

All things sustainable floriculture, plus 5 things you can't argue with



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COMING UP THIS WEEK:

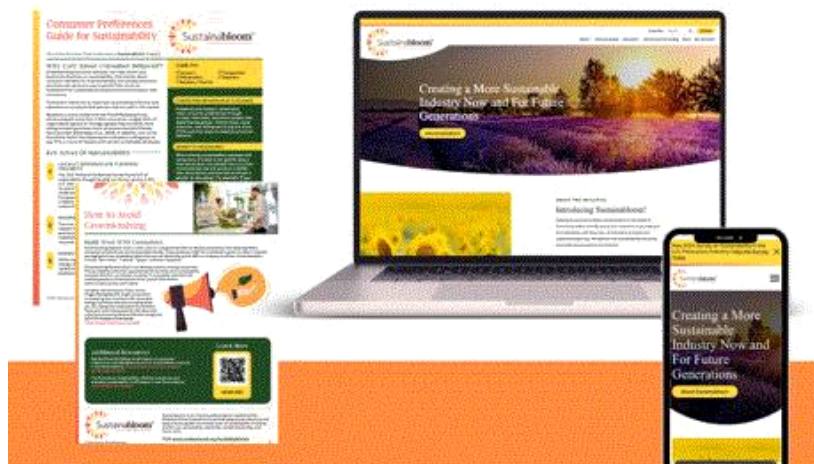
Sustainabloom Launches Ontario Documents Grower Efforts
5 Reasons to Get Outside
Composting Awareness Report from the Outpost

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A Comprehensive Website for Sustainable Floriculture Info

Sustainabloom.org is now live! This is a new website from the American Floral Endowment full of research-driven resources for floriculture businesses. In partnership with NC State University, it includes over 800 documents, reports, and editorials regarding sustainability in floriculture. They do an impressive job of breaking these resources down into easy-to-find categories, as well as providing quick [industry resource guides](#) to make it easy to learn about things like composting, IPM, consumer preferences, H2A/H2B work visas, nutrient management, plastics and more.





As the industry evolves, they plan to update SustainableBloom continuously. And there are even ways for you to contribute your success stories in sustainability. Businesses and individuals interested in getting involved or providing feedback can reach out to the SustainableBloom team at info@sustainablebloom.org. If your business or organization has resources you would like to contribute, go [HERE](#).



Ontario Tracks Sustainable Growing Efforts

Speaking of sustainability, up in Canada, a new study from the Vineland Research and Innovation Centre outlines how Ontario's fruit and vegetable growers have made progress in adopting sustainable practices over the last 20 years.

In the greenhouse sector, 95% of survey respondents use water-efficient irrigation systems, insulation for more efficient energy use and biological pest control systems. More than two-thirds report having installed more energy-efficient boilers, climate control and irrigation systems over the last 20 years, as well as heat storage and energy curtains and screens to reduce their energy use. About half have transitioned to more energy-efficient lighting, and close to one-third are using renewable energy and/or capturing and re-using carbon for crop growth.

"We've made tremendous progress in the last two decades, and growers are willing to do more, but farms need to also be financially viable, which includes a streamlined regulatory environment, financial investments and the consumer support," said greenhouse grower Jan VanderHout, Chair of the OFVGA Environment and Conservation committee, in a [press release](#). "Fruit and vegetable production is an essential pillar of our local food system and it's critical to Canada's national security that we do everything we can to preserve and protect our ability to grow healthy, safe and sustainable produce."



5 Reasons to Get Outside

Looking for content to share with consumers? How about inspiring them to get outside a little bit more.



Here are five reasons to get outside (gardens count) from the Children & Nature Network, with links to the research that backs it up.

- **3 months of therapeutic gardening activities** helped reduce the severity of depression and increase the attentional capacity for patients with clinical depression.
- **143 scientific studies**—with a combined population of more than 290 million people, from 20 different countries—found that greenspace exposure is associated with numerous health benefits.
- **300 seconds (5 minutes) spent viewing a natural setting** results in positive changes in blood pressure, heart activity, muscle tension and brain electrical activity.
- **20 minutes spent outside in nature** can significantly reduce levels of cortisol, a stress hormone.
- **2 hours in nature every week** is proven to make you feel happier and healthier.



Composting Awareness Week: May 5-11

The U.S. Composting Council will celebrate International Compost Awareness Week from May 5-11, 2024. It's a great opportunity to raise public awareness on why and how to compost organics.



Head on over to compostfoundation.org for resources, sample social media posts and more.

Report from the MT Outpost

Since my last report, it started to green up in earnest, snowed another 8 in. (and quickly melted), downpoured, and the dogs have endured just one bath due to a mud-digging spree. Meanwhile, I'm stashing plant names to remember as I ogle more temperate garden photos.

We're getting ready to add a new addition at our little Montana outpost (details to come later), which has me sketching out new ideas, plotting some transplanting and worrying about the matter of a DIY retaining wall. It's times like these when I realize the gray area I reside in: being an industry insider with access to new variety names and big ideas, while still being a bit clunky in garden skills.

This might qualify as a vague-post from the outpost. But I promise, I'll share more later. It has the makings of an interesting adventure.

Until next time,



Jennifer Duffield White

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