

# Arizona Nursery Association Presentation for Trees for People



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Arizona Nursery Association  
Wednesday, March 27, 2013



# Plant Something Campaign



# Container Grown Tree Guide



Promotes the

- Environmental
- Financial
- Health

**Benefits of trees and plants**



# Target Audience: External

## Primary

- Single-Family Homeowners

## Secondary

- Home Owners Associations (HOAs)
- Cities, municipalities, ADOT, Parks & Rec.
- Community Organizations

**Engaging...**

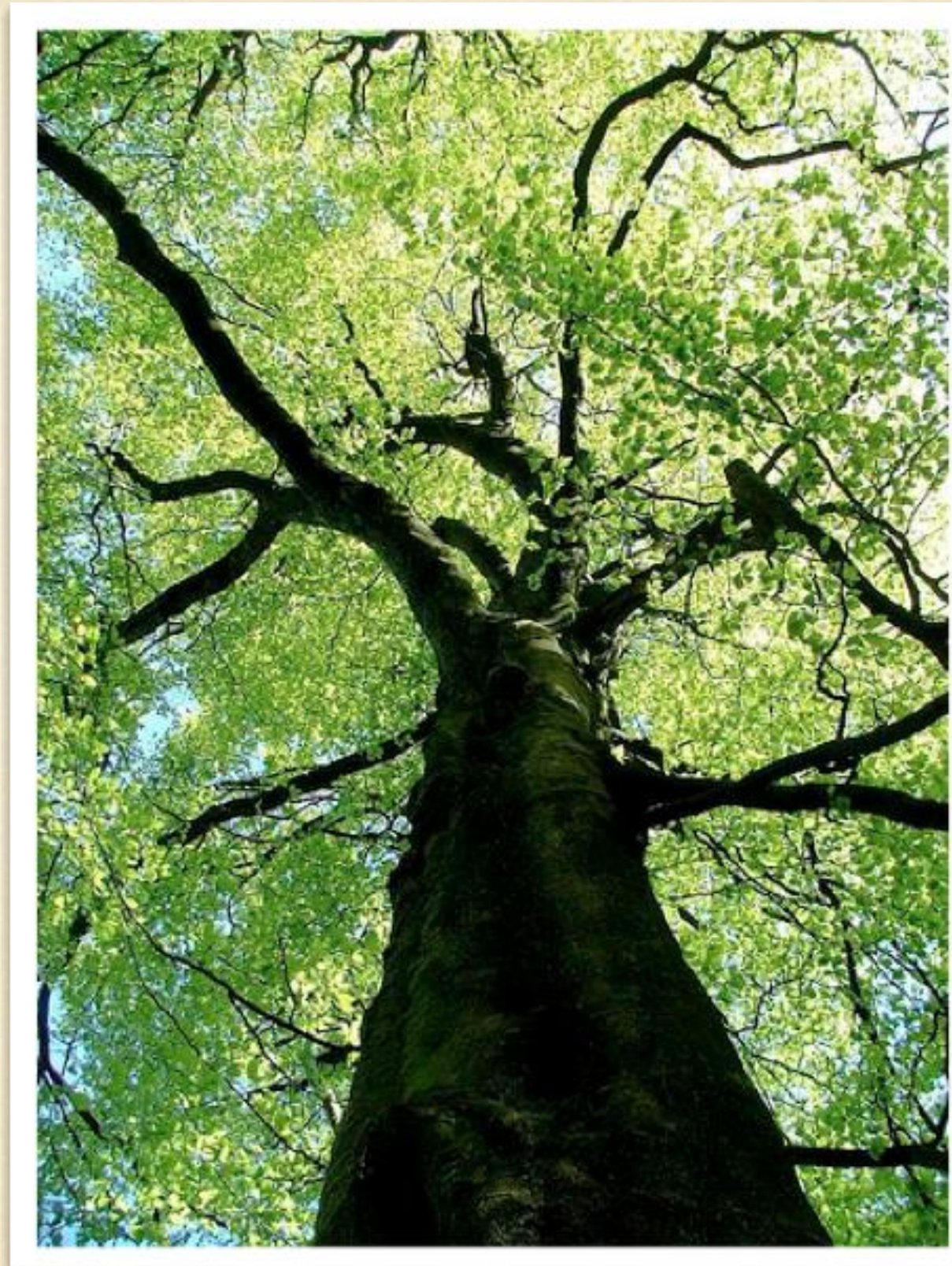
**... People who are seeking to enrich the external aesthetic, environmental and monetary value of their home and their community.**

# Primary Competition

**Most discretionary home improvements bring short-term financial benefits and only provide interior enhancements.**

# Position

The natural investment that offers guaranteed long-term benefits, value and beauty.



# Promise

Grow a richer world.

# Personality

Creative, sustainable, outdoorsy, thoughtful, nurturing, visionary, optimistic, fun, energetic, green, family-focused, community-oriented

# **Our Brand Statement:**

**Embracing the “New Normal” realities in people’s lives, the “Plant Something” movement is a fun, semi-radical groundswell that motivates all to enrich their private and public environments by encouraging simple, rewarding acts that can grow to a canopy of value and beauty for a richer world.**



# Now international...

Arizona Nursery Association  
Arkansas Green Industry Association  
British Columbia Nursery & Landscape Association  
Colorado Nursery & Greenhouse Association  
Idaho Nursery & Landscape Association  
Massachusetts Nursery & Landscape Association  
Minnesota Nursery & Landscape Association  
New Jersey Nursery & Landscape Association  
Ohio Nursery & Landscape Association  
Oregon Association of Nurseries  
Washington State Nursery & Landscape Association



# Federal Trademark



# Print Ads

59¢

NET WT 40MG

## CASH MONEY PERENNIAL SEEDS

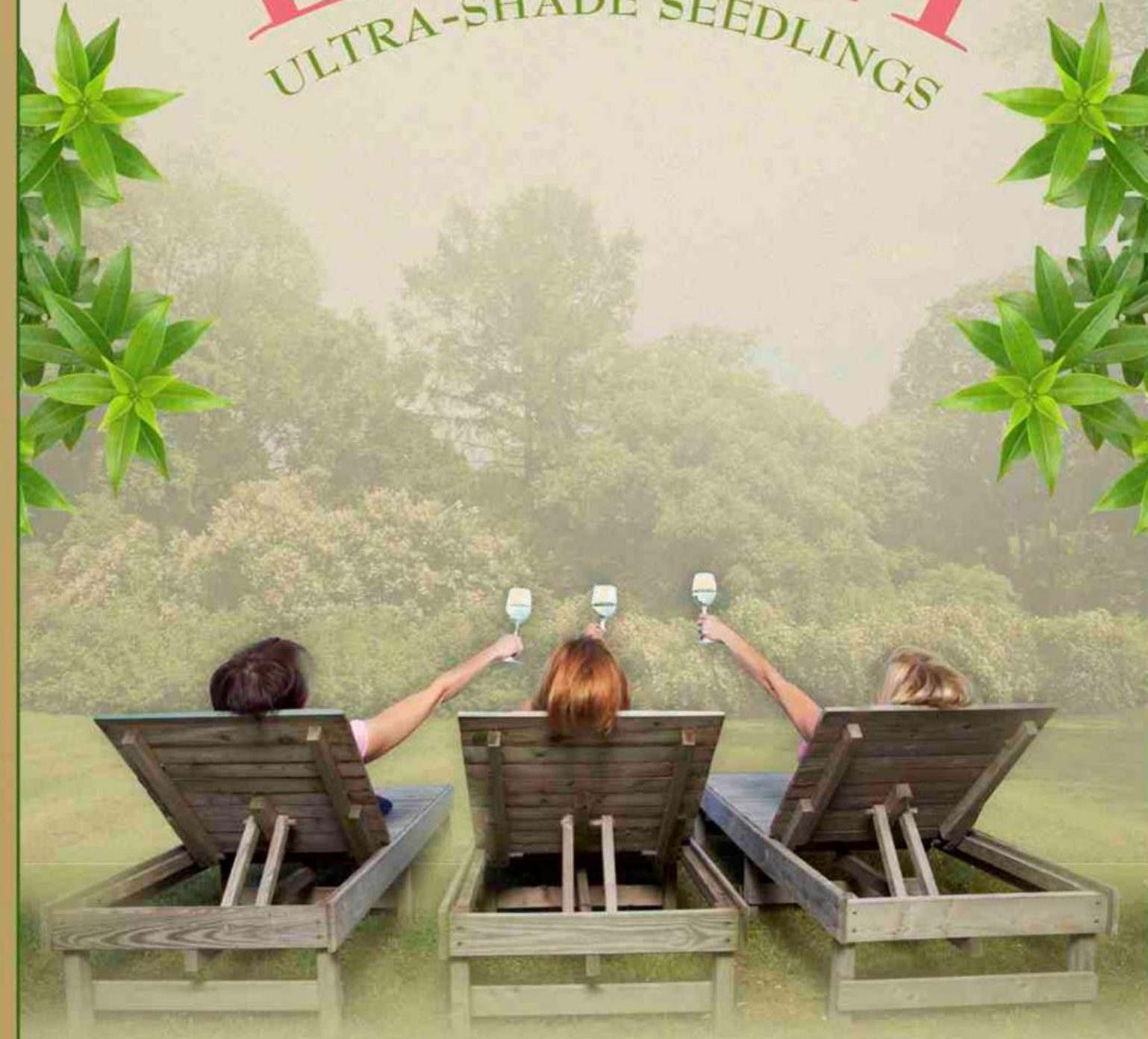


Large Bloom, Fast Growing C-Notes

59¢

NET WT 40MG

## LUSH ULTRA-SHADE SEEDLINGS

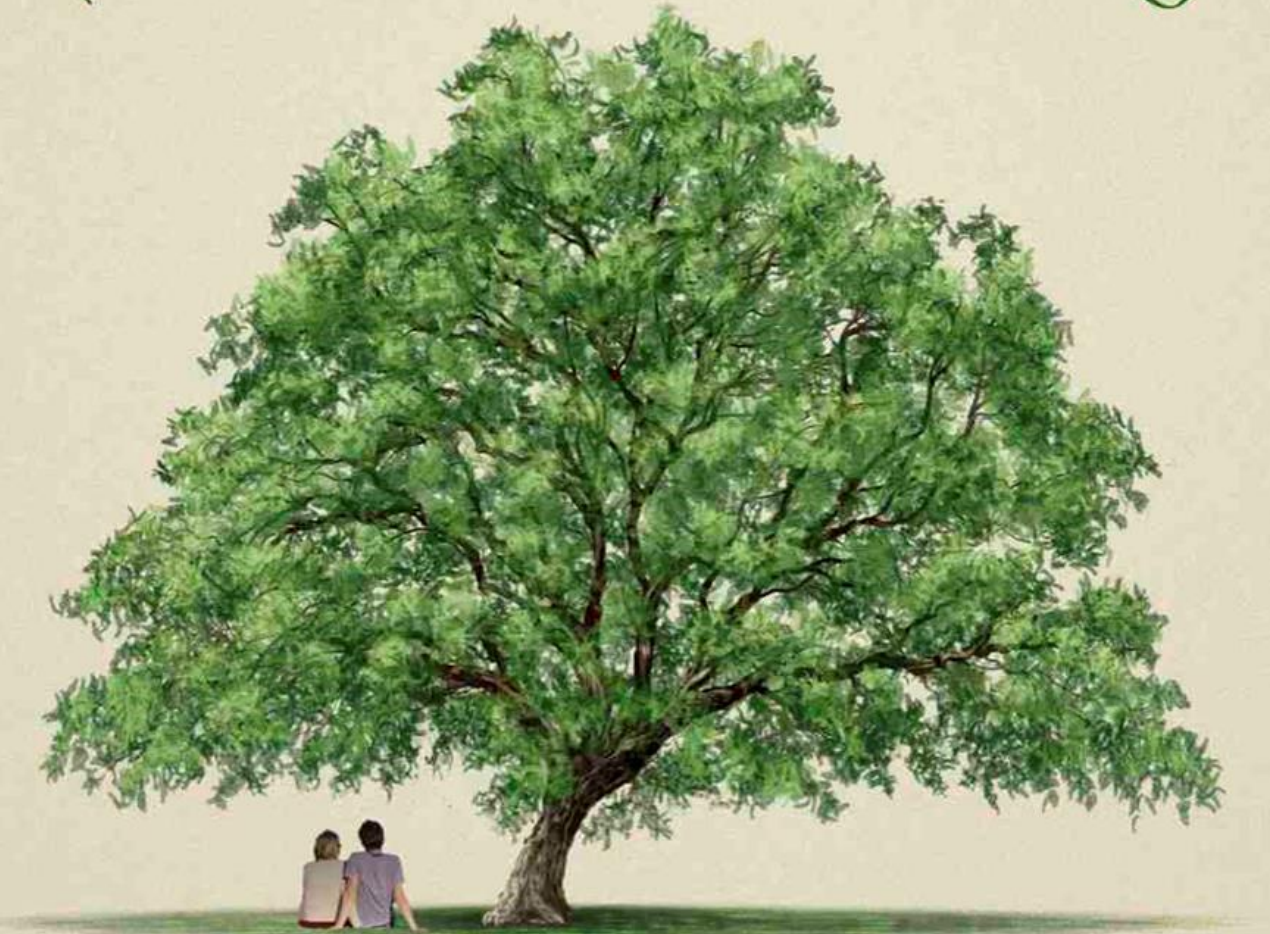


Leaves & Legacy Mix

59¢

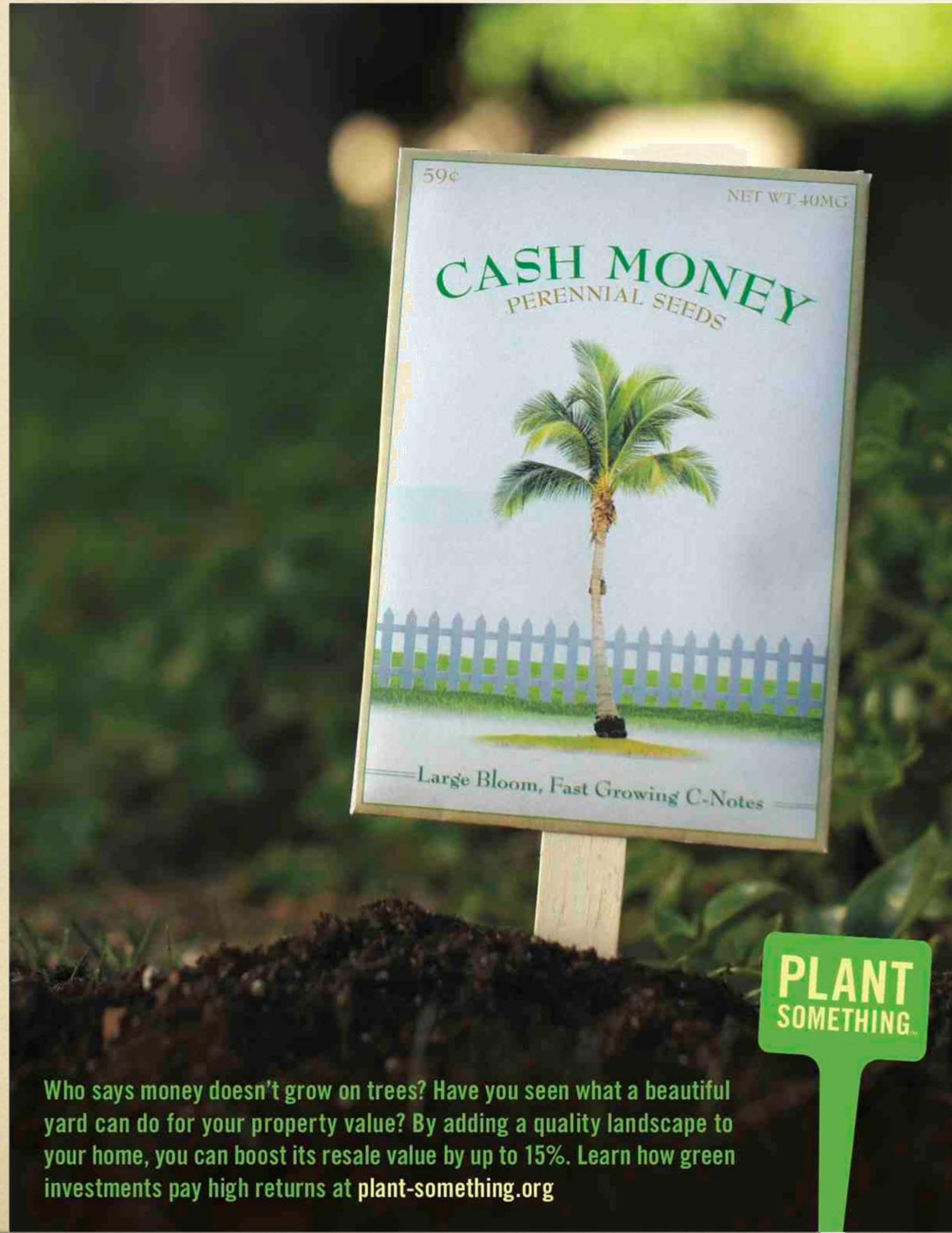
NET WT 40MG

## SHADY DEALS TALL, LEAFY BUFFERS

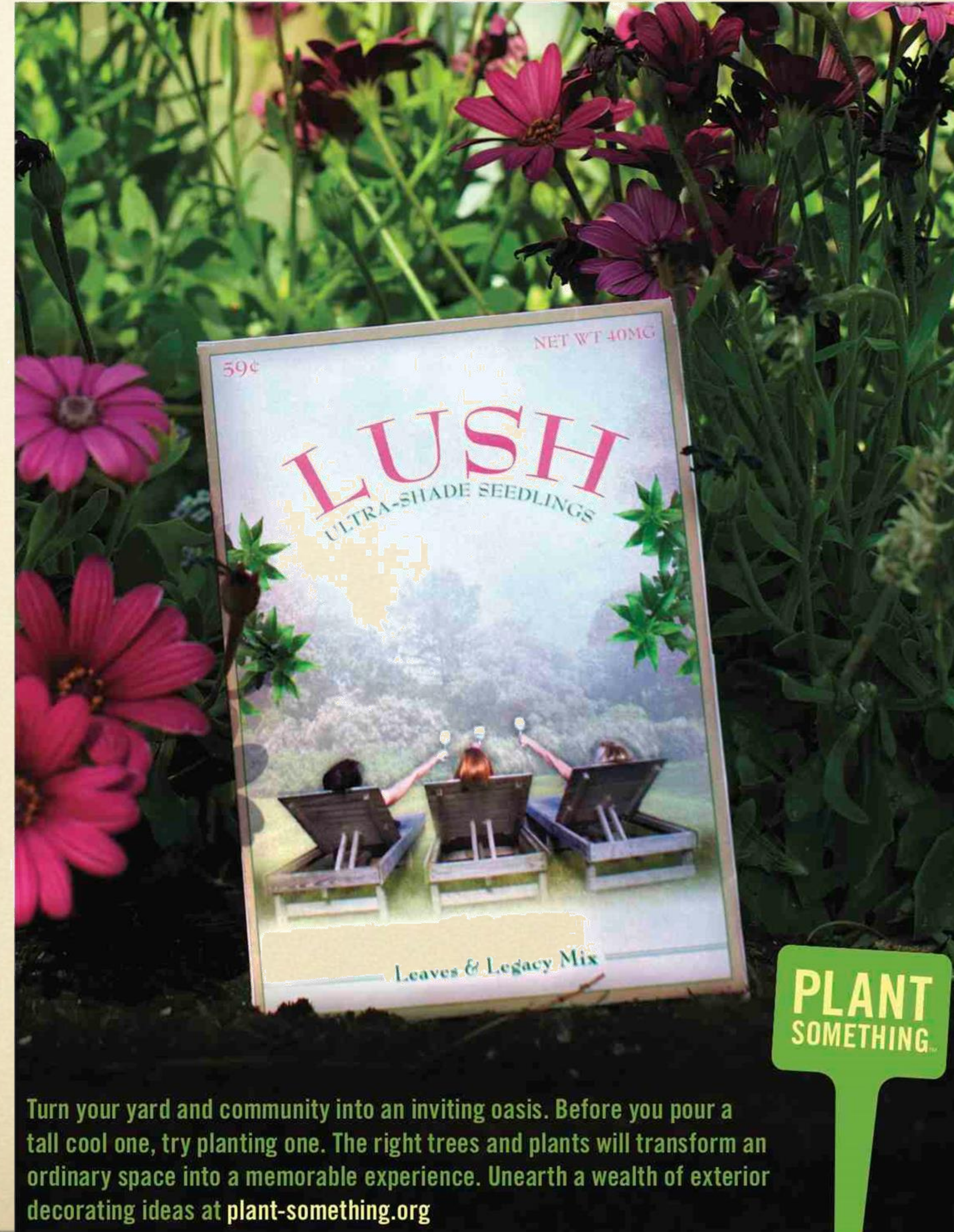


Shadows & Savings Assortment

# Posters




Who says money doesn't grow on trees? Have you seen what a beautiful yard can do for your property value? By adding a quality landscape to your home, you can boost its resale value by up to 15%. Learn how green investments pay high returns at [plant-something.org](http://plant-something.org)



Turn your yard and community into an inviting oasis. Before you pour a tall cool one, try planting one. The right trees and plants will transform an ordinary space into a memorable experience. Unearth a wealth of exterior decorating ideas at [plant-something.org](http://plant-something.org)

# Website




**PLANT SOMETHING.**

[Arizona-Friendly Plants](#) [Garden Centers](#) [Benefits of Planting](#) [About Us](#)

## GROW A RICHER LIFESTYLE BY PUTTING DOWN SOME ROOTS.

**We take a lot for granted when it comes to plants. It's time to wake up and enjoy them. Find a garden center »**


### The Perks



It's amazing what a few well-placed plants and trees can do for your home, your health and your neighborhood.

[LEARN MORE](#)

### Arizona Plants

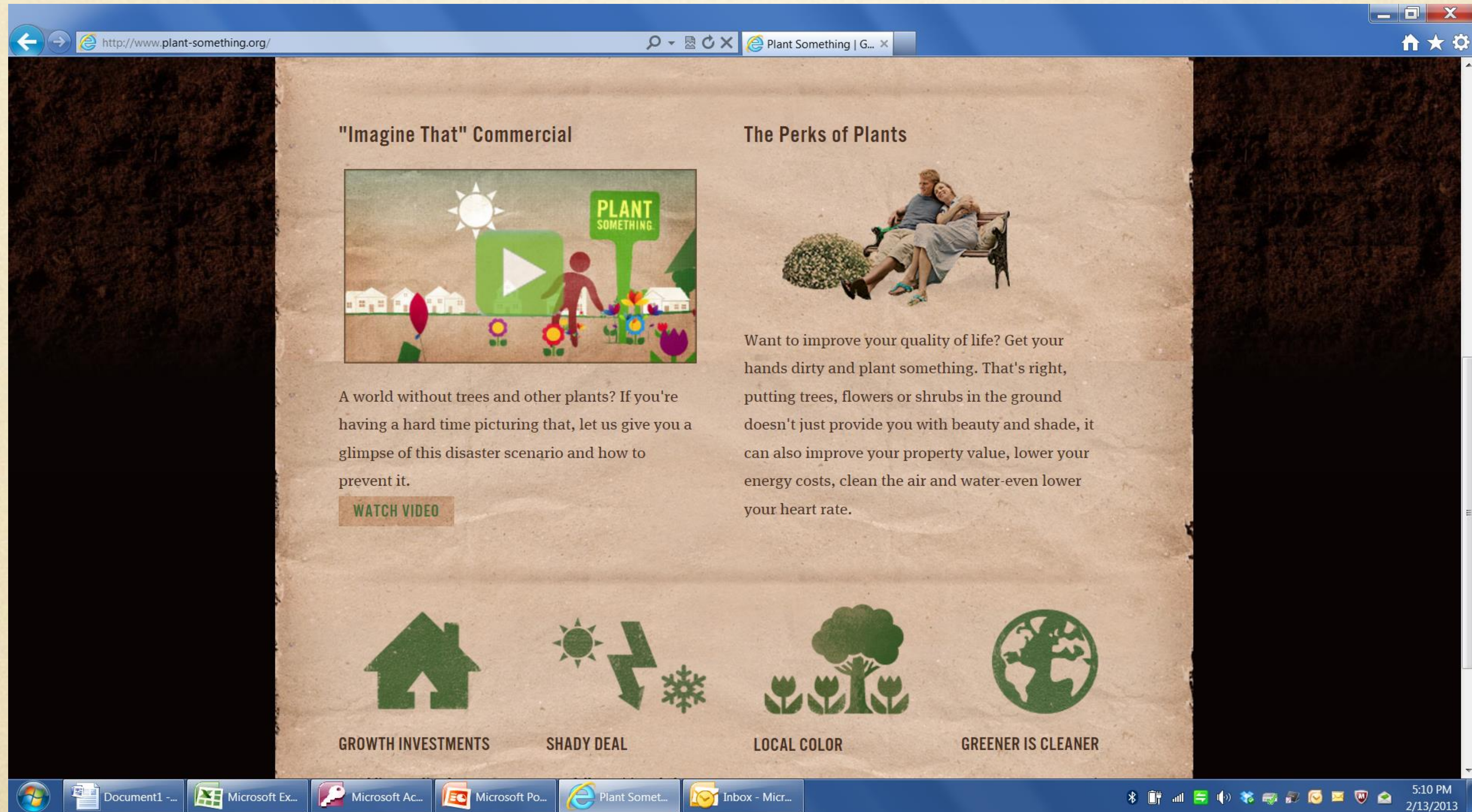


Just because you're conserving water, doesn't mean you should settle for a traditional landscape. These Arizona-friendly plants will make your neighbors green with envy.

[LEARN MORE](#)


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# [www.plant-something.org](http://www.plant-something.org)



The screenshot shows a web browser window with the URL <http://www.plant-something.org/>. The page content is on a textured, brown paper background. It features two main sections: a video player for a commercial titled "Imagine That" and a text block titled "The Perks of Plants". Below these are four green icons representing different benefits: a house for "GROWTH INVESTMENTS", a sun and snowflake for "SHADY DEAL", a tree and flowers for "LOCAL COLOR", and a globe for "GREENER IS CLEANER".


### "Imagine That" Commercial



A world without trees and other plants? If you're having a hard time picturing that, let us give you a glimpse of this disaster scenario and how to prevent it.

[WATCH VIDEO](#)

### The Perks of Plants

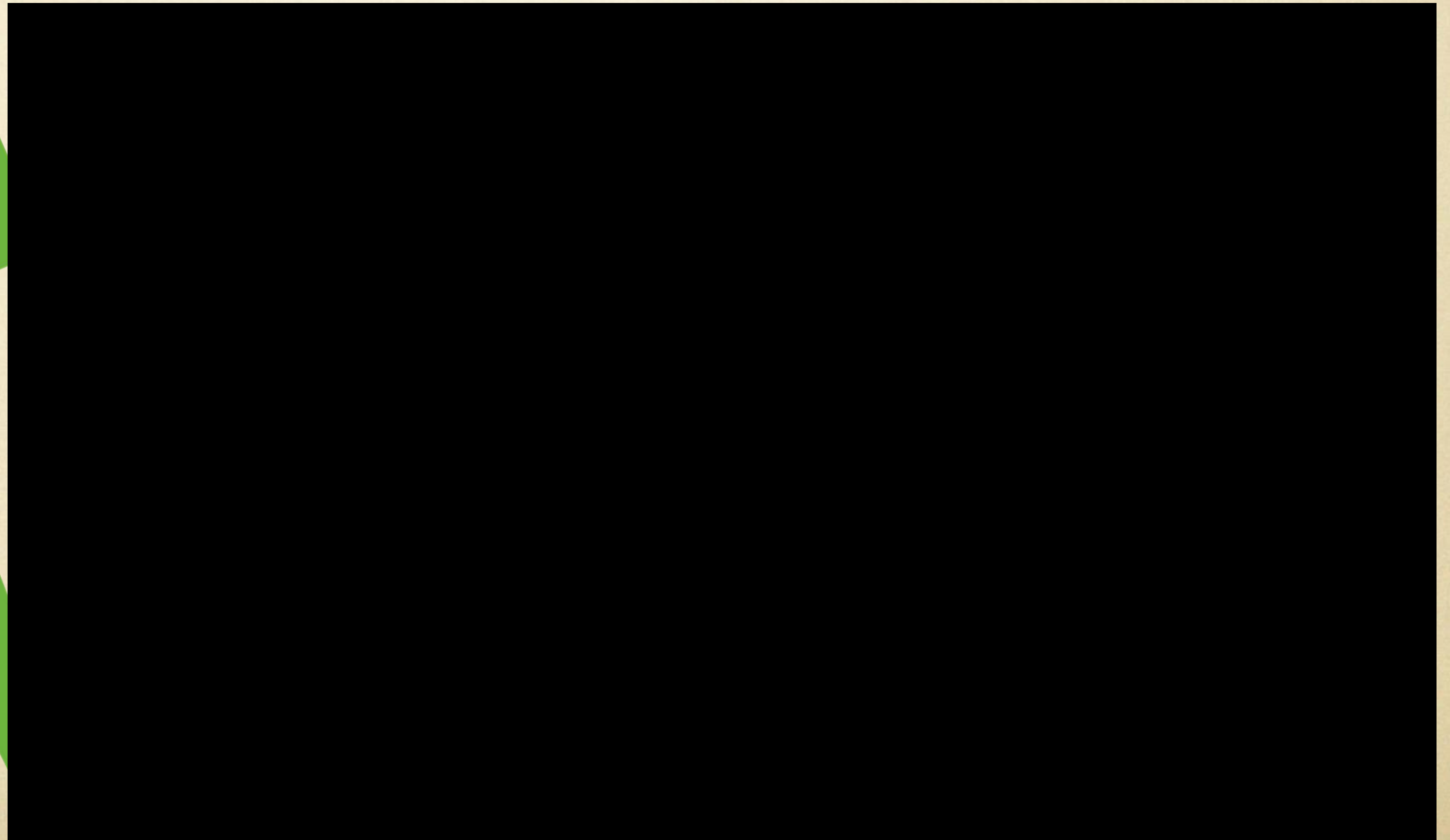


Want to improve your quality of life? Get your hands dirty and plant something. That's right, putting trees, flowers or shrubs in the ground doesn't just provide you with beauty and shade, it can also improve your property value, lower your energy costs, clean the air and water-even lower your heart rate.

**GROWTH INVESTMENTS**      **SHADY DEAL**      **LOCAL COLOR**      **GREENER IS CLEANER**

# *Public Service Announcement*

:30 Video spot



# Plant Something Facebook Page

The screenshot shows the Facebook page for 'Plant Something'. The browser address bar displays 'http://www.facebook.com/#!/PlantSomething'. The page header includes the Facebook logo, a search bar, and the user 'Cheryl Goar' with navigation options for 'Find Friends', 'Home', and a settings icon. Below the header, the page name 'Plant Something' is shown with a 'Timeline' dropdown and a 'Now' button. The cover photo features yellow daisies and a green sign that reads 'PLANT SOMETHING plant-something.org'. The page has 131 likes and 25 people talking about it. The category is 'Farming/Agriculture' with the tagline 'Grow a richer lifestyle by putting down some roots.' The right sidebar shows a list of friends and recent activity, including comments from Laura Kunkle, Ken Johnson, Jeff Stone, Julie Murphree, Sherry Saylor, and Debbie Zapatka. The main content area includes a status update box with a 'Post' button, a section for 27 friends who like the page, and a section for recent posts by others, featuring a post by John J Harper. The Windows taskbar at the bottom shows the time as 5:11 PM on 2/13/2013.



# Plant Something Facebook Page

The screenshot shows the Facebook interface for the 'Plant Something' page. The browser address bar displays 'http://www.facebook.com/#!/PlantSomething'. The page header includes the Facebook logo, a search bar, and the user 'Cheryl Goar' logged in. The main content area features a post from 'Plant Something' dated February 4. The post includes a large image of a sunflower and a text block that reads: 'It's not too early to start planning for the warmer months ahead. Here's a guide from <http://www.organicgardening.com/learn-and-grow/starting-seeds-indoors> to give you a head start on your garden by planting seeds indoors!'. Below the text is a photo of three carrots on a wooden stand. The post has 6 likes and 51 views. A comment from Julie Jacobson is visible, asking about sunflower movement. The right sidebar shows a list of friends and a 'See Your Ad Here' section with an advertisement for 'Plant Something'.



# ANA Container Grown Tree Guide



# Container Grown Trees

Quality Perception  
vs  
Reality



# Current Market Challenges -

- Quality vs. "Value"
- Costs of Short Term Vision-"Recession Ethics"
- Consumer Ignorance/Indifference
- Regulatory Specifications – caliper only



# New Information Included

- Bigger is Not Necessarily Better
- How to purchase a container grown tree
- Definitions



# Revisions

- Some species deleted
- Some species added
- Size ranges are included
- Calipers for multiple trunk trees are removed

## DEFINITION

**MULTIPLE TRUNK TREE (“MULTI”):** Specifications for multiple trunk trees begin on page 10. To be considered a multiple trunk tree, multiple trunks must originate either from the soil line or at a distance no higher than 18 inches above the soil. The origination point is defined as the center of the trunk being considered at the soil line of the container.

Any tree which has scaffold branches higher than the measurements outlined above are not considered multiple trunked trees. Whether or not such trees are considered standards or low branching standards is at the discretion of the buyer. Unless otherwise indicated, the sizes listed are intended to represent standard trunked trees. Trunk height will vary due to species traits and/or the horticultural practices of growers.

## **CALIPER DETERMINATION**

### **CALIPER FOR STANDARD TREES:**

Tree caliper will be measured at 6 inches above the soil line.

**CALIPER FOR MULTIPLE TRUNK TREES:** Establishing the caliper of multiple trunk trees is complicated by: 1) the widely varying number of trunks per tree; 2) the differing rates of caliper growth between varieties within a single species and between species; 3) distance from the soil line where additional trunks originate and are measured and 4) the lack of consensus on how to properly calculate and report the caliper(s) of these specimens. For the purpose of this document, only height and width specifications are listed for multiple trunked specimens.



BOTANICAL NAME	BOX SIZE	HEIGHT (in feet)	WIDTH	CALIPER (in inches)
Cercidium Hybrids	15	4.0-6.0	2.0-3.0	0.75-1.0
Cercidium Hybrids	24	5.0-8.0	3.0-4.0	1.0-1.5
Cercidium Hybrids	36	8.0-10.0	5.0-7.0	1.75-2.25
Cercidium Hybrids	48	10.0-14.0	8.0-10.0	3.0-4.0
Cercidium floridum (Parkensonia)	15	4.0-5.0	2.0-3.0	0.5-1.0
Cercidium floridum	24	5.0-7.0	3.0-4.0	1.0-1.5
Cercidium floridum	36	8.0-10.0	5.0-6.0	1.75-2.25
Cercidium floridum	48	10.0-12.0	8.0-10.0	2.75-3.75
Cercidium microphyllum (Parkensonia)	15	2.0-3.0	2.0-3.0	0.5-0.75
Cercidium microphyllum	24	3.0-5.0	3.0-4.0	0.75-1.25
Cercidium microphyllum	36	5.0-8.0	4.0-5.0	1.5-2.0
Cercidium praecox (Parkensonia)	15	4.0-5.0	1.5-2.5	0.5-1.0
Cercidium praecox	24	5.0-7.0	3.0-4.0	1.0-1.5
Cercidium praecox	36	8.0-9.0	6.0-7.0	1.75-2.25
Cercidium praecox	48	10.0-12.0	10.0-12.0	3.0-4.0
Ceris reniformis 'Oklahoma'	15	4.0-5.0	2.0-3.0	0.5-1.0
Ceris reniformis 'Oklahoma'	24	5.0-7.0	3.0-4.0	1.0-1.5
Ceris reniformis 'Oklahoma'	36	7.0-8.0	4.0-5.0	1.5-2.0
Chamaerops humilis	15	1.5-2.0	1.5-2.0	n/a
Chamaerops humilis	24	2.0-3.0	2.0-3.0	n/a
Chamaerops humilis	36	5.0-6.0	5.0-6.0	n/a
Chilopsis linearis (v. hybrids)	15	4.0-5.0	2.0-3.0	0.5-1.0
Chilopsis linearis	24	5.0-7.0	3.0-4.0	1.0-1.5
Chilopsis linearis	36	8.0-10.0	5.0-7.0	1.75-2.25
Chitalpa	15	4.0-5.0	2.0-3.0	0.75-1.0
Chitalpa	24	6.0-7.0	3.0-4.0	1.0-1.5
Chitalpa	36	8.0-10.0	5.0-7.0	2.0-2.5
Cupressus arizonica	15	5.0-6.0	1.5-2.0	0.5-0.75
Cupressus arizonica	24	6.0-7.0	2.0-3.0	0.75-1.25
Cupressus arizonica	36	7.0-8.0	5.0-6.0	1.75-2.25
Dalbergia sissoo	15	6.0-7.0	2.0-3.0	0.5-0.75
Dalbergia sissoo	24	8.0-9.0	3.0-4.0	1.0-1.5
Dalbergia sissoo	36	10.0-12.0	5.0-7.0	1.75-2.25
Dalbergia sissoo	48	13.0-15.0	7.0-8.0	2.75-3.25
Ebenopsis ebano	15	4.0-5.0	2.0-3.0	0.5-0.75
Ebenopsis ebano	24	5.0-7.0	3.0-4.0	1.0-1.5
Ebenopsis ebano	36	7.0-9.0	5.0-6.0	0.75-2.25
Ebenopsis ebano	48	9.0-11.0	7.0-8.0	3.0-3.5
Eucalyptus microtheca	15	6.0-7.0	2.0-3.0	0.5-1.0
Eucalyptus microtheca	24	8.0-10.0	3.0-4.0	1.0-1.50
Eucalyptus microtheca	36	10.0-12.0	5.0-6.0	1.75-2.25

BOTANICAL NAME	BOX SIZE	HEIGHT (in feet)	WIDTH	CALIPER (in inches)
Eucalyptus rudis	15	6.0-7.0	2.0-3.0	0.5-1.0
Eucalyptus rudis	24	7.0-9.0	3.0-4.0	1.25-1.5
Eucalyptus torquata	15	5.0-6.0	2.0-3.0	0.5-1.0
Eucalyptus torquata	24	7.0-8.0	3.0-4.0	1.0-1.5
Ficus nitida	15	6.0-7.0	1.5-2.0	0.75-1.0
Ficus nitida	24	8.0-9.0	3.0-4.0	1.0-1.5
Ficus nitida	36	10.0-12.0	5.0-6.0	2.0-2.5
Ficus nitida	48	13.0-15.0	8.0-9.0	2.75-3.50
Fraxinus v. Fanwest	15	6.0-7.0	1.5-2.0	0.75-1.0
Fraxinus v. Fanwest	24	8.0-9.0	3.0-4.0	1.0-1.5
Fraxinus v. Fanwest	36	9.0-11.0	5.0-7.0	1.75-2.5
Fraxinus v. Fanwest	48	12.0-14.0	7.0-9.0	2.75-3.5
Fraxinus o. raywoodii	15	6.0-7.0	1.5-2.0	0.5-1.0
Fraxinus o. raywoodii	24	8.0-9.0	2.0-3.0	1.0-1.5
Fraxinus o. raywoodii	36	9.0-10.0	4.0-5.0	1.75-2.5
Fraxinus o. raywoodii	48	12.0-14.0	6.0-7.0	2.75-3.5
Fraxinus uhdei	15	6.0-7.0	1.5-2.0	0.75-1.0
Fraxinus uhdei	24	8.0-9.0	3.0-4.0	1.0-1.5
Fraxinus uhdei	36	9.0-11.0	5.0-7.0	1.75-2.5
Fraxinus uhdei	48	12.0-14.0	7.0-9.0	2.75-3.5
Fraxinus velutina	15	6.0-7.0	1.5-2.0	0.75-1.0
Fraxinus velutina	24	8.0-9.0	3.0-4.0	1.0-1.5
Fraxinus velutina	36	9.0-11.0	5.0-7.0	1.75-2.5
Fraxinus velutina	48	12.0-14.0	7.0-9.0	2.75-3.5
Fraxinus v. fantex	15	6.0-7.0	1.5-2.0	0.75-1.0
Fraxinus v. fantex	24	8.0-9.0	3.0-4.0	1.0-1.5
Fraxinus v. fantex	36	9.0-11.0	5.0-7.0	1.75-2.5
Fraxinus v. fantex	48	12.0-14.0	7.0-9.0	2.75-3.5
Fraxinus v. modesto	15	6.0-7.0	1.5-2.0	0.75-1.0
Fraxinus v. modesto	24	8.0-9.0	3.0-4.0	1.0-1.5
Fraxinus v. modesto	36	9.0-11.0	5.0-7.0	1.75-2.5
Fraxinus v. modesto	48	12.0-14.0	7.0-9.0	2.75-3.5
Geijera parviflora	15	4.0-5.0	2.0-3.0	0.5-0.75
Geijera parviflora	24	6.0-7.0	3.0-4.0	1.0-1.25
Harvardia pallens	15	5.0-6.0	2.0-3.0	0.5-1.0
Harvardia pallens	24	6.0-8.0	3.0-4.0	1.25-1.75
Harvardia pallens	36	9.0-10.0	5.0-7.0	1.75-2.5
Harvardia pallens	48	12.0-14.0	8.0-10.0	3.0-4.0

BOTANICAL NAME	BOX SIZE	HEIGHT (in feet)	WIDTH	CALIPER (in inches)
Schinus molle	15	4.0-6.0	2.0-3.0	0.5-0.75
Schinus molle	24	6.0-8.0	4.0-5.0	1.25-1.5
Schinus molle	36	9.0-11.0	6.0-8.0	1.75-2.25
Schinus terebinthifolia	15	6.0-8.0	2.0-3.0	0.5-1.0
Schinus terebinthifolia	24	8.0-10.0	3.0-4.0	1.25-1.5
Schinus terebinthifolia	36	10.0-12.0	5.0-7.0	1.75-2.25
Sophora secundiflora	15	2.0-3.0	1.0-2.0	0.5-0.75
Sophora secundiflora	24	3.0-4.0	2.0-3.0	0.75-1.0
Sophora secundiflora	36	5.0-6.0	3.0-4.0	1.25-2.0
Tipuana tipu	15	6.0-7.0	2.0-3.0	0.5-0.75
Tipuana tipu	24	7.0-8.0	3.0-4.0	1.0-1.5
Tipuana tipu	36	9.0-11.0	5.0-7.0	1.75-2.25
Thevetia peruviana	15	6.0-7.0	2.0-3.0	0.50-1.0
Thevetia peruviana	24	7.0-9.0	4.0-5.0	1.0-1.5
Ulmus parvifolia	15	6.0-7.0	2.0-3.0	0.5-0.75
Ulmus parvifolia	24	7.0-9.0	3.0-4.0	1.0-1.5
Ulmus parvifolia	36	10.0-12.0	6.0-8.0	1.75-2.5
Ulmus parvifolia	48	13.0-15.0	8.0-10.0	2.5-3.5

#### MULTIPLE TRUNK TREE LISTING

Acacia smallii M (Also for minuta and farnesiana)	15	4.0-5.0	2.0-3.0
Acacia smallii M	24	6.0-7.0	4.0-5.0
Acacia smallii M	36	8.0-10.0	6.0-8.0
Acacia smallii M	48	12.0-14.0	8.0-10.0
Albizia julibrissin M	15	5.0-6.0	2.0-3.0
Albizia julibrissin M	24	6.0-7.0	4.0-5.0
Albizia julibrissin M	36	8.0-9.0	5.0-6.0
Bauhinia HongKong M	15	5.0-6.0	2.0-3.0
Bauhinia HongKong M	24	6.0-8.0	3.0-4.0
Bauhinia HongKong M	36	8.0-10.0	5.0-7.0
Bauhinia lunarioides M	15	3.0-4.0	1.5-2.0
Bauhinia lunarioides M	24	4.0-5.0	3.0-4.0
Bauhinia purpurea M	15	5.0-6.0	2.0-3.0
Bauhinia purpurea M	24	6.0-8.0	3.0-4.0
Bauhinia purpurea M	36	8.0-10.0	5.0-7.0
Caesalpinia mexicana M	15	4.0-5.0	2.0-3.0
Caesalpinia mexicana M	24	5.0-7.0	3.0-4.0
Caesalpinia mexicana M	36	7.0-8.0	4.0-5.0

BOTANICAL NAME	BOX SIZE	HEIGHT (in feet)	WIDTH
Caesalpinia cacalaco M	15	4.0-5.0	2.0-3.0
Caesalpinia cacalaco M	24	5.0-7.0	3.0-4.0
Caesalpinia cacalaco M	36	8.0-10.0	5.0-6.0
Caesalpinia paraguariensis M	15	4.0-5.0	2.0-3.0
Caesalpinia paraguariensis M	24	5.0-7.0	3.0-4.0
Caesalpinia paraguariensis M	36	8.0-10.0	5.0-6.0
Cercidium Hybrids M	15	4.0-5.0	2.0-3.0
Cercidium Hybrids M	24	5.0-8.0	3.0-4.0
Cercidium Hybrids M	36	8.0-10.0	5.0-7.0
Cercidium Hybrids M	48	10.0-14.0	8.0-10.0
Cercidium floridum M	15	3.0-4.0	2.0-3.0
Cercidium floridum M	24	5.0-7.0	3.0-4.0
Cercidium floridum M	36	7.0-8.0	6.0-8.0
Cercidium floridum M	48	10.0-13.0	10.0-12.0
Cercidium microphyllum M	15	2.0-3.0	2.0-3.0
Cercidium microphyllum M	24	3.0-5.0	3.0-4.0
Cercidium microphyllum M	36	5.0-8.0	4.0-5.0
Cercidium praecox M	15	4.0-5.0	1.5-2.5
Cercidium praecox M	24	5.0-7.0	3.0-4.0
Cercidium praecox M	36	8.0-9.0	6.0-7.0
Cercidium praecox M	48	10.0-12.0	8.0-10.0
Chilopsis linearis M (v. hybrids)	15	4.0-5.0	2.0-3.0
Chilopsis linearis M	24	5.0-7.0	3.0-4.0
Chilopsis linearis M	36	7.0-9.0	5.0-7.0
Chitalpa M	15	4.0-5.0	2.0-3.0
Chitalpa M	24	6.0-7.0	3.0-4.0
Chitalpa M	36	8.0-10.0	5.0-7.0
Ficus nitida M	15	5.0-6.0	2.0-3.0
Ficus nitida M	24	7.0-8.0	3.0-4.0
Ficus nitida M	36	9.0-11.0	6.0-7.0
Ficus nitida M	48	12.0-14.0	8.0-9.0
Jacaranda acutifolia M	15	5.0-6.0	2.0-3.0
Jacaranda acutifolia M	24	6.0-8.0	3.0-4.0
Jacaranda acutifolia M	36	9.0-11.0	6.0-7.0
Jacaranda acutifolia M	48	13.0-15.0	8.0-10.0
Lysiloma thornberi M	15	4.0-5.0	2.0-3.0
Lysiloma thornberi M	24	5.0-6.0	3.0-4.0
Lysiloma thornberi M	36	7.0-8.0	5.0-6.0
Olea europaea hybrids M	15	4.0-5.0	2.0-3.0
Olea europaea hybrids M	24	6.0-8.0	3.0-5.0
Olea europaea hybrids M	36	8.0-10.0	5.0-7.0
Olea europaea hybrids M	48	10.0-12.0	8.0-10.0



# **Container Grown Tree Guide**



Available at:

[www.azna.org](http://www.azna.org)

# Thank You



**[www.azna.org](http://www.azna.org)**

**[www.plantsomething.org](http://www.plantsomething.org)**

**Susan Chase**

**480-966-1610**

**[schase@azna.org](mailto:schase@azna.org)**