

The one thing Washington agreed on



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COMING UP THIS WEEK:

The One Thing
Create Pollinator Habitats
The Greenest Consumers
Webinars
Pollinator Conference

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The One Thing We All Agree On

Yesterday, President Trump signed S. 47. What's that? It's a public lands package that (I kid you not) people actually agree on, and it contains some important conservation measures that impact public lands and, in some cases, the green industry. The Senate approved it 98-2 and the House passed it 363-62.

What's in it? It's being called the biggest public lands package in a decade, with more than 100 pieces of individual legislation. A few highlights:

The Every Kid Outdoors Act (formerly Every Kid in a Park) received renewal. It provides free access for fourth graders and their families to all federally managed public lands and waters.

Land & Water Conservation Fund (LWCF) received renewal after it expired last September. This uses royalties from oil and gas companies to fund recreational spaces—everything from putting in boat ramps to building both rural and urban parks. Want to see more people getting time in green parks? This will help fund that.

During a period of historic divisiveness, this public lands bill is an important reminder that we all have some common values. Protecting outdoor spaces and, I'd argue, spending time there, may be the thing that we can agree on. But maybe it's also the thing that helps us recognize where we're our best and happiest as human beings. Maybe we'll all spend a little more time in these spaces. (And maybe people will value plants a little more, as a result.)



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Create Pollinator Habitats

On March 14, the Bee & Butterfly Habitat Fund is offering a free webinar on “The Pillars of Great Pollinator Habitat Design and Management.” They’ll cover the basic aspects of how farms can use field edges and underperforming areas to build pollinator habitats.

The webinar is presented in partnership with the Sand County Foundation and Partnership for Ag Resource Management.

Time: 10 a.m. CST on March 14

Register: <http://partnershipfarm.org/events/the-pillars-of-great-pollinator-habitat-design-and-management-webinar/>



The Oldest Consumers are the Greenest

The Natural Marketing Institute (NMI) recently queried adults in the U.S. about sustainability. Thirty-two percent of respondents said they thought of themselves as “very green” (up from 27% in 2015).

But an interesting breakout of the data had 32% of Millennials claiming to be “very green” while both Gen X and Boomers were at 31% and the “Matures” age group came in at 40%.

These, of course, are the people who think of themselves as living an extremely green lifestyle; a lot of folks who appreciate sustainability fall outside of that category for one reason or another. In any case, as you set up your spring lineup, it might be worth thinking about your customers and how they fit into this demographic. What do they want to see?



GrowerTalks Webinars

What’s next on the free webinar lineup? Check out these:

Making the Better Mix: Wood Fiber Research and the Benefits of Adding HydraFiber Thursday, March 14

Can wood fiber be a suitable alternative to perlite, peat, pine bark and coir in your media mixes? This webinar will help you make heads or tails of it all and decide if it’s time to transition your media program. Guest experts are Dr. Glenn Fain of Auburn University and Daniel Norden, Senior R&D Manager and Technical Specialist Manager for Profile Products.

What Makes a Growing Container Automation-Friendly? Thursday, April 18

Having the right container—one that fits the requirements and specifications of your equipment—is critical. But what makes a growing container automation friendly? And if you don't have automated equipment, are there any manual solutions to help minimize labor costs while maximizing efficiency? The guest expert is Chris Soltis, Director of Sales for HC Companies, maker of ITML and Dillen pots, among others.

Get more details and sign up for one or both at www.growertalks.com/webinars.

Pollinators Conference

Save the date for the third [Protecting Pollinators in Urban Landscapes](#) held October 7-10, 2019 at the Cincinnati Zoo and Botanic Gardens, Cincinnati, Ohio. This is the third national conference, presented in partnership between Michigan State University and North Carolina State University, with a goal of connecting current research and educational outreach to participants. Stay tuned for more information as it becomes available.

Until next time,



Jennifer Duffield White
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