



College of Agriculture,  
Food and Environment  
Cooperative Extension Service

# Kentucky Nursery LISTSERV Bulletin

University of Kentucky Nursery Crops Team

End of February 2019

## Cooler and Wetter Than Average Start to March

Unfortunately for those hoping to get into the fields anytime soon, the higher-than-average trend for precipitation we have been experiencing will continue into March.

The first 10 days in March are predicted to be colder than average, though that pattern is predicted to shift soon after the first full week of March, when warmer than average temperatures are expected.

While the temperatures and cold/warm weather patterns will be variable throughout March, we can expect above average precipitation rates consistently.

See [UKAg Weather's Long Range Outlooks](#) for a variety of forecasts of temperature and precipitation probabilities.

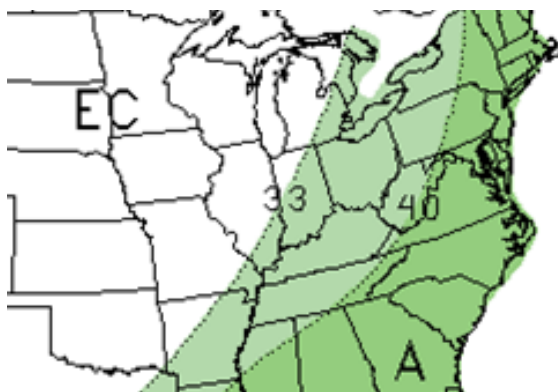
## Nursery Crops Extension & Research Team

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Joshua Knight, Managing Editor



March 2019 Outlook, Precipitation Probability  
Image: NOAA Climate.gov, 21 FEB 2019

- **Tools for Water Management in Specialty Crops**
- **Horticulture Marketing Podcast**
- **Extension Position Announcement**

# Tools for Water Management in Specialty Crops

*Joshua Knight, Senior Extension Associate, Horticulture*

A five-year study funded by the National Institute of Food and Agriculture's Specialty Crop Research Initiative involving 22 researchers spread across 9 universities is concluding this year. This project is called **Clean Water<sup>3</sup>**.

<https://www.cleanwater3.org/>



The three primary objectives are the 3 R's: to **Reduce** water use and contaminant loading into recycled water sources, evaluate treatment technologies to **Remediate** pathogen, pesticide and nutrient contaminants, and provide online/published information to help growers **Recycle** water.

At the website linked above, growers can subscribe to or look through dozens of short, focused articles on a variety of topics related to water management, submit a question via **Ask An Expert**, and find upcoming workshops/training opportunities.

<https://www.cleanwater3.org/growertools.asp>

There is a collection of free, online **tools** designed to help growers make informed decisions of water quality issues:

The **WaterQual tool** allows growers to get detailed recommendations for management decisions based on results from water testing by providing science-based interpretation and links to resources and practical solutions to address detected problems.

The **Waterborne solutions tool** provides growers with detailed information from published research about managing algae, waterborne plant diseases, and water treatment systems.

The **Parts Per Million (ppm) calculator** helps growers calculate dosage requirements for both sanitizing chemicals and water-soluble fertilizers.

**Alkcalc** determines the amount of acid to add to neutralize alkalinity of your irrigation water. Due to Kentucky's topography and the abundance of limestone, high alkalinity from groundwater sources is a common concern of our growers.

**GroZone Tracker** helps growers and larger enterprises record, monitor and share water testing results within a company. A single company with multiple growers can create multiple accounts with GroZone, allowing this tracker to keep all test results in a single location for system wide analysis and interpretation. The data logged are not shared publicly and is only accessible within your organization.

The **Pipe Volume Calculator** helps growers calculate volumes of mixing tanks and pipes.

# Horticulture Marketing Podcast

## ***Garden Retailers!***

***Looking for some bite-sized marketing information ready to use?***

***The Connect-2-Consumer website and Marketing Munchie podcast series are for you!***

Dr. Bridget K. Behe, Professor of Horticulture Marketing, launched a new podcast series in January, 2018, to help horticultural firms adopt findings from her consumer and market research. While it may take some time to read the results of scientific studies, Bridget has made it easier for horticultural businesses to learn and adopt findings from the nearly 100 studies she and her colleagues have conducted over the past 30 years. Dr. Behe is one of the leading researchers in ornamental and edible plants, products, and related services in the U.S. She earned her Ph.D. from Penn State in 1989 and was an Associate Professor at Auburn University for eight years before moving her teaching, research, and extension programs to Michigan State University in 1994. Her work helps horticultural firms understand the purchase decision from a consumer perspective and she is a leading authority on garden retailing. Her research-based information includes findings from studies on the impact of age and ethnicity on garden-related purchases, pricing, merchandising, social media, promotions, and distribution of horticultural specialty crops.



**Each week, Bridget posts a new podcast topic and often interviews colleagues with whom she collaborates to discuss their work. Transcripts of each podcast are posted for those who would rather read the short article.** Additionally, she posts handouts from industry presentations and publications in peer-reviewed journals. All of the information is free of charge.

To sign up for notification of each new weekly podcast, visit [www.connect-2-consumer.com](http://www.connect-2-consumer.com) and continue to bolster your marketing plan with research-based information that is easy to use and apply to nearly every horticultural business.



**POSITION ANNOUNCEMENT**  
**Extension Associate - Nursery Crops**

**POSITION:** Extension Associate in Horticulture - Nursery Crops; a grant-funded position.

**LOCATION:** University of Kentucky, Lexington, KY

**POSITION DESCRIPTION:** This full-time position will function in a team of state Extension Specialists and County Extension Agents to demonstrate nursery crop production systems increase understanding and adoption of current sustainable nursery crop production technologies to meet market requirements. The person will: consult with nursery growers, convey relevant research-based information, and assist farmers wishing to diversify into nursery crops; plan and conduct on-nursery workshops or demonstrate production techniques during industry tours, etc.; and conduct trials at commercial nurseries and/or on the Horticulture Research Farm for high priority topics and production issues. In collaboration with other Extension Associates and faculty, produce educational resource materials in support of the defined program focus of the Kentucky Horticulture Council grant.

**QUALIFICATIONS:** Minimum of a bachelor's degree in agriculture or related field with a working knowledge of commercial nursery crop production. The individual filling this position must be self-motivated. Experience and demonstrated ability of working with people, cooperating as a team member, and communicating in both written and verbal form are required. The person must be able to transport and use field equipment safely and effectively. A working knowledge of general farm production practices and equipment is desirable.

**COMPENSATION:** Entry-level; commensurate with training and experience.

**APPLICATION DEADLINE:** March 16 or until a qualified applicant is found. Applications are available on line at: <https://ukjobs.uky.edu/>. If you have questions, please feel free to contact:

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The University of Kentucky is an equal opportunity employer. EEO Coordinator, Rm S101, Agricultural Science Center North, Lexington, KY 40546-0091.

The University of Kentucky's **Nursery Crop Extension Research Team** is based out of two locations across the bluegrass to better serve our producers.

The **University of Kentucky Research and Education Center (UKREC)** in **Princeton** serves western Kentucky producers while our facilities and personnel on main campus in **Lexington** serve central and eastern Kentucky producers.

Check out our [YouTube Channel!](#)

## Contact Us

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Visit us on the web at

<https://nursery-crop-extension.ca.uky.edu/>

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