

HAVILAND HAPPENINGS

INSIDE THIS ISSUE:

<i>Trash Recycling</i>	2
<i>Egging on Spring</i>	2
<i>Meet Roberto Acevedo</i>	3
<i>High Hole Containers</i>	3



Haviland Talks...

HPP is pleased to welcome Western Farm Service as a new West Coast Haviland container distributor. Please contact them at:

WESTERN FARM SERVICE

6042 E. Kettleman Lane

Lodi, CA 95241

559-285-8753

Fax: 559-347-0865

We are happy to add new suppliers to supplement HPP efforts as we seek to assist growers with their fine growing operations

Happy Spring from the Haviland Team!



Christine – “The Plant CareTaker” For Chestnut Hill

Christine McCoy, the grower for Chestnut Hill Tree Farm, located in Alachua, Florida, has found her special niche among the specialty flowering trees that she cares for!

Christine, Her Industry Beginning

Christine is a sincerely dedicated plant “CareTaker,” as she prefers to be called. She began her successful career in our industry after moving from her home town, Annapolis, Maryland, to Alva, Florida, to work as a re-planter for the citrus groves. Christine shares with great pride, “All my experience is hands-on.” From the citrus groves, Christine again re-located in 1992 to Gainesville, Florida, where she accepted a position as propagator for the very successful Flowering Fields Nursery owner Jonathan Gillespie. At Flowering Fields, Christine learned by doing, researched at night by reading articles and attending conferences, and asked many questions of Gillespie during the day. Soon, her dedication to her plants and position earned her the title, “Grower.” But, in 1998, Gillespie decided to retire and he also retired his nursery and that meant Christine was job hunting.

It was her curious side that sent her to the Spring Festival at the Kanapaha Botanical Gardens in Gainesville, Florida. Each spring Kanapaha Botanical Gardens hosts an Annual Spring Garden Festival, which is a regional premier horticultural event. The festival features landscape displays, educational presentations, plant seminars, and arts and crafts fun. Presenting at the festival in 1998, were Bob and Debbie Wallace, the owners of Chestnut Hill Tree Farm. Christine says, “I always wanted an orchard in my back yard.” The Wallace presentation focused on Fruit and Nut Tree Farms in Florida. After leaving their seminar Christine confessed, “I knew I wanted to work for them because of my personal interest in food production.” This beautiful union of Plants and People happened at the September FNATS show in Orlando. “Bob was looking for a propagator and I was looking for a job,” continues Christine.

Chestnut Hill Tree Farm

R.D. Wallace and his wife, Deborah Gaw started Chestnut Hill Tree Nursery in 1983. Wallace is the grandson of Dr. R.T. Dunstan, the noted plant breeder and the first breeder to hybridize the French Vinifera wine grapes and the American Muscadine. The nursery was a leader in developing the U.S.

Chestnut industry and many other varieties of fruit, such as peaches, nectarines, plums, apples, and also flowering trees.

Chestnut Hill Nursery changed its name to Chestnut Hill Tree Farm and with Christine as the CareTaker of the plants and trees, the nursery slowly made a transition from a fruit, berry, and nut production nursery into a flowering and landscape tree production operation. Christine shares, “The market demands created the need to change the face of the nursery. This nursery always liked the specialty market niche; we simply changed our specialty market niche to flowering trees.” Chestnut Hill specializes in the Florida Dogwood, Red Bud, Forest Pansy Red Bud, and the Japanese Magnolia to name just a few. Christine becomes very excited as she talks about her love of the plants. The approximately 50 acres of containerized material begins on-site. Chestnut Hill is one of the largest propagators of hard-to-produce trees. They are leaders in the propagation of Magnolia trees in the Southeastern U.S., specializing in the varieties of Little Gem and DD Blanchard, and a host of other specialty flowering trees in a myriad of sizes up to 65 gallon. Christine laughs loudly as she describes her role at the nursery. “I propagate, care take, and sev-



eral years later put them on the truck to find a new home.” She quickly tells that she “watches over them as they grow and develop into beauties all by themselves.”

Christine helps develop the industry by participating in the annual IPPS (International Plant Propagation Society) meetings. She has made several presentations on the research surrounding the Cathedral Live Oak and the Taiwan Cherry. She is proud of her FNLP (Florida Nurserymen and Landscape Professional) certification and she supports the state FNGLA (Florida Nurserymen Growers and Landscape Association) local chapter.

Talking Trash



With the holidays behind us and the hope that our new resolutions will help make life better for ourselves and others, we must continue to think GREEN to help our Mother Earth. Recycling is the third R of the three R's: Reduce, Reuse, Recycle. Recycling is simply taking a product or material at the end of its useful life and turning it into a usable raw material to make another product. As we all create new traditions, we at Haviland, will continue to work toward providing quality products at an affordable cost from post consumer waste.

So, let's talk some trash, because it is from our trash that we re-cycle the plastic and begin the construction and manufacture of our new products, the quality Haviland nursery containers.

Jennifer James, in her February Living Green article for *Better Homes and Gardens*, tells us that "figuring out what you can and can't recycle can be very confusing." She suggests that we contact local agencies in our communities to learn what is collected and how each community wishes us to separate trash products. The top 10 items to recycle according to the National Recycling Coalition are aluminum, PET Plastic Bottles, Newspaper, Corrugated Cardboard, Steel Cans, HDPE Plastic Bottles, Glass Containers, Magazines, Mixed Paper, and Computers. Here are some general guidelines for household recycling suggested by James in her article.

Paper: Recycle newspapers, magazines, cardboard, and mixed papers such as corrugated boxes, cereal boxes, junk mail, catalogs, telephone books and stapled paper.

Metal: Recycle aluminum and steel (which includes tin) in the form of beverage and food cans, disposable aluminum cans, and empty paint and aerosol cans.

Plastic: Recycle the types of plastics that your community's program accepts. Most programs take beverage bottles, milk jugs, dish and laundry detergent bottles, and peanut butter jars.

While recycling has grown in general, recycling of specific materials has grown even more drastically: 50 percent of all paper, 34 percent of all plastic soft drink bottles, 45 percent of all aluminum beer and soft drink cans, 63 percent of all steel packaging, and 67 percent of all major appliances are now recycled. Together we can accelerate the recycling arm through the careful disposal of our household trash. Presently, our country recycles 32% of our waste. Let's pledge together this year to work harder at being GREEN, avoiding Green Fatigue, and taking more care to properly re-cycle our household trash!



Egging On Spring



The custom of decorating eggs has its beginnings in the ancient springtime festivals. It was believed that the egg represented the rebirth of the earth. The history of the egg tells us that the long, hard winter was over; the earth burst forth and was reborn just as the egg miraculously burst forth with life.

The egg, therefore, was believed to have special powers. Many cultures believed that eggs were a symbol of hope and the rebirth that accompanies the arrival of spring. The Romans, Gauls, Chinese, Egyptians and Persians all cherished the egg as a symbol of the universe. From these ancient times, eggs were dyed, exchanged and shown reverence. Specially decorated eggs were given as gifts to celebrate Springtime. The oldest tradition is to use dyed or painted chicken eggs, but a modern custom is to substitute chocolate eggs, or plastic eggs filled with candy. Because of the special powers that eggs were believed to hold, they were buried under the foundations of buildings to ward off evil; Roman women carried an egg to predict the gender of the unborn child; and French brides stepped upon an egg before crossing the threshold of their new homes.

The most famous decorated eggs were those made by the well-known goldsmith, Peter Carl Faberge. In 1883, the Russian Czar, Alexander, commissioned Faberge to make a special gift for his wife, the Empress Marie. The first Faberge egg was an egg within an egg. It had an outside shell of platinum and enameled white which opened to reveal a smaller gold egg inside. The smaller egg, then, opened to display a golden chicken and a jeweled replica of the Imperial Crown. This special Faberge egg so delighted the Czarina, the Czar ordered Faberge to design further eggs to be delivered to her every spring. In later years, Nicholas II, Alexander's son, continued the custom. Fifty-seven eggs were made by Faberge for the Russian family.

As we celebrate the coming of Spring on the deck, in the garden, or on the porch, let's remember the cherished ancient egg traditions. This 2007 *Better Homes and Gardens* Grand Prize winning Deviled Egg Salad is the perfect way to introduce the warm weather, the colorful flowers, and have an opportunity to relax with family and friends; What an Egg-Cellent way to spend a beautiful Spring afternoon!

Deviled Egg Salad

- | | |
|--|------------------------------------|
| 7 hard cooked eggs | 3 tablespoons mayonnaise |
| 1 tablespoon chopped fresh dill weed | 1 clove garlic, minced |
| 5 dashes of bottled hot sauce | 1/8 teaspoon salt |
| 6 cups torn Boston or Bibb lettuce | 2 cups torn Boston or Bibb lettuce |
| 1 medium red sweet pepper, chopped | 3 green onions, sliced |
| 4 slices bacon, cooked, drained and crumbled | 1 recipe Dill Vinaigrette |

- Remove shells and halve hard-cooked eggs lengthwise; Remove yolks; Set aside whites. Place yolks in a small bowl; Mash with a fork. Add mayonnaise, dill weed, garlic, bottled hot sauce, and salt.
- Spoon yolk mixture into egg white halves; Set aside.
- On a large serving platter arrange lettuce, tomatoes, sweet pepper, bacon and green onions. Arrange stuffed eggs on greens, vegetables, and bacon. Drizzle with Dill vinaigrette.

Dill Vinaigrette: In a screw-top jar combine 1/3 cup olive oil; 2 tablespoons tarragon vinegar; 1 tablespoon chopped tarragon vinegar; 1 tablespoon chopped fresh dill weed; 2 teaspoons Dijon-style mustard; 1 clove garlic minced; 1/4 teaspoon salt; and 1/4 teaspoon bottled hot sauce. Cover and shake well.



Roberto Acevedo Joins Haviland's Sales Team

Roberto Acevedo is HPP's New Jersey container representative. Roberto was born in New Jersey, but at the age of five, his parents moved the family of seven children back to their homeland of Puerto Rico. It was here that Roberto learned to love the nursery industry. His parents had a vegetable and fruit farm and the six boys and one girl helped out in the farm after school and during vacation times. Roberto says, "My parents were my biggest influence, they always told me nothing was ever going to be handed to me. They said I had to work hard to get the things I want in life." It was through their hard work ethic that he learned that, indeed, hard work is the key to success. Roberto says his bi-lingual skills has helped him immensely not only in the nursery industry, but in all elements of life. Even though, his Spanish was very limited when his family relocated to Puerto Rico, he had to quickly "catch up" so he could learn to read, speak, and write in the native tongue. "It was hard work learning Spanish," continues Acevedo, but I am pleased that I had to master the dual languages."

As an adult, Roberto enjoyed the nursery industry and decided to continue building his knowledge base and networking with other industry professionals. He worked as a forklift operator for Levitz Plant Food Supply before transferring into the sales arena and selling a variety of products. Today, he proudly announces, "I am now the proud owner of my

own company, Acevedo Lawn Care and Supply." Again, this giant move came about because of the hard work and the stick-with-it focus that his parents taught him.



Joining the fine Haviland sales force was a natural for Acevedo. I quickly realized that many of my customers were seeking quality growing containers. He continues, "I am very enthusiastic about working with the great team of people at Haviland. This is a great and green company who is dedicated to provide better products to the nursery industry."

Kathryn, Roberto's wife and their four children reside in Brick, New Jersey, Kathryn's home town. "We love raising our children here," says Acevedo. The Acevedo family are outdoor fun lovers. They enjoy snowmobiling, ATV riding, and camping together. Their favorite spot is upstate New York, where they hope to own a

second home one day, however Roberto says, "Our immediate goals are to have all of our four children go to college." I am also addicted to watching the 'Military Channel.' I love watching the mechanics of how the fighter jets, tanks and other weapons are designed."

Acevedo recently attended the spring MANTS show in Baltimore, Maryland. He shared that the show "provided a great start for the upcoming spring season. Many of the growers have indicated they are expecting a busy season this year."

Haviland and our sales force is happy to have Roberto join the team!

"I am very enthusiastic about working with the great team of people at Haviland. This is a great and green company who is dedicated to provide better products to the nursery industry."

Roberto Acevedo

High Holes at Haviland – Due to Grower Demands



For some time now, HPP has been producing **High Hole** containers in a majority of our 27 offerings. High drain hole cans are identical to our regular line except for the drainage hole location. The **High Hole** pots are created by a two step process. First, we separate the male container (the half of the two container barrel that does not have a center bottom hole) from the female container. Utilizing special equipment specifically designed for hole elevation, we then drill the distinctive

drainage holes in the sides of the pot. The height of the hole varies from 1 to 3 inches from the rim depending on the size of the container. The HPP **High Hole** renderings are then placed in a special well-marked inventory. Growers, supported by testing and research, tell us that there are many advantages to growing with high holes. These advantages include water and fertilizer savings up to 20%, elimination of root escape, and improved

growth on many species of plants and trees. Like our products made from recycled polyethylene, we feel, along with our customers, that **High Holes** can offer not only a growing advantage, but are also a big plus for resources, conversation, and the environment. Please know that HPP has and will continue to offer **High Hole** containers at no additional cost over our regular line. Look for future articles on **High Hole** pots that will include research results and grower experience utilizing this simple, but unique growing method.



Some Advantages to Growing in High Hole Containers

- Water and Fertilizer savings up to 20%
- Elimination of root escape
- Improved Growth on many species of plants and trees
- Many pluses for the environment
- No additional container costs for the grower

Haviland Plastic Products

P.O. Box 38
Haviland, Ohio 45851
Phone: 419-622-4611

www.havilandplastics.com

Engineered for Strength!



PRSR STD
U.S. POSTAGE
PAID
LIMA, OHIO
PERMIT NO. 65

Haviland Plastic Products is a family-run company committed to the nursery industry. We work closely with our customers to reduce the cost and time spent in the ordering process. Our customers, know when they place an order, they will hear the same friendly voice. Our commitment to you is our quality product and excellent service!

Christine—The CareTaker for Chestnut Hill Tree Farm

Christine enjoys sharing her knowledge with the nursery workers. One of her personal goals in the coming years is “to become more self sufficient in my personal life and to share what I have learned with others.”

“My recipe for success, for the nursery and for me personally, is to find peace inside and for everyone to get along.”

Christine McCoy

The Other Side of Christine

At home, Christine loves to practice and extend her “trade” beyond the nursery gates. She and her husband, Sean, a sales representative for nutritional supplements, recently completed construction of their new home on ten

acres in North Alachua County. She boasts that their home is very energy efficient as it is made from Structural Integrated Panels. On their property, she has fun engaging in the art of Bonzi, tending to her home apple orchard (one of her life-long dreams), making and selling candles, as she is a Beekeeper, and her newest endeavor is making Sourdough bread. All of these adventures are born from her interest in nutrition and her quest to become more knowledgeable of the world we live in. She says, “I research a lot. I am inquisitive and I look for new information everywhere. Propagation and plant breeding is where I will stay. I would like to expand my food growing, for my own use, and for others. I sell the Beeswax candles at the local Farmer’s Market, and would also like to include food.” Christine also finds great comfort as she studies the history of our country, our founding fathers, the constitution, our laws and liberties.

Chestnut Hill and Christine’s Crystal Ball

Chestnut Hill’s goal is to provide year round availability and consistent supply of the highest quality container-grown trees at competitive prices, in a wide range of sizes for the landscape industry. Christine pledges to continue to strive for excellence in her plant and tree care during the coming decades. The industry has become very sophisticated. She says her crystal ball



Chestnut Hill Tree Farm

tells her, “It is an unfolding process and the market drives our processes, but for me, it will require more on-site teaching and one-on-one daily interaction and instruction with the workers. Only time will tell. We must become calm.” But, she laughs as she describes herself as “calmly hyperactive.” Her recipe for success for the nursery and for herself personally is “to find peace inside and for everyone to get along.”

Christine is a truly dynamic, dedicated and deeply driven plant “caretaker.” She takes great pride in her work, developing that truly unique plant and tree.

Thomas Jefferson said, “The greatest service which can be rendered any country is to add a useful plant to its culture.” Thanks to and Bob and Debbie Wallace, and to Christine, the careful Caretaker, we are adding volumes of beauty to our landscape nationwide!

