



FAIR VIEWS

The Customer Newsletter of Fairview Evergreen Nurseries, Inc.

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FEN Adds Western Sales Rep

Fairview Evergreen Nurseries, Inc. is pleased to announce its new partnership with independent sales representative Mike Roberts. The hiring of Roberts marks only the second time in the ninety-four year history of the company that it has partnered with an independent sales rep to facilitate improved service and increased penetration in a specific market. Previously, FEN hired Anthony DiStefano (AJ Horticulture) in 1995 to represent the company in the northeastern U.S., including New England, eastern New York, and New Jersey. The highly successful partnership between Fairview Evergreen and Mr. DiStefano continues today.

Mr. Roberts will cover Kansas, Missouri, Nebraska, Iowa, Oklahoma, Arkansas, and southern Illinois in his position with FEN.

"We're very excited to have Mike on board," said Hagan Hetz, FEN's Vice-president of Sales and Marketing. "His background, experience, and contacts in our targeted western market make him a perfect fit for Fairview Evergreen and what we're trying to accomplish."

Roberts brings a wealth of experience to the partnership with FEN. He currently represents Sherman Nursery (Charles City, IA), selling bare root shade trees and flowering shrubs to their garden center market. He has been a Sherman representative since 1988.

In addition to Roberts' Sherman Nursery and new Fairview Evergreen posts, he also represents Cherry Springs Nursery (McMinnville, TN) and A.J. &

E Container Tree Farm (Benton, MO), supplying shade trees to independent garden centers and re-wholesalers. Roberts previously represented Wight Nurseries (Cairo, GA) from 1992 to 2000. After Wight's purchase by Monrovia Growers in 2000, he chose to remain an independent representative.

Roberts grew up in the nursery business, following in the footsteps of his father and grandfather. He graduated from the University of Missouri in 1981 with a Bachelor of Science degree in Horticulture. Following graduation, Roberts worked with his family's nursery operation for five years, focusing on landscape and retail sales.

His extensive experience gives Roberts a unique perspective on the challenge of surviving and thriving long-term in the green industry, and an appreciation of Fairview Evergreen's accomplishments. "I have been around the nursery business all my life and have come to admire nurseries that have been able to last through the generations," Roberts commented. "These nurseries have been able to endure depressions, wars, droughts, recessions, and management changes. You can count on one hand the nurseries that have been family owned for over 90 years. To be able to stay in business that many years and prosper through all those hardships they must offer an exceptional product at a fair price."

With such perspective in mind, Roberts is enthusiastic about the opportunity presented by his new partnership with FEN. "Fairview Evergreen Nurseries, in business since 1911, is one of

the Cadillacs of the nursery industry. I am honored and excited to be a part of this tradition representing Fairview Evergreen."

Roberts has hit the ground running in his latest endeavor, generating new sales within days of cementing his partnership with FEN. For its part, Fairview Evergreen is anxiously looking forward to offering expanded and improved service to its current western customers, as well as introducing new customers to our broad line of top-quality evergreens, liners, deciduous shrubs, and shade trees, all through the facilitation of the newest member of the FEN team.

Fairview Evergreen welcomes Mike Roberts aboard, and we encourage all of our current and prospective business partners in the western region to contact Mike. We're sure you'll find the experience of dealing with Mike, and FEN, to be a rewarding one!

Mike Roberts can be contacted via...

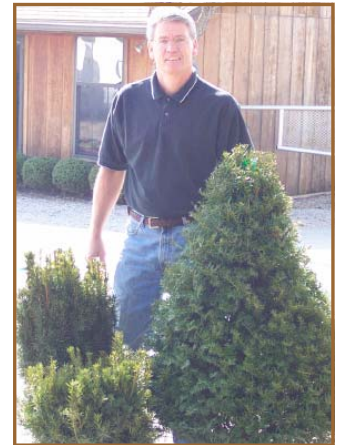
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"Give me a call; let me show you why Fairview Evergreen has lasted through the generations."

Mike Roberts, new FEN western region sales representative

Inside this issue:

Introducing Mike Roberts	1
Availability Update	2
Deer Program a Necessity	3
CEO Corner	3
News and Notes	4
Poll Question	4

Availability Update

“No, We Don’t Have any 3’ Hicksi, But...”



Our block of large Nigra arborvitae outside Hagan (no hobbit himself) by a healthy margin.



Beautiful blooms on our Hydrangea Hortense. Plenty of these gorgeous container plants remain available!



Christine shows off the generous grading of our 2’ Ilex Northern Beauty.



Taxus Majestic: our own introduction and a great sub for Hicksi.

I thought there would never be a question that I’d have to answer more often than “How do you spell your name?”, but the green industry’s seemingly insatiable appetite for large Hicksi yews, along with the apparent shortage of them in the marketplace, have combined to prove me wrong. Demand for even 18-24” Hicks has been so great that we were forced to dig out of our spring block last fall to meet orders. That means that the 18” Hicksi that many of you will be receiving this spring will be no larger than middle-of-grade, certainly not the sort of grading generosity we strive for. If you have any flexibility in your order, I highly recommend trying our Majestic yew. It has beautiful dark green needles, is a quick grower, and most importantly, we have them at a more generous grade than our Hicksi right now.

Boxwood also remain hotter than a Saharan summer. We shipped much of our available Green Velvet inventory in fall, and our Green Mountains are now sold out, as well. We do still have some Winter Beauty available, always a great selection for those of you in volatile climates. We’re trying something new with our Green Mountain Boxwood this year. Some of our customers in certain markets have let us know that they prefer our Green Mountains mounded or even flat-topped, rather than the traditional pyramidal form, for hedging purposes. In response, we have begun trimming a percentage of these plants to meet these requests. We’ll have both forms available this year, so

please specify your preference when ordering!

Another scorching-hot item has been our upright junipers, especially the blue varieties. We’re oversold on all sizes of Wichita Blue and Skyrocket, and the Glauca Hetzi Staked are moving fast too, although some do remain available. Also available are the beautiful green Spartan junipers, and our own Hetz’s Columnaris (or ‘Fairview’) variety. Sea Green and the spreading version of our Glauca Hetzi also remain in decent quantities. No doubt our white-tailed visitors’ distaste for these plants is a factor in their increasing popularity.

We have a great selection of Arborvitae available in large sizes. Thuja Nigra are available up to 6-7’, as well as smaller grades in our Emerald, Fairview, Winter Green, and Techny varieties. And our first block of Green Giant will be ready for sale this summer!

Our shade trees remain very popular. Just about all of our maples, oak, locust, ginkgo, and dogwood varieties are sold out. Some birch remain, and we have good availability on several nice crabapple varieties. The crabs seem to be making a little comeback this spring, as sales are starting to climb again.

Our bare root liners are always in great demand, and this year is no different. Hicksi and Densiformis went fast, as did a couple of items we haven’t had available in liners for the past few years, Hemlock and Nigra arborvitae. We do still have 3-year Thuja Nigra and Taxus Densiformis liners remaining,

though, along with plenty of other yew varieties.

Our selection of beautiful container plants continues to broaden each year. Tammy Harrington does an incredible job with potted Hibiscus, Hydrangea, Weigela, Clethra and Spiraea; and good numbers remain on most varieties.

Ah, but as always yews are what we do best and what customers want from us most. Like Hicksi, our 18” Densiformis are oversold. They always are by this time of year, but we always try our best to get some to everyone.

As I tell all of our customers, we’re always just a spring growth flush away from our next block of just about any plant variety we grow. Thus, if we’re sold out of the plants you’re looking for and unable to get you the quantities you need in April and May, it’s a great idea to call us around early June. Usually by that time our younger material has grown enough to reach a saleable grade, and with the spring rush past, there’s a good chance we’ll have availability on items that were sold out earlier. In the meantime, feel free to contact us any time for a listing of our current availability. We’ll be happy to fax or e-mail it to you immediately.

I’ll close with what I believe ought to be the official nurseryman’s blessing for spring: May you all maintain your sanity while increasing your profitability!

— Hagan Hetz

VP Sales & Marketing

Controlling Deer Herd Key to Limiting Damage

Raising plants for the landscape industry can be an increasingly difficult proposition. There are many obstacles to overcome such as insects, drought, floods, soil borne diseases, and deer. Fortunately, the Pennsylvania Game Commission developed a program to assist landowners with their deer problems. It is called the Deer Management Assistance Program (DMAP).

Fairview Evergreen enrolled approximately 1200 acres in the DMAP program in 2004 with good results. After enrolling property in the program FEN received coupons that were issued to hunters (mostly employees), who in

turn applied to the game commission for a DMAP harvest permit. These permits enabled the hunters to harvest an antlerless deer on the property for which the permit was issued. These permits can be used during any open hunting season, including archery, rifle, or muzzleloader.

Fairview Evergreen enrolled four properties in 2004, and plans to do the same number in 2005. By helping to control the deer population, we're hoping to reduce the impact of one of the major obstacles to producing quality plant material for our customers.

— Tim Hetz

Production Manager,
Lining Out Department

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Estimated Damage From Deer (In the Past Year)

\$1 to \$500.....	3%
\$501 to \$5000.....	34%
\$5,001 to \$10,000.....	29%
\$10,001 to \$50,000....	31%

Source: Survey Results of Pennsylvania Landscape and Nursery Association (PLNA) Members



Not Just for Sport: Tim's hunting success, as well as that of our employees, plays a vital role in controlling the deer population surrounding our vulnerable ornamental plant crops.

CEO Corner: Farming Essential to FEN's Success

Our nursery operation could not be what it is today if not for our farming operation. I may be the only woman I know that enjoys the smell of manure, because I have associated it with spring since I was a toddler! Knowing I would soon be able to ride old 'Prince', our Clydesdale, as he pulled the cultivator through the fields behind my home, was a big reason I looked forward to spring.

In order to provide for his family Frank Hetz, my grandfather, sold fruits and vegetables at the Erie farm market until the mid 1920's. Our first catalog published in 1923 listed items from strawberry and raspberry plants to Concolor firs and junipers! Farming was always and still is a significant part of our business. Nursery stock is

grown on about 1100 acres and farm crops and rotation use up about 1000 acres. Some of our land is not suitable for nursery stock, but is great for the farm crops. Corn is our #1 farm crop, usually growing 400 acres, with oats at 300 acres and wheat or barley around 100 acres. We average 100 bushels per acre of oats and about 60 bushels per acre of wheat. Most of this is sold to our local mills for feed. When these are harvested in August we start baling the oat and wheat straw which is used for our cattle operation. We use most of the corn for our cattle operation and fill four Harvestmore silos with chopped high-moisture corn and silage. Usually we will still be able to sell shelled corn off the extra acreage, which along with the other grains help to supplement

our winter cash flow!

Our cattle operation is what produces the manure which we feel adds the extra humus and fertilizer to our soil to produce the quality plants we sell to you. We buy in feeder steers when they weigh about 700 lbs. and keep them approximately six months, after which they are sold at about 1300 lbs. The barns are cleaned out in March and August so the manure can be tilled into the spring and fall planting ground.

Somehow in the 'rush' of day-to-day activities, taking a step back and looking at the cyclical nature of our farming operation makes me realize how important every step of our lives is and how it is so important to stay aware of the little things. We hope that this farming operation

will help us continue to grow quality plants for you for decades to come.

— Christine Hetz Phillips
CEO



Smells okay to us!: Manure from our cattle operation is a key ingredient in the quality of our plants, and one of many reasons farming is so important to our overall success.

**A Publication of
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Growers of Quality Nursery Stock since
1911



On the Web at:

www.fairviewevergreen.com

Twigs & Buds (News and Notes from Fairview Evergreen)

Shipping Delays

As this edition goes to print in early April, we've just recently been hit with 18" of new, wet, heavy snow. We have already been behind thanks to an unusually cold March. Please bear with us as we try our best to get your plant material to you as quickly as possible. Thanks for your patience!

New Ad Campaign

Taking a good thing and making it even better summarizes the approach our marketing department took in developing our new print ad campaign. The ads, a few of which you may have already seen in American Nurseryman, NMPPro, and various state and regional trade magazines, build on

the Strong Plants, Better Value theme we've showcased for the past few years. We've added the Good People tagline to these ads, focusing the attention on our family of owner-managers and their years of experience in building Fairview Evergreen into a first-class operation that has earned the trust of our customers. We hope you enjoy these new ads and their fun pictures of your friends at FEN.

Web Site Update

The FEN web site received its annual overhaul in February, with a number of new features for 2005. We've integrated the theme and photography from our new print advertising campaign into a series of rotating

graphics on plant listing pages throughout the site. Also new to the site is the improved layout of plant listings, with bold headings and more detailed plant descriptions which replicate those in our Spring 2005 catalog. Finally, we've also spruced up the site with a selection of testimonials from a few of our satisfied long-time customers. These changes complement the many helpful features already in place on the site, including a company overview, local weather updates, and a page of links to all past editions of our customer newsletter. If you haven't visited us in cyberspace lately, stop by and take another look. Our site can be found at www.fairviewevergreen.com

Last Issue's Poll Results:

Do you believe that the creation of invasive plant species lists by various states banning the import, export, sale, or purchase of specified plant varieties is a necessary and/or appropriate measure to be taken at the governmental level?

Yes		67%
No		22%
Not Sure		11%

This Issue's Poll Question:

Is your firm changing its container plant labeling practices based on the new ANLA marketing and packaging guidelines?

To submit your response, e-mail us at feninc@velocity.net or log onto our Web site and click on the Poll Question tab.