

# HAVILAND HAPPENINGS

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**Haviland Talks...**

**The Fall Trade Show Season is upon us. Please stop by the HPP booth and speak with a Haviland sales representative at the following trade show and conference events:**

- GroSouth Trade Show  
Savannah GA  
September 14-15
- FNATS, (Florida Nursery and Allied Trade Show -The Landscape Show )  
Orlando FL  
September 23-25
- IPPS (International Plant Propagators Society - Southern Region )  
Raleigh NC  
October 9-13

## *Plant Innovation at PDSI*

### *Growing Solutions, Partners and Brands*

Branded plants are the hottest new green goods found in box stores, nurseries, garden centers and landscape companies today. Ted Levitt, of the Harvard Business School, states that, "All goods and services can be differentiated." His statement is certainly blooming in our industry. Designer flowers, plants, shrubs, and trees are taking root with nurserymen with satisfied consumers enthusiastically supporting the premium.

Greg Smith, a third generation family-owned nurserymen, recognized the need for the nursery industry to foster, manage, and market new plant introductions to further the growth of the green industry. In 1996, he founded Plant Development Services, Inc., known as PDSI. PDSI is located in Loxley, Alabama on a modest nursery site where big things happen. Smith encouraged nurserymen, propagators, plant breeders and backyard garden tinkers to meet with his expertly assembled PDSI team as the breeders made new advances in plant hardiness, production, disease resistance, and blooming potential. PDSI was pioneering plant branding and establishing itself as an innovator and industry leader in marrying plant science, production, and marketing. Smith wanted to assist the propagator with successfully launching the improved plant varieties into the hands of other nurserymen and consumers.

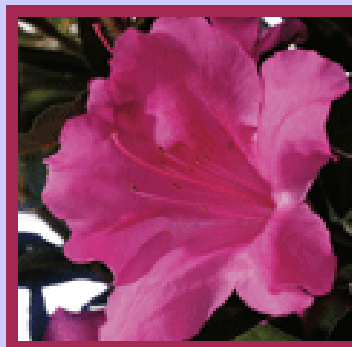
Robert E. "Buddy" Lee, of Independence, Louisiana, was a small grower who had a passion for Azaleas. He operated his small nursery but concentrated on his own personal research, and cross pollination with different and rare Azaleas hoping to increase the blooming potential of the traditional Azalea plant. Over a decade later, the result of his study produced more color, multiple blooms, greater variety in the plant size, and numerous color selections. Lee, often referred to as a "plant geek" met with Smith and his PDSI team. Smith was seeking new plant introductions that had unique traits and characteristics, could



*Greg Smith*

be patented, branded, and introduced to other nurserymen and consumers, as plants that provided solutions to "green fatigue" nursery sales, landscaping challenges and home gardening solutions. Lee's gorgeous newly developed Encore® Azalea was introduced to the public in 1997. The PDSI team promoted the new plant through many avenues—the nursery equivalent to Betty Crocker, known as Emily Ann, advertising in trade journals, showcasing at trade events, and good old fashion door-to-door sales educating the consumer on the virtues of the improved plant. The Encore® Azalea became known as the Azalea with "More Blooms More Often."

"PDSI was quickly recognized as a global leader in creating the number one Azalea brand in the world," states Kip McConnell, PDSI Director. "The Azalea had lost its glitter, but the introduction of the multi-blooming Encore® Azalea brought excitement back to growing Azaleas. It showed people how to brand excitement and also make a profound impact for the industry," continues McConnell. Being a leader in the colorful packaging of the plant sent a message to consumers that the product stands for quality and excellence. It established the branding stamp of approval and communicates the brand benefits with nurserymen and consumers alike. "Excitement is alive with branding in our industry," smiles McConnell.



The PDSI flagship plant excitement quickly encouraged others to seek the extensive body of knowledge, expertise, and proven ability to effectively and efficiently market new plant innovations with time-tested valued results. Today PDSI has a well documented track record of success having introduced more than 50 new plant varieties into the market place.

PDSI has established an impressive and highly respected Grower Licensing Program for nurseries throughout the country to grow and sell patented plants which have been trialed, tested, and sanctioned by the strong network of growers and breeders, both in-house and in the field in different climate regions and areas. "PDSI experts have demonstrated the ability to evaluate which plants have superior performance and market potential," says McConnell. The end result is viable, relevant and stunning plants that generate measurable returns for both the breeders and the nurserymen. The PDSI in-house advertising team, headed by Corrina Murray, assists nurseries and breeders in advertising ventures to market the new plant innovations and the plant branding concept. Smith sees everyone as a winner!

PDSI enjoys the partnerships it has established with research experts and universities. The new plant varieties patented and promoted by PDSI have gained national exposure as premium quality plants that are consistently outperforming those already in the marketplace. The partnerships with Auburn University, Mississippi State University, University of Tennessee, Louisiana State University, and others have established PDSI's commitment to integrity and to delivering results with plant research and production. "We work together with them on breeding, testing, and trialing so we may bring stronger royalty strings for the breeder and proven success when the plant goes to market," shares McConnell.



Tom Meadows  
PDSI Manager

**"PDSI was quickly recognized as a global leader in creating the number one Azalea brand in the world."**  
Kip McConnell

The PDSI excitement continues to grow and draw positive attention. In early 2007, PDSI and *Southern Living* Magazine launched a

partnership with a Live Goods Licensing agreement to develop and market a collection of plants throughout the United States and Canada. Smith shared in a press release that "The plant categories include shrubs, trees, bedding plants, groundcovers, ornamental grasses, and seasonal and related green goods." Smith continued, "We are excited about this partnership, as it will create exciting new opportunities for participating nurseries and plant breeders throughout the country. Consumers have an increasing appetite for plants that solve real problems in the American landscape. This partnership will create a collection of the highest quality plants, delivered by a brand recognized and trusted by consumers for over 40 years." John Floyd, *Southern Living* Editor, stated in a *Greenhouse Grower* article, "The value of *Southern Living* lies in the trust we've established over 40 years with our readers." Todd Carney, PDSI Executive Di-



Meet Emily Ann

rector, takes pride in PDSI's partner-hosting relationship with the *Southern Living* brand on trusted plants.

The *Southern Living* brand is creating even more new excitement and momentum at PDSI. The PDSI team is continuing to expand its grower group network and to evaluate more plants to meet the anticipated consumer demand in all regions of the country. Buddy Lee, who is now part of the PDSI staff and team, travels the world looking for new plants. McConnell states that the “standards” bar continually moves because the “great” PDSI staff knows that consumers want quality plants and plant solutions to their landscaping challenges. “We partner with the best to improve the industry and make the consumer happy,” shares McConnell.

Bi-annually PDSI supports, sponsors and participates in the Independent Plant Breeders Conference. The conference this year is being held at the fabled Longwood Gardens in Kennett Square, Pennsylvania (just 30 miles from downtown Philadelphia) in early November. Participants will have the opportunity to learn more about plant breeding, genetics, new crop production, new plant marketing, branding strategies, and successful business principles as well as have one-on-one conversations with the industry experts. PDSI’s Kip McConnell, a product of Auburn University’s renowned School of Horticulture, is scheduled to be one of the speakers at the conference this year. McConnell adds, “It’s a great venue to hold the conference as well as learning much.”



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Magazine  
is the 6th largest  
monthly magazine in  
the U.S. It reaches  
16 million readers  
each month.



**Ellis Ollinger**  
Company President

**“With *Southern Living*  
on the container, it’s  
the most trusted brand  
out there.”**

**Todd Carnley**



**“Our plants and  
plant profes-  
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**Kip McConnell**

Quality, integrity, and trust are the hallmark core value characteristics for PDSI and its quality team of professionals. These essential values have earned them the respect of professionals from all segments of the industry and with the end product users, the consumers. The PDSI name is associated with excellence, trust, and value, and that has earned them the distinction of being the “partner of choice” for growers, breeders, landscape professionals, retailers, and consumers who expect and demand the best. McConnell says, “Our plants and plant professionals will keep the excitement moving in the industry.”



**Laura Barnhill,  
Kip McConnell and  
Pam Goddard of PDSI**

## Haviland Plastic Products

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*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!*

### Pumpkin Cake with Broiled Coconut Topping



Enjoy the fall season with the many colors and foods, especially the bountiful pumpkins!

- 1 box (18.25 ounces) yellow cake mix
- 1 can (15 ounces) solid packed pumpkin
- 1/2 cup packed brown sugar
- 4 large eggs
- 1/2 cup canola oil
- 2 teaspoons ground cinnamon
- 1/2 teaspoon ground nutmeg
- 1/4 cup whole milk or half-and-half

#### Topping:

- 6 tablespoons butter, melted
- 1/3 cup packed light brown sugar
- 1/2 cup chopped pecans
- 2/3 cup sweetened flaked coconut
- 4 tablespoons half and half
- 2/3 cup sweetened flaked coconut

Grease and flour a 9x13-inch baking pan. Heat oven to 350°.

Combine all ingredients in a mixing bowl. Beat on medium speed, scraping the sides and bottom of the bowl frequently, until smooth and blended. Beat on high speed for 2 minutes. Bake for 35 to 45 minutes, or until the cake springs back lightly when touched with a finger.

Meanwhile, combine the topping ingredients in a small bowl, stirring until blended. Spread the topping over the warm cake and broil about 5 to 6 inches from the heat source for about 3 minutes, or until the topping is bubbly and browned.

## Colorful Containers from Re-Cycled Plastic 101

The past year or so has seen HPP undertake the manufacture of printed pots for the rapidly growing branded plant segment. Haviland is proud to have created these pots using a special 100% re-cycled feed stock.

The reclaiming process involves removing foreign material from the compressed bales that Haviland receives. Once carefully separated the HDPE is ground into flakes, then thoroughly washed in a multi-step process, blended for color and maximum ultra-violet protection is added before moving to the manufacturing building. Nearly all of the plastic that Haviland utilizes in the printed program is post-consumer waste, comprising mainly of discarded gallon and quart milk jugs that folks thoughtfully leave by their curbside. Once the pots are formed, they are then printed with a color fast UVI stabilized special severe duty ink for maximum longevity in the field.



**We are proud to take the culture we have developed in our facility to such a sophisticated level. HPP continues to strongly believe that we, as manufactures and especially you, as growers, are making such a dynamic and positive impact on our environment.**