

# Tree Line



New Hampshire-Vermont Christmas Tree Association

September 2014

## *Special points of interest:*

### ◆ **NEW PHONE NUMBER**

As of July 1, the NHVTCTA office will have a new phone number: (802) 447-0660. The association mailing address and all other contact information remains the same.

### ◆ **TREES FOR TROOPS**

The NHVTCTA will once again be taking part in Trees for Troops. We will be contacting members to see if they would like to donate trees to this important cause.

## *Inside this issue:*

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## Fall Meeting: BRING A TREE!

The 2014 Fall meeting of the NHVTCTA will be held on Saturday, Sept. 27, at Noel's Tree Farm in Litchfield, N.H.

More on the meeting agenda follows, but first is an important plea for all interested members to **PLEASE BRING A TREE WITH YOU!**

At the meeting we will be conducting the first (of what will hopefully be an annual event) **NHVTCTA Tree Competition**. This will be a contest for members, and judged by members.

The contest rules will be simple and straight-forward: There is no fee to enter a tree and any member may enter one tree of any species.

Tree stands, a ballot box and ballots will be provided. Trees will be identified only by number until after the judging is complete. All mem-

bers attending the meeting can inspect the trees and vote for the tree that he/she thinks is best. After the judging is complete, farms names will be placed on their respective trees. See Dan Beloin's President's Message on page 2 for more details, and email him at [belointreefarm@gmail.com](mailto:belointreefarm@gmail.com) with any questions about the contest.

At the meeting itself, attendees will learn about host Paul Lemire's farm and extensive retail operation. Paul uses compost on his trees, and that process will be explored. Howard Boyden of OESCO will discuss sprayer pump maintenance and calibration, and there will also be an equipment demonstration.

For more information or to register, contact Jim Horst at (802) 447-0660.

## NCTA Update

NCTA is continuing its focus on protection and advocacy, working to address issues that affect the present and future of the industry. NCTA's mission is to protect and advocate for the farm-grown Christmas tree industry.



It doesn't matter if you're a small choose-and-cut farm, a large wholesale farm, a wholesaler/distributor or a multi-lot retail business. It doesn't matter if

*Continued on page 12*

## President's Message

Hi all,

The leaves are starting to change color and we are all busy getting things in order for our annual paycheck. A smart budget plan is a necessity for survival.

I grew up when there was no such thing as an artificial Christmas tree. A Christmas tree meant an unpruned native balsam or white spruce tree cut and tied in (bundles) of three or four trees and placed by the side of the road for sale. Even on a dead end dirt road with a zero marketing effort we always sold all the trees we could cut.

Times have changed a lot and are still changing every

year. How well we adapt to these changes will shape the future of the real tree industry.

At the last Directors meeting the board acted on the positive input from members at the June meeting in Hardwick, Vt., about holding a Christmas tree contest at the Fall meeting in Litchfield, N.H. Because there are many varieties of Christmas trees being grown these days we decided to do a test run like this: There is no fee to enter a tree and any member may enter one tree of any species. This is truly a People's Choice contest.

The prize will be a rosette and a chance to talk about the trees selected. Anyone entering a tree should be ready to pro-

vide the seed source, planting info, soil type, cultural practices, etc. They should also bring a sign with their farm info and tree type to attach to their tree after judging is completed.

This prize is more valuable to me than a small premium I might earn at a local fair. The NHVTCTA was founded to share information among growers and try to grow better trees. I think this contest should achieve just that so please bring a tree and any suggestions on how to improve the contest in the future.

*Dan Beloin*  
President



## New Hampshire-Vermont Christmas Tree Association



### 2014 Officers

President	Dan Beloin	belointreefarm@gmail.com
Vice President	Tom Lang	balsamacres@comcast.net
Recording Secretary	Russell Reay	russreay@vermontel.net
Exec. Sec./Treas.	Jim Horst	mtafarms@comcast.net
Past President	Mary Lou Schmidt	elysianh@sover.net

### 2014 Directors

		(Term Ends)
Andy Aldrich	aaldrich@pshift.com	(2016)
Dan Beloin	belointreefarm@gmail.com	(2015)
Mike Godzyk	sibgotree@gmail.com	(2016)
Ben Hoyt	b.hoyt@roadrunner.com	(2016)
Tom Lang	balsamacres@comcast.net	(2015)
Paul Lemire	mrrplemire@msn.com	(2015)
Nigel Manley	info@therocks.org	(2014)
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Bill Tester	bill_tester@hotmail.com	(2015)
Bob White	whitechristmasvt@googlemail.com	(2014)
Patrick White	pwhitevt@aol.com	(2016)

### Contact Information

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Association Web site: www.nh-vtchristmastree.org

### For matters related to Tree Line only:

Patrick White, Editor  
NHVTCTA Tree Line  
18 Merritt Road  
Middlesex, VT 05602  
Phone: (802) 223-3880  
E-mail: pwhitevt@aol.com

Copies of the Association bylaws and policies are available to members at any time by contacting the Executive Secretary.

### 2015 Tree Line Publication Schedule

Issue	Ad/Submission Deadline
January	Jan. 9
June	June 5
September	Sept. 4





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# Identifying Root Rots in Christmas Trees

Source: Kathleen M. McKeever,  
Washington State University  
Puyallup Research & Extension  
Center

## ARMILLARIA ROOT ROT Biology of Armillaria

- Fungus – many species
- Produces a mushroom fruiting body, with a tan cap, often called honey mushrooms
- Fruits in the autumn around the bases of affected trees
- Produces ONLY sexual basidiospores, no asexual stage
- Can live freely in the soil, spreads through rhizomes
- Rhizomes are aggregated mycelium that is melanized (filled with pigment) that allows it to withstand adverse conditions such as drying, UV radiation, harsh soil conditions, and competition with other microbes in the soil. Rhizomes can contact healthy roots and initiate infection
- Initiation of new infections by basidiospores is NOT common and is thus not as important as spread through root grafts or



**Left: Armillaria mycelial fan underneath bark. Very diagnostic of Armillaria.**

**Below: Armillaria mushrooms. Found near base of trees.**



through rhizomes – this is in contrast to annosus rot.

- However, the occasional successful basidiospore may have an important role in movement of disease to a new area where it did not previously occur
- Infection is commonly confined to an infested site, so Armillaria issues are common in tree farms that are established on old forest land
- Another possibility for spread into an uninfested site is the detachment of infested wood pieces or rhizomes and travel via water or heavy winds

- There are about 9 closely related species in North America and they have undergone multiple changes in names/classification, so for convenience, the disease is generally referred to as being caused by Armillaria species
- Armillaria can also survive for decades in dead root systems and stumps because it can also derive nutrition from both living and dead tissue

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### Ways to Identify Armillaria

- White mycelial fans underneath the bark of the stem or roots
- Rhizomorphs often clinging to the root collar around the soil line, often look like feeder roots
- Punky, pitted, chewed-up rot
- Decimation of root system, loss of even major roots
- Overall thinning of crown
- Presence of clusters of honey-colored mushrooms around the base of the tree in late summer

*Continued on page 6*

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## Root Rot Identification (continued)

*Continued from page 4*

or fall – they only last a few weeks and are not present every year

### Methods of Control of Armillaria

- Very few methods for control!
- Once you have armillaria, it is considered essentially permanent
- Removal of infested trees and one row of surrounding healthy trees
- Stump removal
- Trenching between infested and healthy trees
- Change of species composition – unfortunately douglas-fir and true firs are among the most susceptible species. Pine and spruce tend to be a little more tolerant
- Some site preparation treatments can be used – removal of all root material by ripping/tilling the ground and even hand removal of root scraps between rippings
- Chemical control studies have been inconclusive and relatively unsuccessful. Some fumigation

chemicals are used in high value crops and orchards where some studies have shown that direct injection of triazole fungicides like propiconazole (Alamo) into the tree can work systemically and reduce mortality

- Armillaria grows in protected spaces such as underneath the bark of the tree or in the soil as rhizomes so chemical control is difficult and generally not recommended for trees because of the high cost for relatively little benefit

### PHYTOPHTHORA ROOT ROT

#### Biology of Phytophthora

- Fungal-like organism, looks like a fungus but is more closely related to algae
- Multiple spore types
  - Oospores and chlamydospores are long-lived resting spores that allow Phytophthora to withstand adverse conditions



**Common symptoms of Phytophthora**

- Sporangia are shorter-lived sac-like spores that can either germinate directly and produce hyphae, or they can produce motile zoospores that are ejected from the sac and can swim in free water toward a host
- Water-loving species, prefer cool wet conditions

Many different species that cause root rot – they vary from region to region, depending on the host material available and things like climate, temperature, and moisture

- Live in the soil and on plant debris

#### Ways to Identify

#### Phytophthora Root Rot

- Symptoms mimic the other two root rots!
- Some of the things I look for are flagging lower branches and

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## Root Rots (continued)

*Continued from page 6*

discolored tissue underneath the bark (lesion)

□ The lesioned tissue should not have diffuse margins or be spongy – this is what I have associated more with death from anoxic conditions

□ The lesioned tissue should be dark, cinnamon brown and have a distinct margin. The tissue should be moist and firm, not a punky chewed rot like *Armillaria*.

### Controlling Phytophthora

□ Reducing water issues

- Subsurface drainage tiles or pipes
- Hilling of planting rows
- If you have heavy soils -

addition of sand or organic material (compost) into heavy soils to improve aeration in sites that are in planning (not very useful for already planted sites)

- Sloping and ditching to encourage runoff
- Backfilling of depressions/low lying spots
- Crowning of fields in sites that are in planning
- Chemical control by fumigation – very expensive

• Some foliar or soil applications with materials like Subdue MAXX or Aliette can help to reduce mortality, but are not a silver bullet and their effectiveness can vary depending on site, tree stress, and weather conditions

• Planting of more tolerant species such as nordmann, Turkish, momi firs may help, but in the right conditions, these can also be affected. Unfortunately noble, fraser, and grand firs are quite susceptible. Concolor, balsam, and canaan are moderately susceptible.

## Top 6 Online Marketing Trends

*Source: techinsider.net*

What are the top online marketing trends for 2014? Over the past few years, online marketing has emerged as a vital technique for ensuring business success and promoting company sustainability. Nonetheless, like many other aspects of entrepreneurship, online marketing is an ever evolving field. Following, we would like to present you with a list we have compiled of the top 6 online marketing trends. If you're looking for the best way to promote your business in the year to come, then this is the list for you.

### No. 6: Small local businesses will strengthen their online presence

As online searches become more location-oriented, especially those performed from a mobile device, we will see more and more small local businesses creating or strengthening their online presence. However, in order to make their

venture really stand out, such businesses will have to optimize their listings for Google and Bing use.

### No. 5: Simplicity will be the rule

Internet users are no longer as tolerant towards ads and campaigns that overwhelm them with content. In 2014, one of the most obvious trends in online marketing will be the fact that many companies will choose to tone down their campaigns. Simplicity will definitely be the rule in online marketing. Just look at two of the most successful companies: Apple Inc. and Google Inc. What's the most striking resemblance between the two? Well, if you haven't guessed already, it's their simplistic design.

### No. 4: Online marketing will focus on images

An average Internet user is bombarded with hundreds of

*Continued on page 8*



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# Online Marketing Trends (continued)

*Continued from page 7*

advertisements every single day. Because of this, companies will have to focus on creating online campaigns that are noticeable and easy to grasp. One way of doing this is via the use of images and graphics. Even though text-based content will continue to be used, it will take a back-seat to image-focused content.

### No. 3: Optimization for smartphone and tablet use

With more and more people purchasing smartphones and tablets, companies no longer afford not having a mobile phone optimized website. Or worse, one

that is implemented incorrectly. As consumers increasingly use hand devices to access the Internet, companies will become more aware of the fact that they have to optimize their web pages so that they can be suitable not only for PC use, but also for smartphone and tablet use.

### No. 2: Social media marketing will diversify

Social media marketing no longer refers to creating a business account Facebook. Nowadays, with social networks popping up like mushrooms after the rain, companies will have to diversify their social marketing strategies. The norm will be to

branch out and extend marketing campaigns to more than one social network, which will help promote brand recognition.

### No. 1: Content marketing will be the norm

The idea of promoting valuable content has been around basically since the inception of online marketing. Nonetheless, its role will increase even further in the year 2014. In the months to come, businesses will have several channels at their disposal, the most important ones being social media, videos, newsletters, and featured articles on another business' website.

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# Reports from the Fairs

The tree and greenery display at the Champlain Valley Fair in Vermont was one of the biggest in years. Peter Lyon took on the job of organizing the competition this year, even driving the roads of northern and central Vermont to pick up trees at farms. There was a lot of buzz about how great the display looked; Peter submitted the report at right about the results of the judging.

Rich Rockwood once again organized a NHVTCTA booth as well as the tree competition at The World's Fair in Tunbridge, Vt. "We had a much better fair than last year, even though the weather was just as bad!" reported Rich, who sent along these photos.



## 2014 CHAMPLAIN VALLEY FAIR RESULTS

FARM	TREE TYPE	SPECIAL NOTES	RIBBON
T Johnsons	Blue Balsam	Best of Class, Best of Show	Blue
Bryan Blundell	Fraser/Balsam Cross	Best of Class	Blue
Asack & Son Farm	Fraser Fir	Best of Class	Blue
Peter Purington	Balsam Fir	Best of Class	Blue
Peter Purington	Blue Balsam		Blue
Patrick White	Balsam Fir		Blue
Nichols Tree Farm	Fraser Fir		Blue
Josh Johnson	Balsa Fir	Youth	Yellow or White
D Hahr Johnson	Blue Balsam	Youth, Best in Class	Blue
Johnson Tree Farm	Fraser		Red
Johnson Tree Farm	White Spruce		Red
JP & P Johnson	White Pine		Red
Ethan Johnson	Fraser	Youth	Red
Ethan Johnson	Blue Spruce		Yellow or White
Ethan Johnson Tree F	Balsam		Yellow or White
Whites Tree	Canaan Fir		Yellow or White
D Hamlin	Balsam Fir		Yellow or White
Testers	F/B Cross		Yellow or White
Fountain Tree Farm	Fraser		Red
Paines	Fraser		Red

## WREATHS/CENTERPIECES/SWAGS

K Boyer	Centerpiece	95 points	Yellow
J White	Centerpiece	120 points	Blue
K Boyer	Centerpiece	110 points	Red
Don Tobi	34" Wreath	107 points	Yellow
K Boyer	17" Wreath	140 points	Red
J White	34" Wreath	150 points	Blue
J White	Swag	120 points	Blue

## 2014 TUNBRIDGE WORLD'S FAIR RESULTS

FARM	TREE TYPE	SPECIAL NOTES	PREMIUM
Nichols Tree Farm	Canaan Fir	Grand Champion	1st Premium
Bunny Acres	Balsam Fir		2nd Premium
Redrock Farm	Balsam Fir		3rd Premium
Nichols Tree Farm	Fraser Fir		Tie (1st Premium)
Redrock Farm	Fraser Fir		Tie (1st Premium)

## WREATHS

Nichols Tree Farm	Double-sided Decorated	Grand Champion	1st Premium
Nichols Tree Farm	Double-sided Non-Decorated		1st Premium

## NCTA Tree and Wreath Contest

The 2014 NCTA National Tree and Wreath Contests was held in conjunction with the Michigan and Mid-America Christmas Tree Summer Meeting in Allegan, Michigan, in July. NHVTCTA's representative to NCTA sent along this photo of the winning entries. Producers from all states are welcome and encouraged to enter trees in the national contest. Details about next year's competition can be found on the NCTA Web site: [www.realchristmastrees.org](http://www.realchristmastrees.org)



# Mobile Payments

*Editor's Note: Technology is letting many small retailers accept credit cards on their smartphones. The next trend in mobile payments is to let smartphones do the buying.*

Forget your wallet when you go to a restaurant or a retail store! Can we really afford to do so? Well, the latest mobile payment has already created a buzz that you no longer have to carry a plump wallet in your pocket. It provides a game changing break to businesses as there is a chance to introduce many sales strategies which are customer-friendly and convenient.

Mobile payments can be defined as any purchases, bill payments, donations, peer-to-peer payment, or any other payment

made using a mobile phone. The mobile payment is done either through a web browser, a text message, or a downloadable app on a mobile device.

As we know, there are more technologies being introduced to mobile payment system which makes it more convincing to the mobile phone users. Card reading apps, Scanning QR code, NFC, Micro SD cards, Mobile Wallets, Bluetooth, and POS Terminals are contributing to the fact that the idea of mobile payment is going to grow among tech lovers. Smartphone users are in much consideration of convenience factor it provides to them. The concerns of adopting mobile payment is as same as using an online banking such as

phone hacking, interception of payment information, lost or stolen phones, or misuse of personal information. However, the growing familiarity with online monetary transactions encourages people to throw away their apprehensions regarding mobile payment. As a result, 2014 has witnessed a significant growth in mobile payment utilizing all possible way to make a payment from the smartphone. Easy to pay, enhanced security, increased trust, increasing familiarity with mobile payment methods, increase number of smartphone users, increasing number of outlets allowing mobile payment -- all contributes to this continued growth.

*Source: wired.com*



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Balsam Fir: Mountain Strain Vermont Seed Source	Spring 2015	2-2	\$0.90
Balsam Fir: Cooks Strain Vermont Seed Source	Spring 2015	2-2	\$0.90
Balsam-Fraser Hybrids: Vermont Seed Source	Spring 2015	2-2	\$0.90
Fraser Fir: N.C. (Rogers Mtn.) Seed Source	Spring 2015	2-2	\$0.90
Fraser Fir: N.C. (Ayers) Seed Source	Spring 2015	2-2	\$0.90
Mystery Tree: Late-Breaking Fraser Fir	Spring 2015	2-2	\$1.05
Canaan Fir: West Virginia Seed Source	SOLD OUT	2-2	\$1.00

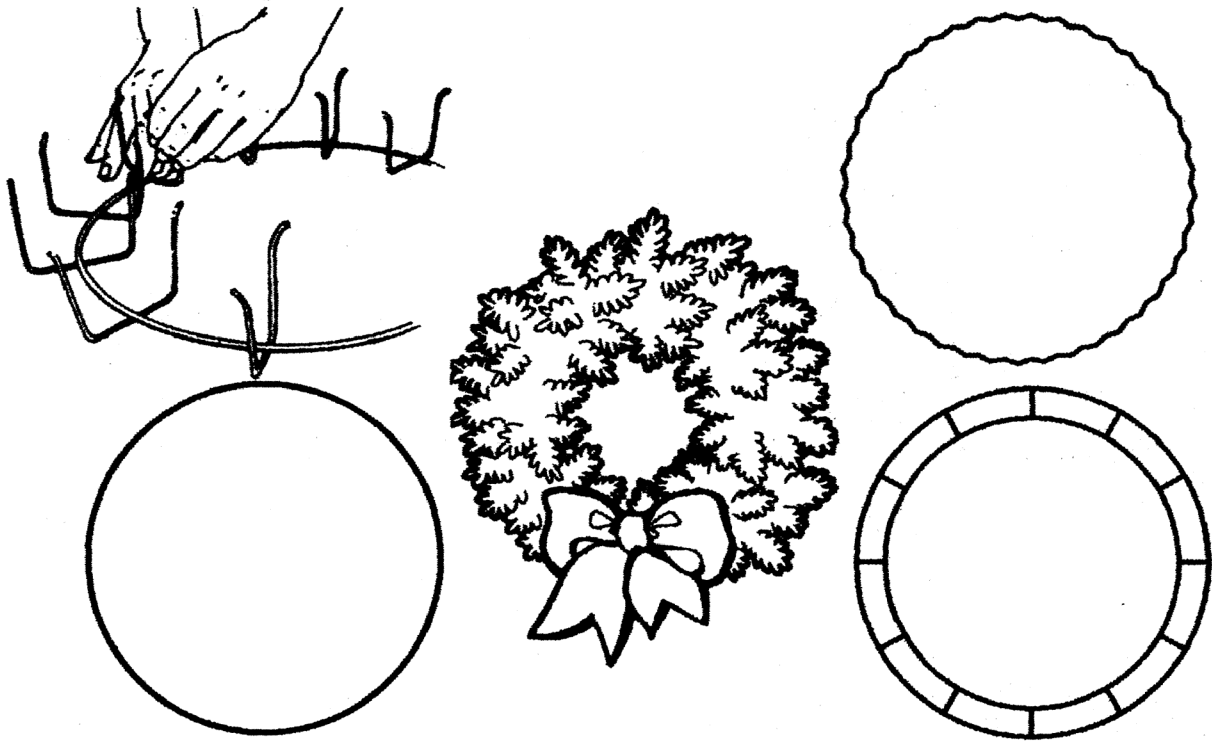
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## NCTA

*Continued from page 1*

you're East Coast or West Coast. It doesn't matter what species of trees you grow and sell. When NCTA is functioning and achieving its mission of advocacy and protection, everyone in the industry benefits.

You can contribute to the Real Tree Advocacy Fund or Legislative Action Fund by visiting [www.christmastree.org](http://www.christmastree.org) or calling 636-449-5070.

Recent issues that the NCTA has advocated for involve proposed (and potentially expensive and cumbersome) changes to the EPA's Worker Protection Standard, the Affordable Care Act's complex treatment of seasonal workers and immigration issues impacting employers around the country.

## Trading Post

**FOR SALE:** Howey Tree Shaker #120, elec., wheels, tree holder. \$1300. Kelco Wreath Machine, #102, w/garland attach. Needs parts. \$850. Garland twine (2) \$40. Pick machine + newbox picks, \$100. Wreath/Novelty shipping boxes, 58 -- 5 asst. sizes, \$95. Piece Wr. Kits, clamp style, 6/20", 3/24", 2/30" \$30 incl. bonus -- Pc. Wr. assembled. Delivered to Fall 9/27 meeting. Order ahead? Call 802-257-0233, email [elysianh@sover.net](mailto:elysianh@sover.net) or Bill or Mary Lou. Also, free chemicals.

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