

INLA
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NEWS

Northey: 12 Iowa Organizations to Receive Grants to Help Promote Specialty Crops

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The Iowa Nursery and Landscape Association would like to share the news of a grant we received from the Iowa Department of Agriculture and Land Stewardship. This grant will help to extend educational programming for Iowa's green industry professionals. Below is a portion of the article:

Iowa Secretary of Agriculture Bill Northey announced that the Iowa Department of Agriculture and Land Stewardship will be awarding \$260,549 in grants to Iowa organizations to help enhance the competitiveness of specialty crops grown in Iowa. The Department received \$276,526.15 through the Specialty Crop Block Grant Program from the USDA Agricultural Marketing Service to support the program.

"Specialty crops are a very important part of Iowa agriculture as they allow farmers to diversify and give customers access to locally grown products," Northey said. "These federal funds will support food safety, research and marketing efforts that will encourage Iowans to choose fruits, vegetables, nuts and flowers that are produced right here in our state."

Iowa agricultural non-profit organizations, cooperatives, specialty crop industry associations or organizations, and producer groups were eligible to apply for funding to enhance the competitiveness of specialty crops.

The Department also invited public comment from specialty crop stakeholders to help identify priorities for the program and established a Review Committee to help review, evaluate, and

make recommendations on which grant proposals submitted to the Department should receive funding.

The maximum grant award from the Department to sub-grantees is \$24,000 and administrative and indirect costs are not allowed.

Grant funds shall be used for projects that benefit and enhance the competitiveness of specialty crops industry as a whole, and cannot be for projects that directly benefit a particular product or provide a profit to a single organization, institution, or individual.

"Specialty Crops" that are eligible under this program are fruits and vegetables, tree nuts, dried fruits and horticulture and nursery crops, including floriculture. The funds not passed through to Iowa organizations will be used by the Department to administer the grant.

To view the entire article please go to: www.iowaagriculture.gov/press/2011press/press10052011.asp

INLA would like to thank Ann Marie VanDerZanden, Associate Professor of Horticulture at Iowa State University, for her work on the grant application. INLA would not have received the grant without her hard work.

The \$12,350 grant funding will go to extend educational programming for Iowa's green industry professionals; through webinar series and accompanying on-line modules. Please look for more information as programs are established.

SAVE THE DATES

56th Annual Iowa State University Shade Tree Short Course and Iowa Nursery & Landscape Association Conference and Trade Show

February 21-23, 2012 . Scheman Building . ISU . Ames, IA

Attendees, look for registration forms in December. If you are interested in displaying your wares and services at the Shade Tree Short Course and INLA Trade Show, please contact the INLA office at 515.262.8323.

Go to: www.uca.iastate.edu/mnet/shadetree/home.html for more information.

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U.S. Deer-Vehicle Collisions Fall 7 Percent

Mishaps Most Likely In November And In West Virginia

For the third consecutive year, the number of deer-vehicle collisions in the U.S. has dropped. And the downturn is accelerating. The percentage decline over the last year is nearly three times as large as during the previous two years combined.

Using its claims data, State Farm®, the nation's leading auto insurer, estimates 1.09 million collisions between deer and vehicles occurred in the U.S. between July 1, 2010 and June 30, 2011. That's 9 percent less than three years ago and 7 percent fewer than one year ago.

Among those states in which at least 2,000 deer-vehicle collisions occur per year, Vermont (24 percent), Michigan (23 percent), West Virginia (22 percent) and Connecticut (22 percent) experienced the largest one-year percentage declines. There were 23,000 fewer deer-vehicle altercations in Michigan alone. Michigan is second on the list of states with the highest total number of these collisions (78,304), well behind Pennsylvania (101,299).

Where are deer-vehicle collisions most likely?

For the fifth year in a row, West Virginia tops the list of states where an individual driver is most likely to run in to a deer. Using its claims data in conjunction with state licensed driver counts from the Federal Highway Administration, State Farm calculates the chances of a West Virginia motorist striking a deer over the next 12 months at 1 in 53, an improvement over a year ago when the odds were 1 in 42.

Iowa remains second on the list. The likelihood of a licensed driver in Iowa hitting a deer within the next year is 1 in 77. South Dakota (1 in 81) moves up one place to third. Pennsylvania (1 in 86) jumps two places to fourth. Michigan (1 in 90) drops from third to fifth.

Montana is sixth, followed by Wisconsin and Minnesota. North Dakota and Wyoming round out the top 10. In eight of the top 10 states (Minnesota and Wyoming are the exceptions), the rate of deer-vehicle collisions per driver went down from a year ago.

The state in which deer-vehicle collisions are least likely is still Hawaii (1 in 6,267). The odds of a Hawaiian driver colliding with a deer between now and 12 months from now are approximately equal to the odds that that driver is a practicing nudist.

[U.S. map showing likelihood of deer-vehicle collision by state](#)
[Chart listing likelihood of vehicle-deer collision by state](#)

When do deer-vehicle collisions occur?

State Farm's data shows that November, the heart of the deer migration and mating season, is the month during which deer-vehicle encounters are most likely. More than 18 percent of all such mishaps take place during the 30 days of November.

Deer-vehicle collisions are three times more likely to occur on a day in November than they are on any day between February 1st and August 31st. October is the second most likely month for a crash involving a deer and a vehicle. December is third.



The average property damage cost of these incidents during the final half of 2010 and the first half of 2011 was \$3,171, up 2.2 percent from the year before.

Avoiding Deer-vehicle collisions

“State Farm has a long history of supporting auto safety,” said Laurette Stiles, State Farm Vice President of Strategic Resources. “Calling attention to potential hazards like this one is part of our DNA. While we can't put our finger directly

on what's causing a decline in deer-vehicle collisions, we'd like to think media attention to our annual report on this subject has had at least a little bit to do with it.”

Here are tips on how to reduce the odds of a deer-vehicle collision involving your vehicle becoming part of the story we tell next year:

- Be aware of posted deer crossing signs. These are placed in active deer crossing areas.
- Remember that deer are most active between 6 and 9 p.m.
- Use high beam headlamps as much as possible at night to illuminate the areas from which deer will enter roadways.
- Keep in mind that deer generally travel in herds – if you see one, there is a strong possibility others are nearby.
- Do not rely on car-mounted deer whistles.

If a deer collision seems inevitable, attempting to swerve out of the way could cause you to lose control of your vehicle or place you in the path of an oncoming vehicle.

To view this article please go to: www.statefarm.com/aboutus/pressreleases/2011/october/3/us-deer-collisions-fall.asp

National Green Centre is back in

Kansas City, Jan. 8 & 9, 2012

by the Western Nursery & Landscape Association

trade show

FREE Exhibit Hall Only Pass - Thanks to GIE Horticultural Group including: Horticulture in 2062: What the Consumer Will Buy & What the Industry Will Sell • NGC University • FX Luminaire Learning Center

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Landscape • Green Rating Systems • How to Sell Your Green Industry Business • Landscape Maintenance Problems & Solutions

Edibles • Edibles in Containers • Designing with Edibles • Maintenance of Edibles

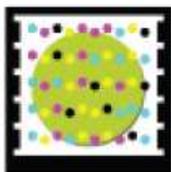
Natives • Sustainable Plants in the Landscape: The Role of Natives, Selections of Natives and Non-invasive Introductions • Properly Selecting Native Plants for Use in Storm Water BMP's

Marketing • How the Independent Restaurants Compete and Win • Free (or nearly free) Marketing • Social Media: Integrating New Media into Your Marketing Plan

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fashion show

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National
GreenCentre

Jan. 8 & 9 2012 • Kansas City • Western Nursery & Landscape Association • 888.233.1876 • www.nationalgreencentre.org
• Scan the tag for show info! Get the free app for your phone: <http://gettag.mobi>

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 **three** Community Col-

lege 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 4, 2011. Please call the INLA office at 515.262.8323 if you have any questions about the scholarships or the application.

NLRB Finalizes New Poster Rule

The National Labor Relations Board (NLRB) has issued a final rule requiring employers to display a poster explaining to employees their labor relations rights. The final rule takes effect November 14, 2011.

The posting requirement applies to all private-sector employers (including labor unions) subject to the National Labor Relations Act (NLRA), which excludes agricultural, railroad, and airline employers. Even if there is no union in your workplace you still have to post the notice. The NLRB has a long standing policy that it "chooses" not to assert its jurisdiction over very small employers whose annual volume of business is not large enough to have a more than a slight effect on interstate commerce. The NLRB's general jurisdictional standards are summarized in the rule and some of them are industry specific.

There are two notable "size exemptions." One applies to retailers. As the NLRB expresses it, the NLRB will not "take" jurisdiction over any such employer that has a gross annual volume of business of less than \$500,000.

An "other employer" exemption is based either on the amount of goods sold or services provided by the employer out of

state (called "outflow") or goods or services purchased by the employer from out of state (called "inflow"). The NLRB will not "take" jurisdiction over any employer with an annual inflow or outflow of at less than \$50,000. Outflow can be either direct -- to out-of-state purchasers -- or indirect -- to purchasers that meet other jurisdictional standards. Inflow can also be direct -- purchased directly from out of state -- or indirect -- purchased from sellers within the state that purchased them from out-of-state sellers.

The American Nursery and Landscape Association (ANLA) says the bottom line is this: operations that are engaged in nursery and greenhouse growing only fall under the agricultural exemption and need not comply. For retail, landscape, and distribution operations, most will be covered unless small enough to fall under the limited exemptions. ANLA will continue to monitor this and other actions by the NLRB and their impact on your business.

If you have any questions or concerns please contact Craig Regelbrugge (cregelbrugge@anla.org) or Hadley Sosnoff (hsosnoff@anla.org).

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—2012 dues since the last INLA newsletter. We appreciate your support of the Iowa Nursery and Landscape Association! INLA strives to promote certified Garden Center and Landscaping professionals.

** Indicates an ICNP dues paying member.*

Earl May Direct

Angie Peterson - Shenandoah, IA

Judy Nauseef Landscape Design*

Judy Nauseef - Iowa City, IA

Iowa Lakes Community College

Kevin Fehr - Emmetsburg, IA

P & B Lawncare, LLC

Mike Bird - Newton, IA

Natra Turf/ Calcium Products, Inc.

Brian Milam - Gilmore City, IA

No Lawn Left Behind

Kevin Wicks - Perry, IA

Bob Lenc Landscaping, Inc.*

Gary Garles - Des Moines, IA

Cedar Valley Lawn Care, Inc.

Randy Vandersee - Waterloo, IA