11th Annual Meeting

September 18-20, 1987
The Natchez Eola Hotel
Natchez, Mississippi
The "No Problem" Christmas Tree Stands

At Gunnard Company we think too much effort goes into selling a fresh Christmas tree to have it dry out and turn brown after a few days in a home. That's why we invented the 4-Brace tree stand. The 4-Brace is designed to keep trees as fresh and green as possible. And if a tree's life can be extended by two to four weeks it reflects on you. The 4-Brace accommodates any size tree up to 20 feet, whether it's straight or crooked and without removing any lower branches. The base is a galvanized steel pan holding over two gallons of water, eliminating constant checking.

The Gunnard Company is the world's largest manufacturer of commercial tree stands and makes the best home stand available.

---

**#8 HOME STAND $12.00**
For trees up to 8 ft. Butt to 6' Standard package of six.
(6lb.) each
(32lb.) 6 pk

---

**#20 LARGE COMMERCIAL STAND $42.00**
For trees up to 20 ft. Butt to 14' Standard package of two.
(20lb.) each
(39lb.) 2 pk

---

**#12 LARGE HOME STAND $18.50**
For trees up to 12 ft. Butt to 6’ Standard package of three.
(8lb.) each
(24lb.) 3 pk

**EDDY'S SOUTHEAST CHRISTMAS TREE SUPPLY, INC.**
P. O. Box 1142
Hattiesburg, MS 39403

**Gunnard Company**

---

R.N. (BOB) EDDY, JR.
(601) 255-1857

R.N. (BOB) EDDY, III
(601) 562-7418

COVER: The artwork for the cover was designed by Ann Krebs of Starkville, MS.
1987 Officers and Directors

OFFICERS

President: Barton Bennett
8313 O'Hare Court
Baton Rouge, LA 70806
504-927-3500

Vice-President: Raburn May
Route 1, Box 100-B
 Chunky, MS 39323
601-655-8264

Executive Secretary: Robert C. Parker
Route 2, Box 706
 Starkville, MS 38759
601-323-3896

National Director: Reggie Pulliam
8560 W. El Cajon Drive
Baton Rouge, LA 70815
504-928-7081

BOARD OF DIRECTORS

MISSISSIPPI

1985-1987
Tom M. Gould
Box 828-A Lake Serene
Hattiesburg, MS 39401
601-943-6643

Larry Seal
P. O. Box 135
Picayune, MS 39466
601-798-9639

1986-1988
Richard U. Miller
7630 Portland Drive
Biloxi, MS 39532
601-382-6601

George W. Stone
P. O. Box 176
Chatham, MS 38731
601-827-5830

1987-1989
Robert Shearer
Route 3, Box 830
Sumrall, MS 39482
601-264-3445

Wally Swedenburg
Route 4, Box 6
Columbus, MS 39740
601-328-9140

LOUISIANA

1985-1987
Byron Perry
Route 2, Box 271
Carenro, LA 70520
318-896-5402

1986-1988
Kevin M. Steele
Route 2, Box 325
Angie, LA 70426
504-848-2403

1987-1989
Sonco Milton
Route 2, Box 327
Alexandria, LA 71302
318-472-0226

1985-1987
Clarke J. Geron
8016 Hermitage Drive
Denham Springs, LA 70726
504-966-6535

1986-1988
J. D. Antley
Route 1, Box 265-B
West Monroe, LA 71291
318-396-2495

1987-1989
Dr. Alden Main
Extension Service/Knapp Hall
Louisiana State University
Baton Rouge, LA 70803
504-388-4087

DIRECTORS BY PRESIDENTIAL APPOINTMENT

Tim Trangott
Forestry Extension
1940 Mound Street
Grenada, MS 38901
601-226-2061

Mr. B Chemical Supply Co., Inc.

Christmas Tree Chemicals and Supplies

- Insecticides
- Herbicides
- Fungicides

Call Today FREE Van Delivery
1987 ANNUAL MEETING EXHIBITORS

We would like to thank all the exhibitors for attending our Annual Meeting and for their interest in LA-MS Association. The exhibitors who pre-registered are listed below.

- A & L Labs
  Rich Christ
  411 N. Third Street
  Memphis, TN 38105
  901-527-2780
  Soil & Plant Testing

- Baldwin Christmas Co.
  Bob Evans
  Route 1, Box 10
  Wilmer, AL 36587
  1-800-332-6521
  Flocking Supplies, etc.

- Craig E. Collier Enterprises
  6190 Bellaire Drive
  New Orleans, LA 70124
  504-486-8144
  Howey Tree Harvesting Equipment

- Eddy's S.E. Christmas Tree Supply, Inc.
  Bob and Rob Eddy
  P. O. Box 1142
  Hattiesburg, MS 39401
  601-255-1857 (Bob)
  601-582-7418 (Rob)
  General Supplies

- Forestry Suppliers, Inc.
  Mike Mostost
  205 W. Rankin Street
  Jackson, MS 39204
  1-800-862-5397 (MS)
  1-800-647-5368 (Other)
  General Supplies

- Griffin's Supply Co., Inc.
  J. Griffin Raglio
  8360 W. El Cajon Drive
  Baran Bouje, LA 70818
  504-925-1559

- International Forest Seed Co.
  Mark P. Elliott
  P. O. Box 290
  Okeefe, AL 36320
  1-800-653-4506
  Containerized Seedlings

- Mississippi Marketing, Inc.
  P. O. Box 5470
  Pearl, MS 39208
  601-929-2444
  Brushcutters, Harvesters

- Mr. B Chemical Supply, Inc.
  Chris Arceneaux
  6414 Peck Lane
  Baton Rouge, LA 70817
  504-292-2430
  Chemical Supply

- Shenkin Nurseries
  Bryan Sahaoun
  4500 Jimmy Carter Blvd.
  Nobbells, GA 30093
  404-934-5210
  General Supplies

- Sun-Rise Supply Co.
  Wesley Basset
  Route 2, Box 200-EL
  Bassfield, MS 39421
  601-736-2148
  SAFE Shrub, Pesticides

- Swedenburg Christmas Tree
  Walt and Carolyn Swedenburg
  Route 2, Box 4
  Columbus, MS 39702
  601-326-2140
  Wreath Rings

- Tamuin Farm
  Dayton Ward
  Deerfield, VA 24432
  703-919-4666
  Pink Zipper, Ornaments, etc.

- Tolbar's Christmas Trees
  James L. Tolar
  Route 4, Box 346-A
  Columbus, MS 36729
  601-736-4515
  Tree Shaker

- Uniroyal Chemical Co.
  Kings Wirth
  Route 1, Box 220
  Greenwood, MS 38930
  601-455-3816
  Dimilin

- Veldsma & Sons, Inc.
  John E. Veldsma
  P. O. Box 6
  404-361-8814
  Grover/Retailer Suppliers

- Yule Forest
  Allen Grant
  1220 Millers Mill Road
  Stockbridge, GA 30281
  404-957-3165
  Yule Trimmer

We Handle A Complete Line Of
Lot Supplies-Display Equipment-Flocking Equipment-Grower Supplies And Christmas Trees

- WE SELL:
  BOWS  SAWs
  FLOCK  FILES
  BANNERS  SPRAYERS
  SNAPPEES  GREENZIT
  PRICE TAGS  LEG GUARDS
  SHADE CLOTH  MAP TAPENERS
  TALLY METERS  FLAGGING TAPE
  PROLONG * BAGS  FRUNING SHEARS
  FLAME RETARDANTS  SHEARING KNIVES
  SPRAY SNOW * STANDS  PROTECTIVE GLOVES
  FLOCKING EQUIPMENT  BALEERS * WEED WIPER
  STAND-STRAT SYSTEMS  SEEDLING BAGS * NETTING
  SPURCE  DOUGLAS
  FRASER  SCOTCH
  GRAND  NOBLE
  AND MUCH MORE

- Ask For Our Free Catalog -

Veldsma & Sons, Inc.
P.O. Box 6
Forest Park, GA 30091
(404) 361-8814

A & L AGRICULTURAL LABS
OF MEMPHIS, INC.

FAST, ACCURATE, ANALYTICAL SERVICE

Soil Testing
Plant Analysis
Water Analysis
Pesticide Residue Analysis
Fertilizer Analysis

These are just some of the services we offer. Most routine tests are completed in 3 to 4 days! We also offer free sampling and shipping supplies (bags, boxes, etc.) to our customers.

A & L AGRICULTURAL LABS OF MEMPHIS, INC.
411 N. THIRD ST.
MEMPHIS, TN 38105-2723
(901) 527-2760
# Treasurer's Report

July 1, 1986 - May 31, 1987

**July 1, 1986**
- Checking Account Balance $765.21
- Savings Account Balance $8,337.02
- **TOTAL ASSETS** $9,102.23

## SOURCE OF INCOME/COST Fiscal 1987

<table>
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<tr>
<th>INCOMES:</th>
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<tr>
<td>Membership Dues</td>
<td>$17,565.00</td>
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<tr>
<td>Seedling Sales</td>
<td>42,462.29</td>
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<td>Annual Meeting Receipts</td>
<td>11,158.00</td>
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<td>Caps, Tags, Literature</td>
<td>3,635.75</td>
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<td>Earned Interest</td>
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<td><strong>TOTAL INCOME</strong></td>
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<th>COSTS:</th>
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<tr>
<td>Advertising/Public Relations</td>
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<td>Research Projects</td>
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<td>Business Office Contract</td>
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<td>Bad Debts/Checks</td>
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<td>Bank Charges</td>
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<td>Mailing Permit</td>
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<td>National Association Dues</td>
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<td>Seedling Purchases</td>
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<td>Seedling Transportation</td>
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<td>Seedling Refunds</td>
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<td>Travel - National Trustee</td>
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<td>- President</td>
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<td>Executive Secretary Expenses</td>
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<td>- Mileage</td>
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<td>- Meals</td>
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<td>- Motel/Hotel</td>
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<td>Annual Meeting Expenses</td>
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<td>Literature and Tag Purchases</td>
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<td>Refunds - General</td>
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<td><strong>TOTAL COSTS</strong></td>
<td>$64,776.98</td>
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| Net Income Over Cost                        | $11,176.11|

**May 31, 1987**
- Checking Account Balance $765.29
- Savings Account Balance $20,120.61
- **TOTAL ASSETS** $20,885.90
You Cannot Afford To Be Without the

Yule Trimmer

Efficient — Easy to operate
Trims 5-8 trees per minute
2000-3000 trees per day is normal
Price of $3750. With these trim rates
gives lowest cost per tree,
Self propelled-adjustable speed
Not affected by uneven or hilly ground
One wheel balanced design utilizes its
walk behind feature and maneuverability
to give the finest precision shearing. Up
hill and down it maintains the same cut-
ing angle and steady non-stop rate
You walk at slow 2 mph pace applying
very little force to guide trimmer
4-cycle gasoline engine
Dependable belt driven rotary cutters
Trims up to 8 ft. trees
Belts and cutters shielded from operator
Safety shut-off grip on right handle-bar
Low maintenance design shears more
trees week after week
The thin high speed Swedish steel blades
give clean cuts to promote maximum
budding

The Yule Trimmer is bought for its productivity and labor saving
but owners find that the improved quality of their trees is of even
greater importance.

YULE FOREST

1220 Millers Mill Road
Stockbridge, GA 30281
404-957-3165
Rosswood Plantation

Rosswood was completed in 1857 by David Shroder, the architect of Windsor, whose awesome ruins stand nearby. It is a classic Greek Revival structure of 14 rooms, with 10 fireplaces, 15 foot ceilings, a winding stairway, columned galleries, and slave quarters. The house is completely restored and furnished with antiques. The upstairs bedrooms are available for "bed and breakfast" overnight guests.

Once a thriving cotton plantation of 1250 acres, Rosswood now consists of 100 acres of rolling fields and stately trees, where deer and other wildlife abound. From the wide top gallery it is easy to look out and imagine the Old South of "Gone With the Wind."

Dr. Walter Wade build Rosswood for his bride, Mabella Chamberlain, and he kept a journal of their life on a cotton plantation before and during the Civil War. It contains many details that visitors find fascinating, more than 120 years later.

Captain Isaac Ross, the first owner of the plantation, freed his slaves long before the Civil War, despite widespread opposition and some bitter legal battles. Many returned to Africa and helped create the nation of Liberia, according to documents at Rosswood.

Rosswood is now the home of Colonel and Mrs. Walt Hylander, who are pleased to share its heritage and their treasures with you. It is once again a working plantation, with thousands of young Christmas trees where cotton used to grow.

It's a GrandStand

918-426-0569
1715 So. Main McAlester, OK 74501

Made of High-impact ABS Plastic
Holds ½ - 1 gal. of water
Lasts a lifetime!

Contact Ardith Sumpter for wholesale prices, 918-426-0569.
Eleventh Annual Meeting
LA-MS CHRISTMAS TREE ASSOCIATION
The Natchez Eola Hotel
Natchez, Mississippi
September 18-20, 1987

FRIDAY, SEPTEMBER 18
7:00 p.m.  Registration begins and Exhibit Space open for setup
8:00 p.m.  Board of Directors Meeting – Eola Hotel Moonflower Room

SATURDAY, SEPTEMBER 19
8:00 a.m.  Registration continues at Roswood Plantation
8:30 a.m.  FIELD SESSIONS at Roswood Plantation (see map on back of this page)
           Introduction to Plantation and Operations – Walt Hylander
           ★★★★ = Sessions run continuously
           ★★★★ = Sessions repeated at 8:30, 9:15, 10:00, and 10:45
           Look for signs with session name

           ★★★★ Tree Planting and Early Cultural Practices
                   Dr. Robert Parker and Mr. Mark Elliot

           ★★★★ Hand Shearing, Pruning, and Setting Tops
                   Dr. Alden Main

           ★★★★ Tree Grading and Harvesting
                   Mr. Clarke Geron

           ★★★★ Advertising and Promoting Your Farm
                   Mr. Gerald Garrison

           ★★★★ Sprayer Calibration, Nozzles, Application
                   Mr. Darryl Rester

           ★★★★ Herbicide Demonstrations

           ★★★★ Machine Shearing Demonstrations

           ★★★★ Flocking, Mounting, and Retailing Trees

           ★★★★ Applying Colorants

           ★★★★ Equipment and Supplies Exhibits

           ★★★★ TOUR OF ROSSWOOD PLANTATION HOME
11:30 a.m.  LUNCH at Roswood Plantation
1:30 p.m.   Visit Exhibits. Vote on Trees and Association Character
              Exhibits, Coffee and Cokes in Promenade Room
              Trees on display

2:00 p.m.   TECHNICAL SESSIONS – Eola Hotel: Esplanade and Marquis Rooms
              Welcome and Opening Remarks – President Barton Bennett
              Introduction of Officers, Directors and Nominees

2:15 p.m.   Status of LSU Research on Rooting and Tree Dormancy
              Dr. John Toliver

2:45 p.m.   Other Species and Alternative Crops
              Mr. Lavelle Prewitt

3:15 p.m.   Insect, Disease, and Weed Control Updates and Recommendations
              Dr. Pat Cobb, Dr. Don Blasingame, Dr. A. B. Oliver

4:15 p.m.   Advertising and Operating a Choose 'n' Cut Farm
              Harry and Shirley May

5:00 p.m.   Question and Discussion Period
5:30 p.m.   ADJOURN
6:30 p.m. SOCIAL – Cash Bar in LePavilion Room (off lobby)
7:30 p.m. BUFFET BANQUET – in Esplanade and Marquis Rooms
          Skit by “The Not Ready for Anytime Players”
          Announcement of Christmas Tree Contest Winners
          Drawing of Door Prizes

SUNDAY, SEPTEMBER 20
8:00 a.m. Non-denominational Religious Service – Rev. Olyn Roberts
          Exhibits Open
9:00 a.m. ASSOCIATION BUSINESS MEETING
          Association Affairs
          Financial Reports
          National Director Report
          Election of Officers and Directors
          Status of Advertising and Promotion Programs

10:00 a.m. GENERAL SESSION and OPEN DISCUSSIONS
          Judging Quality Trees – Contest Tree Characteristics
          Using Advertising and Promotion Program Materials
          Grower Certification for Grading – New Concept
          New Cultural Practices, Equipment, and Gadgets
          National Market Situation

11:00 a.m. RECERTIFICATION for PESTICIDE APPLICATOR LICENSE
          For Louisiana and Mississippi
          Concurrent with General Session

12:00 noon ADJOURN

ANNUAL MEETING SPEAKERS 1987

Mr. Barton Bennett
LA-MS ASSOCIATION PRESIDENT
8313 O'Hare Court
Baton Rouge, LA 70806
504-927-3500

Dr. Don Blasingame
EXTENSION PLANT PATHOLOGIST
P. O. Box 5426
Mississippi State, MS 39762
601-325-3370

Mr. Mark Elliott
INTERNATIONAL FOREST SEED CO.
P. O. Box 290
Oquiville, AL 35120
800-633-4506

Mr. Gerald Garrison
GARRISON & ASSOC.
1212 South Acadian Thruway
Baton Rouge, LA 70806
504-343-7400

Mr. Clarke Genn
SHADY POND TREE FARM
8016 Hermitage Drive
Denham Springs, LA 70726
504-665-6535

Walt and Jean Hylander
ROSSWOOD PLANTATION
Lorman, MS 39066
601-437-4215

Dr. Alden Main
EXTENSION FORESTRY
LSU, Knapp Hall
Baton Rouge, LA 70803
504-388-4087

Harry and Shirley May
LAZY ACRES
Route 1, Box 100-B
Chunky, MS 39532
601-655-8264

Dr. A. B. Oliver
DEPT. OF ENTOMOLOGY
La. Ag. Exp. Station
LSU, Ag. Center
Baton Rouge, LA 70803
504-388-1634

Dr. Robert C. Parker
EXECUTIVE SECRETARY
Route 2, Box 706
Starkville, MS 39759
601-323-3896

Mr. Lavelle Prewitt
DELTA VIEW NURSERY
P. O. Box 46
Leland, MS 38756
601-686-2048

Mr. Reggie Pulliam
NATIONAL DIRECTOR
8360 W. El Cajon Drive
Baton Rouge, LA 70815
504-925-2837

Mr. Darryl C. Rester
EXTENSION SERVICE
LSU, Knapp Hall
Baton Rouge, LA 70803
504-388-2229

Mr. Kevin M. Steele
STEEL’S TREE PLANTATION
Route 2, Box 325
Angie, LA 70426
504-848-2403

Dr. John Toliver
SCHOOL OF FORESTRY AND
WILDLIFE
LSU, La. Ag. Center
Baton Rouge, LA 70803
504-388-4223
Hot Pink!

THE FLYING ZIPPER

A revolutionary portable electric Christmas Tree Shearer

- Faster, safer and much less fatiguing than knives or clippers
- Clean cut — Both up and down strokes
- Light and portable — will shear anywhere the operator can walk
- Only 18½ pounds on your back. Suspension makes the cutter arm feel weightless. IT FLIES!
- Requires only one battery change each four hours
- Quiet and does not vibrate
- In use on plantations across the USA and Canada
- Will pay for itself in one season on a small plantation
- Contact us for name of your area representative for demonstration

GET IT TOGETHER!

$690.00 including battery, trickle charger, hydrometer, safety goggles and shipping USA
$65.00 2nd Battery shipped USA

THINK PINK!

Contact: Katherine Ward
Howard Junkermann
(703) 939-4646

ZUM ZUM PRODUCTS, INC.
DEERFIELD, VIRGINIA 24432
SAMPLE BALLOT
1988 Officers,
1988-1990 Directors

OFFICERS

President:
______ Harry Rayburn May – Chunky, MS
Member since 1979; on Board since 1982; served as Vice President 1986-1987; owns Lazy Acres Christmas Tree Farm with Shirley; Grand Champion Tree Winner 1986.

Vice-President:
______ Clarke Geron – Denham Springs, LA
Owner of Shady Pond Tree Farm, a member since 1980; on Board since 1985; Chairman of Advertising and Promotion Committee; Member of NCTA Tree Grading Committee.

DIRECTORS
(Select 2 from EACH state)

Louisiana:
______ Robert Hall – Stonewall
Owner of Hall’s Christmas Tree Farm; a member since 1981; served on Board since 1986.

______ Ann Little – Vinton
Owner of Vinton Christmas Tree Farm; member since 1984.

______ Vernon Powell – Elizabeth
Owner of Powell’s Christmas Tree Farm; member since 1977.

______ Nash Roberts – New Orleans
Owner of Roberts Trees, Inc.; member since 1977.

Mississippi:
______ Dick Dambroino – Gulfport
Owner of B & D Enterprises; member since 1980.

______ Tom Gould – Hattiesburg
Member since 1982; served on Board since 1985; associated with Sun-Rise Plantation; Christmas Tree Contest Chairman 1986-1987; Annual Meeting Local Chairman 1985.

______ Walt Hylender – Lorman
Owner of Rosewood Plantation; member since 1979; Annual Meeting Local Chairman 1987.

______ Howard Thomley – Hattiesburg
Owner of Thomley’s Santa Forest; member since 1976; served on Board 1976-1983; serving drop person since 1976.

NATIONAL CHRISTMAS TREE ASSOCIATION DIRECTOR

______ Reggie Pulliam – Baton Rouge, LA
CPA with Pulliam & Tidler; member of NCTA Tax and Legislation Committee since 1983; served on LA-MS Board since 1984; owner of Kingwood Christmas Tree Farm; a member since 1978.

______ Nominations from the floor.

Christmas Wreath & Garland Machine
Proven & Improved Since 1959...

Are You Still Producing Wreaths Using The Old Expensive Clamp on Type Wreath Rings?
If so, save 50% to 80% on your wreath ring costs, using the Evergreen Wreath and Garland Machine.

Due to the rapidly increasing demand for quality wreaths and roping, this machine was designed to produce both items rapidly and inexpensively without losing the quality of the slow hand-wrapped method.

This is not a staple or clip type machine, therefore no special expensive wreath rings are needed. To produce a quality wreath, boughs are wire wrapped onto an inexpensive continuous ring from ten inches and up.

To produce roping the boughs are wire wrapped to a twine or wire core.

This fast, inexpensive method enables you to be competitive in all areas of price and quality.

ORDER TODAY... Have the time you’ll need to make plans for your share of the profits from this constant growing market... Here’s a real money-maker for Flower Shops, Garden Centers, Boys Clubs, Civic Organizations, Nurseries and Tree Growers.

EVERGREEN SALES & MFG. CO.
P.O. Box 108, Birmingham, MI 48012
313/647-5590 or 313/644-6187
BRUSHCUTTER IS PUTTING IT MILDLY.

A five-inch thick tree isn’t exactly average “brush.” But then, Shindaiwa pro brushcutters aren’t exactly average, period. Pound for pound, cc for cc, they’re the most powerful, lightweight brushcutters in the world. Built to take anything from small trees to dense brush without batting an eye. Or breaking your back.

But to really appreciate them, you have to try one. Which shouldn’t be too hard to arrange. Just visit the Shindaiwa dealer listed below.

shindaiwa®
WE SIMPLY MAKE THEM BETTER.

MMI
MISSISSIPPI MARKETING INCORPORATED
P. O. BOX 5470 • JACKSON, MISSISSIPPI 39208
3035 DIRECTORS ROW, SUITE 202 • MEMPHIS, TENNESSEE 38131
(601) 939-2444 • (901) 345-7232
Some advantages of the SAJE-SHEAR:
- Shear 3,000 trees per day
- Cut shearing costs by as much as 80%
- Provides symmetrical and conical shape every time
- Possible reduced insurance costs
- Easily handled by any operator
- Engine mounted on backpack frame for lateral balance eliminates arm fatigue and minimizes body fatigue
- Operator makes single cut around tree without adjustment
- Operates efficiently in close quarters
- Double reciprocating self-sharpening blades
- Operator has constant control of engine speed
- Blades hang at 60% taper with full range of control
- Air-cooled, two-stroke, single cylinder engine (24.4 cc) is quiet and smooth running
- Runs about 1 ½ hours without refueling
- Total weight of pack and blades is 31 pounds

CHEMICALS
PAINT
SAJE PRODUCTS
HAND TOOLS
SPRAYERS
SEEDLINGS
TIP MOTH MONITORING KITS

Wesley Bass
Sun-Rise Supply Co.
Route 2, Box 300 E1
Bassfield, MS 39421
601/736-2148
601/943-6643
601/736-2231 Home
Another W.A. Cleary product to increase your tree sales

NEW Super Greenzit C
A concentrated formulation, one gallon mixes with 50 gallons of water. A non-toxic, natural colorant with the highest pigment content available. Gives discolored trees a true, natural coloring that won't wash off.

Super Greenzit
For severe yellowing problems, Super Greenzit helps to restore trees to that rich, natural, blue-green color. One gallon makes 20-30 gallons of spray colorant solution.

Greenzit
Restores yellowing trees to their natural green color. It is a non-toxic, economical, colorant spray that won't wash off or harm growing trees. One gallon makes 20-30 gallons of spray colorant solution.

Clear Spray
A needle retention product which is harmless to the tree, won't wash off or retard growth, while maintaining natural moisture. Clear Spray can also be used to extend the beauty of wreaths.

For more than 30 years, Christmas tree growers have learned to depend on the consistent quality of Greenzit – the original tree colorant. Greenzit products help you market every tree.

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LA-MS Association Projects

Your Association has been very active during the last year in projects to benefit our members in growing and marketing quality trees. For additional information about the projects discussed below, contact the Business Office or the people mentioned.

The Association has funded research at LSU on rooting Virginia pine cuttings and inducing dormancy in trees prior to harvesting, and at MSU on needle cast. Dr. John Toliver has had moderate success rooting cuttings with commercially available compounds. Clarke Gerton designed a root pruning machine and is working with Dr. Jim Chambers on procedures and times for root pruning trees to induce early dormancy prior to harvesting. Dr. Don Blasingame found that needle cast spores are being released 12-24 hours after a rain, beginning in early winter. Complete research reports and grower recommendations will be given during the Technical Session.

We have contracted with The NewMark Company and Garrison and Associates of Baton Rouge to conduct mass media advertising and promotion programs. Ray Barnett of The NewMark Company has developed eleven candidate caricatures for an Association Logo, which you will vote on during the Annual Meeting. Gerald Garrison will develop advertisements for the printed media and hopefully some television spots. The basis of the promotion program will be fresh, locally grown trees, such as “Look for the La-Ms (logo character) as your assurance of a fresh, locally grown tree.”

Kevin Steele and his committee are working on a Grower Certification program that will train growers to grow quality trees and grade their own trees. Growers who receive the training and pass the grading test will be “certified” to use Association Grade Tags, which will be required on all trees sold of USDA Grade 2 and better. The grade tag will identify the Association, grower (by Certification number), and tree grade, and will provide information on how to make inquiries.

The Association now prints approximately 4,000 Choose and Cut Brochures for each state. Members who pre-register for the Annual Meeting will be given 4 free brochures when they present their “brochure check.” The brochures will be sold for approximately $0.25 each to members and sent free to news media, county agents, and other information sources.

We also contributed to the national meeting of Agricultural Communicators in Education, participated in NCTA legislative work, and agreed to pay a portion of the printing cost of a new publication on Christmas Tree Insects.

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