, diseases, and insects and other pests; and pesticide application and uses. Includes quick-reference tables. Call 1-800-226-1764 or see the website at <http://www.ifasbooks.ufl.edu/merchant2>. Click on "Landscape & Lawns," and then click on "Books."

Pests In and Around the Florida Home (Book or CD)

This handy guide gives the general reader a comprehensive look at insects and other pests that Floridians encounter in and around their homes. Complete habitat and life cycle information for insects that live around food, in fabric and wood, or that bite and sting. A section covering occasional pest invaders, such as rats, mice, bats, birds, and spiders, is also included. Color identification sheets make it easy to identify the pests. Call 1-800-226-1764 or see the website at <http://www.ifasbooks.ufl.edu/merchant2>. Click on "Pesticides," and then click on either "CD-Roms" or "Books."

Vegetable Gardening in Florida

This resource has everything you need to grow vegetables under Florida's unique climate and pest conditions. Filled with color photographs, this book takes you from site selection through the harvest and storage of your produce. Includes planting guides, gardening measurement conversions, and organic gardening information. Call 1-800-226-1764 or see the website at <http://www.ifasbooks.ufl.edu/merchant2>. Click on "Fruits & Vegetables," and then click on "Books."

Your Florida Dooryard Citrus Guide

The most detailed guide about Florida citrus ever published has been updated for 2001. Author Jim Ferguson, Department of Horticultural Sciences, applies expertise he learned working with commercial citrus growers to the specific needs of the home gardener. Dooryard fruit growers can profit from the wealth of detailed information, charts, appendices, and color photographs. Call 1-800-226-1764 or see the website at <http://www.ifasbooks.ufl.edu/merchant2>. Click on "Fruits & Vegetables," and then click on "Books."

Complete Guide to Garden Center Management

Australian retail consultant John Stanley now brings his expertise to a book written for garden centers in the United States. Stanley covers all the aspects of opening and running a garden center: location, financial strategies, displays and merchandising, building a team, making and increasing sales, and Internet marketing. Stanley even includes a chapter discussing whether you should open a coffee shop in your center. If you want to add retail to your business or open a new center, or if you are looking to improve the way you operate your current center, Stanley will show you how, using examples from his consulting work in Australia, the U.K., the U.S., and Europe. See the ANLA website at <http://www.anla.org/>. Click on "Publications," and then on "Retail Garden Center Business Management."

Establishing and Operating a Garden Center: Requirements and Costs.

The objective of this publication is to estimate establishment and operating costs for garden centers at two levels of sales, and to specify the general set of financial, marketing and business principles that should be available to the owner/manager of a garden center. A large garden center with annual sales of \$1 million is described as well as a smaller garden center with annual sales of \$350,000. See the American Nursery and Landscape Association website at <http://www.anla.org/>. Click on "Publications," and then on "Retail Garden Center Business Management."

Compact Discs

"Florida Plant Selector"

The "Florida Plant Selector" is designed to help find the right plant for the right spot. Select your specific requirements and you will be presented with a list of appropriate plants from which to choose. More than 600 Florida annuals, perennials, trees, shrubs, vines and ground covers are represented, with color photographs and detailed information about each plant. Indexed by common and scientific names. Call 1-800-226-1764 or see the website at <http://www.ifasbooks.ufl.edu/merchant2>. Click on "Lawns & Landscapes," then click on "CD-Roms."

"Horticopia"

"Horticopia" is an enormous database of 10,000 plants with 25,000 color photos combined with management, culture and botanical data and tests. Available at <http://www.horticopia.com/> There are many different versions and many different prices.

"Tropical Fruits"

Designed for commercial growers, homeowners and county extension agents, "Tropical Fruits" is an interactive, multimedia, diagnostic expert system. Contains the TFRUIT*Xpert diagnostic system and more than 60 extension fruit crop disorder publications, as well as pest and disease management guides. Helps identify disorders of avocado, carambola, lychee, papaya, mango and Tahiti lime. Full-screen color images are available for many symptoms and may help in diagnosing an unknown problem. The user can browse the tropical fruit crop disorder database by common or scientific name for quick access to information about specific disorders. All summary and extension documents can be printed. Call 1-800-226-1764 or see the website at <http://www.ifasbooks.ufl.edu/merchant2>. Click on "Fruits & Vegetables," and then click on "CD-Roms."

"Woodybug"

"Woodybug" is a comprehensive guide to pests commonly found on shrubs. Identification tips, information about pest life cycles, descriptions of damage pests may cause, lists of possible hosts for pests and techniques for pest control are included

along with more than 150 color photos. Call 1-800-226-1764 or see the website at <http://www.ifasbooks.ufl.edu/merchant2>. Click on "Lawns & Landscapes," and then click on "CD-Roms."

Newsletters and Listservs

"The Retail Gardener"

"The Retail Gardener" is a free quarterly newsletter written specifically for retail garden employees in Florida. It includes the latest news and events in the industry, along with seasonal horticulture information. Contact Dave Palmer at 813-744-5519 ext. 103 or go to the ProHort website at <http://prohort.ifas.ufl.edu/index.htm> or <http://prohort.ifas.ufl.edu/> to subscribe.

"Pest Alert"

"Pest Alert" is a listserv provided by the University of Florida's Department of Entomology. It issues frequent e-mail updates on new and reoccurring pest problems around the state. Subscribe by going to <http://pestalet.ifas.ufl.edu/> and following the directions.

"The Weekly Dirt "

A roundup of national retail garden news and issues. <http://www.greenbeam.com/>.

Plant Locators

FNGLA Locator

Florida Nurserymen, Growers and Landscape Association (FNGLA)

1533 Park Center Dr

Orlando, FL 32825-5705

407-295-7944

<http://www.fngla.org/>

Native Plant & Service Directory

Assn of Fla Native Nurseries

PO Box 434
 Melrose, FL 32666-0434
 1-877-352-2366
<http://www.afnn.org/>

Nursery Report

Dade Chapter FNGA
 18710 SW 288th St Room 38
 Homestead, FL 33030
 305-247-9596
<http://www.nursery-report.com/>

Plant Availability Locator

Tampa Bay Wholesale Growers
 5339 State Road 579
 Seffner, FL 33584
 813-655-1914
<http://www.tbwg.org/>

Professional Associations

Florida Nurserymen, Growers and Landscape Association (FNGLA)

FNGLA has a retail garden division.

<http://www.fngla.org/>

Garden Centers of America

A division of the American Nursery and Landscape Association.

<http://www.anla.org/>

Trade Magazines

Garden Center Merchandising & Management (GCM&M)

Branch-Smith Publishing

120 St. Louis Avenue P.O. Box 1868
 Fort Worth, TX 76104
 817-882-4120
 800-433-5612
 free to the industry
www.greenbeam.com

Garden Center Products & Supplies (GCP&S)

Branch-Smith Publishing
 120 St. Louis Avenue P.O. Box 1868
 Fort Worth, TX 76104
 817-882-4120
 800-433-5612
 free to the industry
www.greenbeam.com

Green Profit

(specifically for the retail garden industry)

PO Box 9
 335 N. River St
 Batavia, IL 60510-0009
 630-208-9080
 free to the industry
<http://www.greenprofit.com>

Nursery Retailer

Brantwood Publications, Inc.
 3023 Eastland Boulevard Suite 103
 Clearwater, FL 34621-4106
 813-796-3877 fax-813-791-4126
 free to the industry

www.nurseryretailer.com

Ornamental Outlook

(Primarily for growers but often has interesting and usable information for the retail industry)

1555 Howell Branch Rd, Suite C204

Winter Park, FL 32789

407-539-6552

free to the industry

<http://www.meistermedia.com/>

Websites

EDIS (Extension Digital Information Source)

<http://edis.ifas.ufl.edu/>

A database of around 5000 University of Florida publications on all topics including horticulture.

ProHort Website

<http://prohort.ifas.ufl.edu/index.htm> or
<http://prohort.ifas.ufl.edu>

Information and resources specifically for the professional horticulture service industry including sections specifically devoted to retail garden employees.

Featured Creatures

<http://creatures.ifas.ufl.edu/>

A database of over 1000 insects and other pests. Information includes photos, pest distribution, descriptions of pests and their hosts, pest management, and other references.

Florida Turf

<http://floridaturf.com/>

Information and publications on the various varieties of turf in Florida along with pests, weeds and other information.

Wildlife Publications

http://edis.ifas.ufl.edu/TOPIC_Wildlife

Many University of Florida publications on wildlife, both native and non-native including birds, mammals and reptiles and the problems they may or may not cause and the laws governing them.

Master Gardener Notebook

North and central Florida:

<http://edis.ifas.ufl.edu/>
[TOPIC BOOK MG North Central](http://edis.ifas.ufl.edu/)

South Florida:

<http://edis.ifas.ufl.edu/>
[TOPIC BOOK MG South](http://edis.ifas.ufl.edu/)

An invaluable resource for retail garden employees covering a wide variety of topics such as botany, communications, entomology, fruit crops, houseplants and flowers, landscape, nematology, plant pathology, shrubs and trees, soils and fertilizers, turfgrass, vegetables, and wildlife.

Online Guide to Snakes of Florida

<http://www.flmnh.ufl.edu/natsci/herpetology/FL-GUIDE/onlineguide.htm>

This site includes a complete list of the snakes in Florida, a key to identification, and complete details about each.

Guide to Florida's Venomous Snakes

<http://www.flmnh.ufl.edu/natsci/herpetology/FL-GUIDE/Venomsnk.htm>

Only six snakes in Florida are venomous: this site details all of them.

Citrus Handbook

<http://edis.ifas.ufl.edu/>
[TOPIC Citrus Home Citrus Culture](http://edis.ifas.ufl.edu/)

Center for Aquatic and Invasive Plants

<http://aquat1.ifas.ufl.edu/>

A large database containing publications on many aquatic and invasive plant species, complete with pictures and complete information.

517 Landscape Plant Fact Sheets

<http://hort.ifas.ufl.edu/shrubs/index.htm>

680 Tree Fact Sheets

<http://hort.ifas.ufl.edu/trees/index.htm>

Palm Fact Sheets

<http://hort.ifas.ufl.edu/woody/palmfact.htm>

Palm and Cycad Resources

<http://www.plantapalm.com/>

Everything you ever wanted to know about palms and cycads. A very good site.

Turf Disease Fact Sheets

<http://plantpath.ifas.ufl.edu/takextpub/FactSheets/pppfactsheet.htm>

Plant Nutrient Deficiency Database and Decision Tree

<http://hort.ifas.ufl.edu/nutdef/index.htm>

Great key to diagnosing plant problems (you'll need to brush up on your plant terminology)

Dr. Bob Black's Gardening Tips (68 publications)

<http://hort.ifas.ufl.edu/gt/index.htm>

Very useful for the retail garden employee.

WoodyPest

<http://woodypest.ifas.ufl.edu/>

This site offers identification assistance and management information on insects, mites, nematodes and disease pathogens affecting woody ornamentals in Florida. Also available on CD - sold as WoodyBug.

Insect and Nematode Information

http://edis.ifas.ufl.edu/TOPIC_IN

Topics include beneficial organisms and beekeeping, biting and stinging pests, fruit pests,

household and structural pests, identification and services, nematodes, ornamental, turf, and landscape pests, pesticides, pet and livestock pests, and vegetable pests.

Weed Management Publications

http://edis.ifas.ufl.edu/TOPIC_GUIDE_Weed_Management_Guide

Florida Weeds

http://edis.ifas.ufl.edu/TOPIC_Weeds

Nematode Management Publications

http://edis.ifas.ufl.edu/TOPIC_Nematodes

Plant Disease Management Publications

http://edis.ifas.ufl.edu/TOPIC_Plant_Diseases

Florida Lawn Handbook

http://edis.ifas.ufl.edu/TOPIC_BOOK_Florida_Lawn_Handbook

Also available in book form.

Featured Creatures

<http://creatures.ifas.ufl.edu/>

An *extensive* list (hundreds) of insect and related pests of Florida. Includes biology, habits and control recommendations.

Planting Trees in Landscapes by Dr. Ed Gilman

<http://hort.ifas.ufl.edu/woody/>

An excellent resource. Much information and many pictures and links.

Pruning Shade Trees in Landscapes by Dr. Ed Gilman

<http://hort.ifas.ufl.edu/woody/pruning.html>

An excellent resource. Much good information and many links and photos.

Tree Selection

<http://hort.ifas.ufl.edu/woody/treeselection.htm>

Numerous publications useful for the selection of trees.

Tree Care

<http://hort.ifas.ufl.edu/woody/trecare.htm>

Numerous publications useful for the maintenance of trees.

Shrub Selection

<http://hort.ifas.ufl.edu/woody/shrubselect.htm>

Numerous publications useful for the selection of shrubs.

Shrub Care

<http://hort.ifas.ufl.edu/woody/shrubcare.htm>

Numerous publications useful for the maintenance of shrubs.

Groundcover Selection

<http://hort.ifas.ufl.edu/woody/gcselection.htm>

Numerous publications useful for the selection of groundcover.

Groundcover Care

<http://hort.ifas.ufl.edu/woody/careforgc.htm>

Numerous publications useful for the maintenance of groundcover.

Palm Selection

<http://hort.ifas.ufl.edu/woody/palmselect.htm>

Numerous publications useful for the selection of palms.

Palm Care

<http://hort.ifas.ufl.edu/woody/palmcare.htm>

Numerous publications useful for the maintenance of palms.