

Guide to Information for Starting in the Nursery Business

COMMERCIAL HORTICULTURE • DEPARTMENT OF HORTICULTURE
PURDUE UNIVERSITY COOPERATIVE EXTENSION SERVICE • WEST LAFAYETTE, IN

James C. Sellmer and Michael N. Dana

The following is a reference list of informative publications which can provide answers to many of the questions which arise when considering a new nursery business venture.

Accompanying each reference is a brief description of the publication. Although the list does not include every publication designed for the nursery operator, it contains many of the more useful references. Prices listed are as of December 1993, and should be regarded only as a guideline. Publications may be ordered from the listed source or from your local bookstore.

Books By Topic

Nursery Industry, Layout, and Management

Nursery Management: Administration and Culture
1988, 2nd edition

H. Davidson, R. Mecklenburg, & C. Peterson
Prentice Hall
200 Old Tappan Road
Old Tappan NJ 07675
413 pp. \$57.00

A university standard covering the history, the industry, the types of businesses, laws and regulations impacting nurseries, site selection, nursery organization, financial management, production specifics (planting through growth regulation), fertilization, irrigation, and post-harvest handling.

Container Nursery Design
1986

B.L. Appleton
American Nurseryman Publishing Co.
77 W. Washington St., Suite 2100
Chicago IL 60602-2904
(800) 621-5727
122 pp. \$14.95

An excellent guide for designing or modernizing a container nursery with focus on site selection, financing, land preparation, bed construction, irrigation considerations, storage areas, computerization, shading, and over-wintering.

Who's Who in the Nursery Industry
American Association of Nurserymen
1250 I Street, N.W. Suite 500
Washington DC 20005
(202) 789-2900

(202) 789-1893 FAX
A-2-40210 \$25 member/150 non-member
An annual membership directory including a listing of the industry leaders, suppliers to the industry, information on membership services, and a membership roster.

Business and Financial Help

Beginning in the Nursery Business
1985

J.J. Pinney and R.D. Pinney
American Nurseryman Publishing Co.
77 W. Washington St., Suite 2100
Chicago IL 60602-2904
(800) 621-5727
70 pp. \$4.95

A handbook reviewing the essentials of garden centers, types of nurseries, and financial management. A helpful guide for deciding whether to enter the industry or whether to expand a pre-existent nursery.

Financing Your Business
1993

F. Ross
American Association of Nurserymen
1250 I Street, N.W. Suite 500
Washington DC 20005
(202) 789-2900
(202) 789-1893 FAX
90 pp. \$89.00

A step-by-step guide to finding money, establishing a business plan, and evaluating business needs.

Starting and Operating a Business in Indiana: A Step-by-Step Guide

1991

M.D. Jenkins

Oasis Press

300 North Valley Drive

Grants Pass OR 97526

(503) 479-9464

(800) 228-2275

246 pp. \$21.95

A general guide to starting and operating a business, including federal and state requirements for incorporation, taxation, labor requirements, and financial and operational planning.

Nursery Standards, Plant Patenting, and Quarantines

American Standard for Nursery Stock

1990

American Association of Nurserymen

1250 I Street, N.W. Suite 500

Washington DC 20005

(202) 789-2900

(202) 789-1893 FAX

A-2-40240 \$10 for a single copy

A guide to the standards adopted by the AAN and approved by the American National Standards Institute. Standard specifications (height, caliper, branching, size relationship requirements) are given for field-grown (balled and burlapped and balled and potted), container grown nursery stock, seedlings, small fruits, roses, and specialized storage structures (bulbs and corms).

How to Use, Select, and Register Cultivar Names

American Association of Nurserymen

1250 I Street, N.W. Suite 500

Washington DC 20005

(202) 789-2900

(202) 789-1893 FAX

A-2-40080 \$12 member/\$22 non-member

An excellent reference for explaining the guidelines to selecting cultivar names, and the publication requirements to legitimize cultivar names, and plant patents. Provides a list of obsolete, misapplied, misspelled, and incorrect plant names.

Plant Patent Directory

1989

American Association of Nurserymen

1250 I Street, N.W. Suite 500

Washington DC 20005

(202) 789-2900

(202) 789-1893 FAX

A-40230 \$75 member/\$150 non-member

Supplements yearly at \$75 member/\$20 non-member for each supplement (1990 A-40230A , 1991 A-40230B, 1992 A-40230C).

A comprehensive resource for plant patent owners, nursery operators, arboreta and botanic gardens, and attorneys. Lists patent dates, plant types, variety name, originator, and assignee.

Plant Patents and Federal Trademarks on Plants

American Association of Nurserymen

1250 I Street, N.W. Suite 500

Washington DC 20005

(202) 789-2900

(202) 789-1893 FAX

A-2-41050, Single copy free

A guide to understanding the plant patent and trademark process.

Federal & State Quarantine Summaries

Published by the American Association of Nurserymen, National Plant Board, and the USDA Animal & Plant Health Inspection Service (APHIS)

American Association of Nurserymen

1250 I Street, N.W. Suite 500

Washington DC 20005

(202) 789-2900

(202) 789-1893 FAX

200 pp. A-40330 \$25.00

A reference for growers, brokers, purchasers, and interstate transporters of nursery and greenhouse crops. Provides basic quarantine information and transportation requirements for both federal and state governments.

Periodicals

American Nurseryman

American Nurseryman Publishing Co.

3105 South Michigan Ave.

Chicago IL 60604

(800) 621-5727

\$45/yr.

A periodical published bimonthly and devoted to all aspects of the commercial nursery industry.

Indiana Nursery News

Indiana Association of Nurserymen
 Dr. Philip L. Carpenter, Editor
 2635 Yeager Road, Suite B
 West Lafayette IN 47906
 (317) 497-1100
 (317) 463-0190
 \$12.60/yr
 Published monthly and devoted to the Indiana nursery industry

Journal of Arboriculture/Arborist News

International Society of Arboriculture
 P.O. Box GG
 6 Dunlap Court
 Savoy IL 61874-9902
 (217) 355-9681
 (217) 355-9516
 \$70/yr.
 Published bimonthly and devoted to the science and art of growing and maintaining amenity trees.

Journal of Environmental Horticulture

Horticulture Research Institute
 1250 I Street N.W., Suite 500
 Washington, DC 20005
 \$200/yr.
 Published monthly and devoted to research for the advancement of the nursery industry.

Landscape Management

7500 Old Oak Blvd.
 Cleveland OH 44130
 (216) 826-2855
 (216) 891-2675 FAX
 \$30/yr.
 Published monthly and devoted the the landscape maintenance and design industry.

Nursery Business Grower

Brantwood Publications, Inc.
 3023 Eastland Blvd., Suite 103
 Clearwater FL 34621-4106
 (813) 796-3877
 (813) 791-4126 FAX
 \$15/yr.
 Published six times per year and devoted to the whole-sale grower. A grower-oriented periodical reporting the annual sales figures per state and listing top 100 growers nationally.

Nursery Manager

Branch-Smith Publishing
 120 St. Louis Avenue
 Fort Worth TX 76104
 (817) 332-8236
 (800) 443-5612
 (817) 887-1862 FAX
 \$24/yr.
 Published monthly and devoted to the retail nursery and garden center operator.

Nursery Retailer

Brantwood Publications, Inc.
 3023 Eastland Blvd., Suite 103
 Clearwater FL 34621-4106
 (813) 796-3877
 (813) 791-4126 FAX
 \$15/yr.
 Published six times per year and devoted to the lawn and garden retailer.

The Plant Propagator

International Plant Propagator's Society
 Center for Urban Horticulture
 University of Washington, GF-15
 Seattle WA 98195
 Published monthly and devoted to the propagation and culture of plants.

For more information on the subject discussed in this publication, consult your local office of the Purdue University Cooperative Extension Service.
