



The Center for Applied Horticultural Research

2009 Annual Report



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LETTER FROM THE DIRECTOR OF RESEARCH

Dear friends of the Center for Applied Horticultural Research:

I would like to present you with the first annual report of CfAHR. Inside you will find detailed reports of the research conducted at the center during the calendar year 2008-2009. Please feel free to share this information and to refer anyone who might have interest in the nursery industry to our website at www.cfahr.org.

The center has concluded its first year of operation; it has been a year full of excitement and activity. The CfAHR is now fully operational; thanks to our supporters, improvements have continually been made to the climate controlled greenhouse and outdoor areas that directly impact the research conducted at the center. We have added benches, black plastic cover, shade space and the basic infrastructure for the installation of an irrigation system in the outdoor area.

During this year, the center has fulfilled its mission: to serve the nursery industry by conducting applied research and by providing a place of gathering for industry related people and companies. Many research projects encompassing a wide array of subjects have been conducted at the center, scientific meetings have been hosted and researchers, extension agents and growers have gathered at various events at the center. In spite of the difficult times our industry faces; we have had valued support from growers, researchers and companies serving the nursery industry. To them, our most sincere thank you and our promise to continue doing applied research, listening to ideas, testing new products, providing a place of gathering and our best effort to support the nursery industry and to assist growers sustaining profitability and improvement in their daily operations

Best wishes for a happy year 2010

Lucia Villavicencio
Director Center for Applied Horticultural Research

2008-2009 BOARD OF DIRECTORS

Ken Altman (President)

John Kister

David Pattison

Mike Mellano Sr.

David Pruitt

Academic Advisor:

James Bethke

A MESSAGE FROM OUR DIRECTORS

When we opened the Center for Applied Horticultural Research we had a number of clear goals.

We wanted to provide a place for research on the practical problems nurseries encounter.

We wanted to provide resources and be a partner to academics. And we wanted to provide a location for horticultural industry events.

I am happy to say that a year into the project we have made significant progress. Dr. Lucia Villavicencio, our Center Research Director, has completed a number of interesting research projects and she has a number more in preparation. We have aided our UC Extension agent, Jim Bethke, and his research assistants in doing their research. They feel that with the lab and the greenhouse that the Center has provided they have been way more productive in their work.

We have hosted conferences like the Young Plant Group and there is a Water Alliance conference planned for January 2010. The Center has been used for monthly “Ask the Advisor” meetings and a number of organizations have used the conference room for their meetings.

There are contacts and relationships starting with academics at UC Riverside and UC Davis and projects as diverse as evaluating water needs of plants that potentially have low water use to testing a method of cleaning water to see if the use of fungicides can be reduced.

Many thanks to those who have helped the Center develop. Thanks to Lucia, Jim Bethke, the Center board of directors—John Kister, David Pattison, Mike Mellano and Dave Pruitt. And to others who have encouraged and advised along the way.

We look forward to continued progress, productivity and strengthened relationships as we go forward.

Ken Altman
President
Board of Directors
Center for Applied Horticultural Research

As Ken stated above, when we started this project we had some clear cut goals and I am very happy to see that the center is making rapid progress towards realizing those goals. As a matter of fact the center has progressed much faster than I expected over the last year. I personally very much believe that industry

funded applied research centers such as this are the wave of the future and I am happy to be a small part of this project. In addition to the applied research function, the fact that the center provides a physical location for growers and related groups to come together and discuss the various issues that affect our industry is also very important from my point of view. I am hoping that we can continue to make progress into the future and would like to encourage everyone in our industry to support this important endeavor.

Mike Mellano Sr.
Board of Directors
Center for Applied Horticultural Research

The CfAHR has given our industry a unique opportunity to realize our research needs. Through the generosity of Altman Plants, we have not only a research facility and staff, but also a meeting facility that is available for industry events. What is done at the facility is up to us. Be sure to submit your research needs to Lucia and they will be evaluated for relevance to the industry. With declining dollars for Extension and University research this is the wave of the future for industry research.

John Kister
Board of Directors
Center for Applied Horticultural Research

LIST OF CONTRIBUTORS

The CfAHR thanks its supporters. Without their help, the research presented would not have been possible:

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