



USDA Announces Funds to Enhance the Competitiveness of Specialty Crops

Deputy Agriculture Secretary Kathleen Merrigan has announced the award of block grants to enhance the competitiveness of specialty crops. Specialty crops are defined as fruits, vegetables, tree nuts, dried fruits, horticulture, and nursery crops, including floriculture. Merrigan announced these awards at the National Association of State Departments of Agriculture annual meeting.

“We are pleased to support diverse efforts to help specialty crop growers market their products in a global marketplace and encourage all Americans to increase their fruit and vegetable consumption,” said Merrigan. “These grants are instrumental in helping specialty crop growers tackle the issues they are facing today.”

The 54 grants announced total approximately \$55 million, and will fund 827 projects, a 10 percent increase over last year. This supports the competitiveness of specialty crops and America’s specialty crop farmers. The funds will be used by the 50 states, the District of Columbia, the Commonwealth of Puerto Rico, Guam, and the U.S. Virgin Islands. Summaries of all awards can be viewed at www.ams.usda.gov/scbqp.

The block grants benefit specialty crop growers and consumers as well. For example, one block grant recipient is partnering with a university to determine if E. coli 0157:H7 can be transferred by dust or wind from cattle production areas to leafy green produce crops. Another recipient is partnering with an agency

to coordinate a Farm to School program where school districts will purchase specialty crops from a variety of growers for direct use in school meals, and provide nutrition and agriculture education about the benefits and nutritional qualities of specialty crops to students and school personnel.

The Iowa Department of Agriculture and Land Stewardship received \$276,310.76 in grant funding.

Through this program, administered by the Agricultural Marketing Service, USDA is committed to increasing child and adult nutrition knowledge and consumption of specialty crops; improving efficiency and reducing costs of distribution systems; assisting entities in the specialty crop distribution chain in developing “Good Agricultural Practices,” “Good Handling Practices,” “Good Manufacturing Practices,” and cost-share arrangements for funding audits of such systems for small farmers, packers and processors; investing in specialty crop research, including research to focus on conservation and environmental outcomes; enhancing food safety; developing new and improved seed varieties and specialty crops; pest and disease control; development of organic and sustainable production practices; increasing the marketability of specialty crop farmers, including Native American and disadvantaged farmers; developing local and regional food systems; and improving food access in underserved communities.

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Small Business Bill has Provisions of Interest to Green Industry

Last week, the Senate debated and passed a small business lending bill. While ANLA was disappointed that the measure did not include a full repeal of the Form 1099 health care mandate, the bill does contain numerous provisions of interest to small and green industry businesses. The bill is expected to become

law in the days ahead, after the House passes an identical measure and President Obama signs it. For a summary of provisions in the small business lending bill, go to: www.anla.org/index.cfm?area=&page=Content&categoryID=174

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INLA Now Accepting Scholarship Applications

The Iowa Nursery and Landscape Association offers two different scholarships to students majoring in the nursery and landscaping fields. In order to qualify for the Haber Scholarship, students must be an undergraduate in horticulture at Iowa State University; or students enrolled as a full-time student in the horticulture program at any of Iowa's community college may apply to receive one of two Community College

Scholarships awarded annually.

Additional applicant criteria and application forms are attached, and can also be found on the INLA website at: <http://www.iowanla.org/>. The application deadline for both scholarships is November 5, 2010. Please call the INLA office at 515.262.8323 if you have any questions about the scholarships or the application.

Feller Retires After 44 Years with Earl May

Written by: Tess Gruber Nelson, The Valley News Today, September 10, 2010

Looking back on his childhood, Marvin Feller of Shenandoah never thought about a career in the nursery business.

However, after starting with Earl May Seed and Nursery Company in 1962, Feller is retiring from his full-time position with the company after more than 44 years of dedication.

"If I had to do it all over again, I would," said Feller.

A native of Le Mars, Feller attended business school in Omaha following his high school graduation. Even then, he wasn't thinking about landscaping and nurseries.

"When I was going to school, I didn't have a car and I was living at the Y (YMCA) in downtown Omaha. I got a part-time job as a soda jerk out where Countryside Village is and had to take the bus out there," recalled Feller. "The (Earl May) garden center was right across the street and the employees over there would always come over to have their coffee or shakes or whatever. A fellow by the name of Walter Cook said, 'Why don't you come over and work for Mays.'"

Feller began as a sales associate at that Earl May location, and even after finishing business school, decided to stay there.

Two years later, Feller was transferred to a location in Lincoln and later, Fremont.

"I then left the company in 1964 to go on my own with a flower and garden center in northwest Iowa, Remsen to be exact. I did that for four years, had a chance to sell it and came back to Mays in 1968," said Feller.

Feller returned to Mays in April 1968 at a garden center in Sioux City. A year later he was transferred to Hastings as store manager and in 1974, Feller and his family moved to Shenandoah when he was promoted to supervisor in the nursery department.

Four years later, he was transferred to the stores office as office manager, where he purchased fertilizer, Christmas trees, pets and other merchandise.

"I also handled home shows, landscaping seminars and started managing meetings, dinners and training sessions. I became employee training program manager in 1987 and named director of training in 1994."

In fact, Feller developed a couple of training manuals utilized by the company – a certification manual for all garden center employees and a store management-training program. Both programs assist employees in learning different types of trees, shrubs, and plants, how to run a garden center and



Marv Feller is retiring from the nursery business after more than 44 years in the industry.

even how to get along with co-workers Feller explained.

Additionally, Feller is a board member of the Iowa Nursery and Landscape Association and was its president in 1992, and in 1998, was named Iowa Certified Nurseryman of the Year by the Iowa Nursery and Landscape Association. He was also the 18th person in Iowa to receive a Certified Nurseryman Certificate.

Although Feller is retiring from his position as director of training, he still plans on working for Mays part-time, possibly in the nursery.

"Anything outside is appealing to me. I've always said you've got to like what you're doing, rather than just have a job," said Feller.

Feller had been married to wife, Darlene, for 45 years. The couple has four children, Kris, Mark, Jeff, and Brad and seven grandchildren.

Following his retirement, in which a date has not been set, Marvin and Darlene also plan on doing some traveling and spending more time with their children and grandchildren.

"What I'll miss most are definitely the people - this company has been really good to me."

This article can be found at: <http://southwestiowanews.com/articles/2010/09/11/shenandoah/doc4c8afd4516fed082236624.txt>.

Feller has been a dedicated member of the Iowa Nursery and Landscape Association. INLA wishes him the best and hopes he enjoys his travels in retirement.

Thank you to Members who have Renewed their Commitment to INLA!

Thank you to the following INLA members who have renewed their membership and paid 2011 dues, we appreciate your support of the Iowa Nursery and Landscape Association! INLA strives to promote certified Garden Center and Landscaping professionals.

Bachman's Wholesale Nursery & Hardscapes

John Doepke - Farmington, MN

Bill and Karen Bishop

Des Moines, IA

Bluebird Nursery Inc.

Mike Hamernik - Clarkson, NE

Boots Nursery Inc.

Anna Mary Riniker - Anamosa, IA

Central Landscape Supply

Herman Roerick - St Cloud, MN

Country Landscapes Inc.

Jim Mason - Ames, IA

Craftware Pottery and Baskets

Dick Thiele - Omaha, NE

Del's Garden Center

Todd Brockshus - Spencer, IA*

Beth Brockshus - Spencer, IA*

Ross Brockshus - Spencer, IA*

Robert Fullhart - Spencer, IA*

Tim Greenough - Spencer, IA*

David Lee Olson - Laurens, IA*

ETS (Egeland Tree Service)

Doug Egeland - Ossian, IA

Ferguson's Garden Center, Inc.

Chris/Renee Quance - Spirit Lake, IA

Garden's Gate

Jack Baker - Algona, IA*

Hughes Nursery & Landscaping LLC

Tom Hughes - Cedar Rapids, IA*

John Hughes - Cedar Rapids, IA*

Iowa Garden Coach, LLC.

Anne Larson - Des Moines, IA*

Iowa Lakes Community College

Kevin Fehr - Emmetsburg, IA

Judy Nauseef Landscape Design

Judy Nauseef - Iowa City, IA*

Loma Vista Nursery

Caitlin Hupp - Ottawa, KS

Mississippi Valley STIHL

Sheila Elsey - Peoria, IL

Nodaway Valley Tree Farm

John Hanika - Des Moines, IA

Pella Nursery Co.

Steve Vermeer - Pella, IA

Ted Lare Design Build, Inc.

Ryan Bates - Cumming, IA*

The Scotts Company

Kim Moore - North Liberty, IA

Tiedt Nursery

Val Holm - Waverly, IA*

TNT Landscaping & Nursery

Bret Wram - Ankeny, IA*

Tremel Nursery, Inc.

Ron Tremel - Earling, IA

Vic Scott Landscaping & Nursery

Todd Scott - Ankeny, IA*

Vic Scott - Ankeny, IA

We Call It Landscaping Inc.

Greg Stuecker - West Point, IA

Wempen's Nursery & Landscaping

Derek Wempen - Humboldt, IA

Wright Outdoor Solutions, Inc.

Tammy Champlin - West Des Moines, IA

Brian Edgar - West Des Moines, IA

Allen Hansen - West Des Moines, IA

Julianne Helgeson - West Des Moines, IA

Kerry J Jacobsen - West Des Moines, IA

Glenna Walker - West Des Moines, IA

* Indicates an INCP dues paying member.

INLA Dues Reminder

If you have not paid your 2011 dues yet, please consider doing so as soon as possible. Membership to the Iowa Nursery and Landscape Association puts you in an elite category of leaders who are on the cutting edge of the industry. Change is inevitable and the unity of an entire industry makes a difference on many issues. INLA prides itself on representing you on the many things impacting your business.

INLA members are the most progressive thinkers in the nursery and landscaping industry. INLA offers many opportunities for members to keep in touch with the newest and best in the industry. Recently INLA began a great partnership with Iowa State University's Shade Tree Short Course. The combination of highly regarded speakers and the newest products and equipment at the trade show makes this event a

"must-attend" member benefit. INLA is also proud to be a partner with the American Nursery and Landscape Association (ANLA) through the Lighthouse Program. As a partner INLA contributes \$10 per member in dues to the ANLA Lighthouse Program. The Lighthouse Program, representing close to 15,000 Green Industry professionals throughout the country, raised over \$145,000 to promote the industry's best interests on the federal level last year. This membership gives you access to lobbying power and information on a national level.

If you have any questions about membership with the Iowa Nursery and Landscape Association or need a new dues statement sent to you, please contact the INLA office at 515.262.8323 or 800.383.1682.