

Plant Production Certification: **New Frontiers, New Initiatives**

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Floriculture, Nursery, Greenhouse & Sod

- \$16.6 billion gross market value
- Nursery stock, garden plants = 62% of total
- 5th largest segment of agriculture (3rd largest agricultural crop)
- 50,784 farms (9% decrease)
- Economic downturn, demographic shifts, “new normal”

Source: 2007 Census of Ag

Plant Imports, Exports

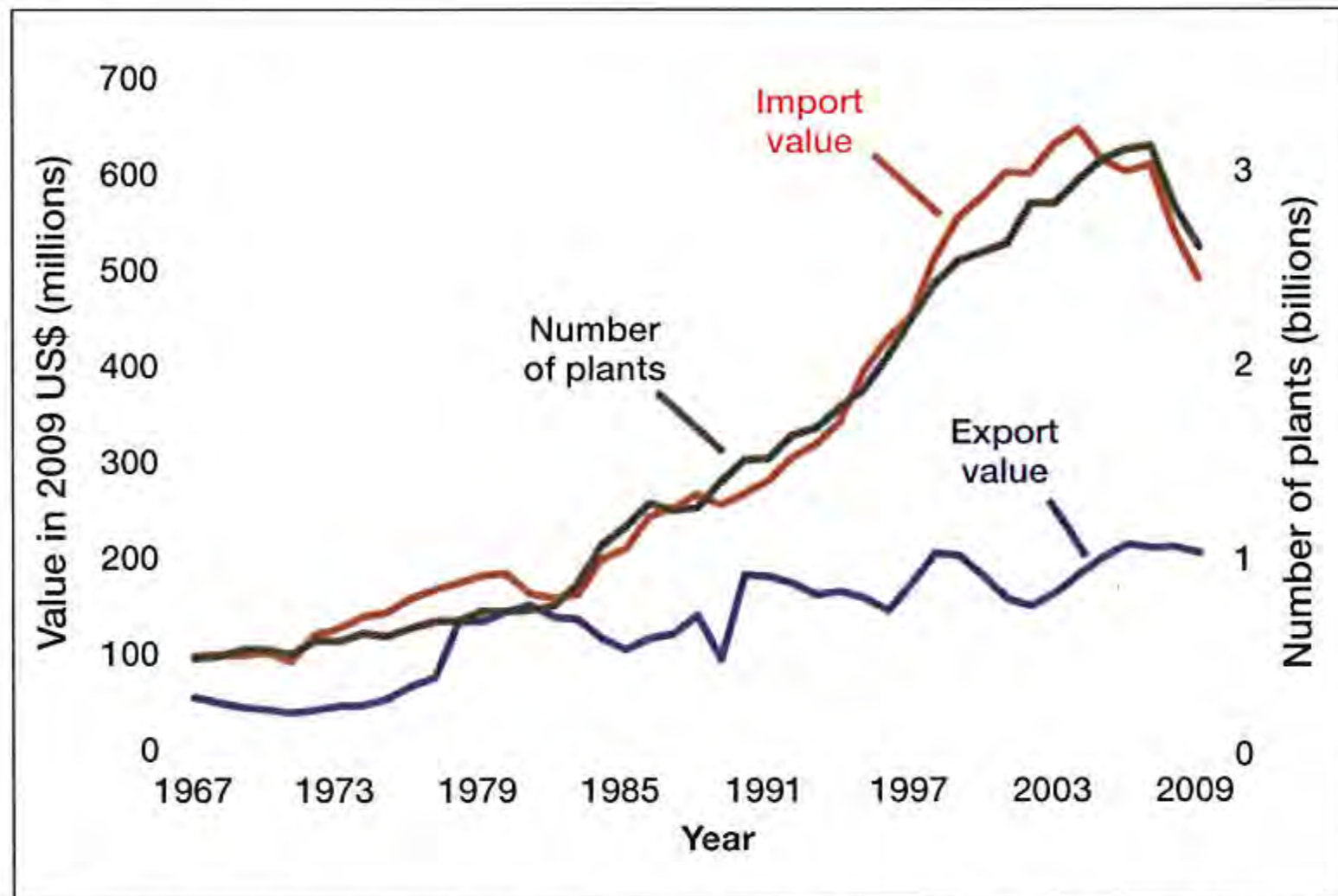


Figure 2. US imports and exports of live plants, 1967–2009. Values are adjusted to 2009 US\$. Data obtained from the US Department of Commerce (2011).

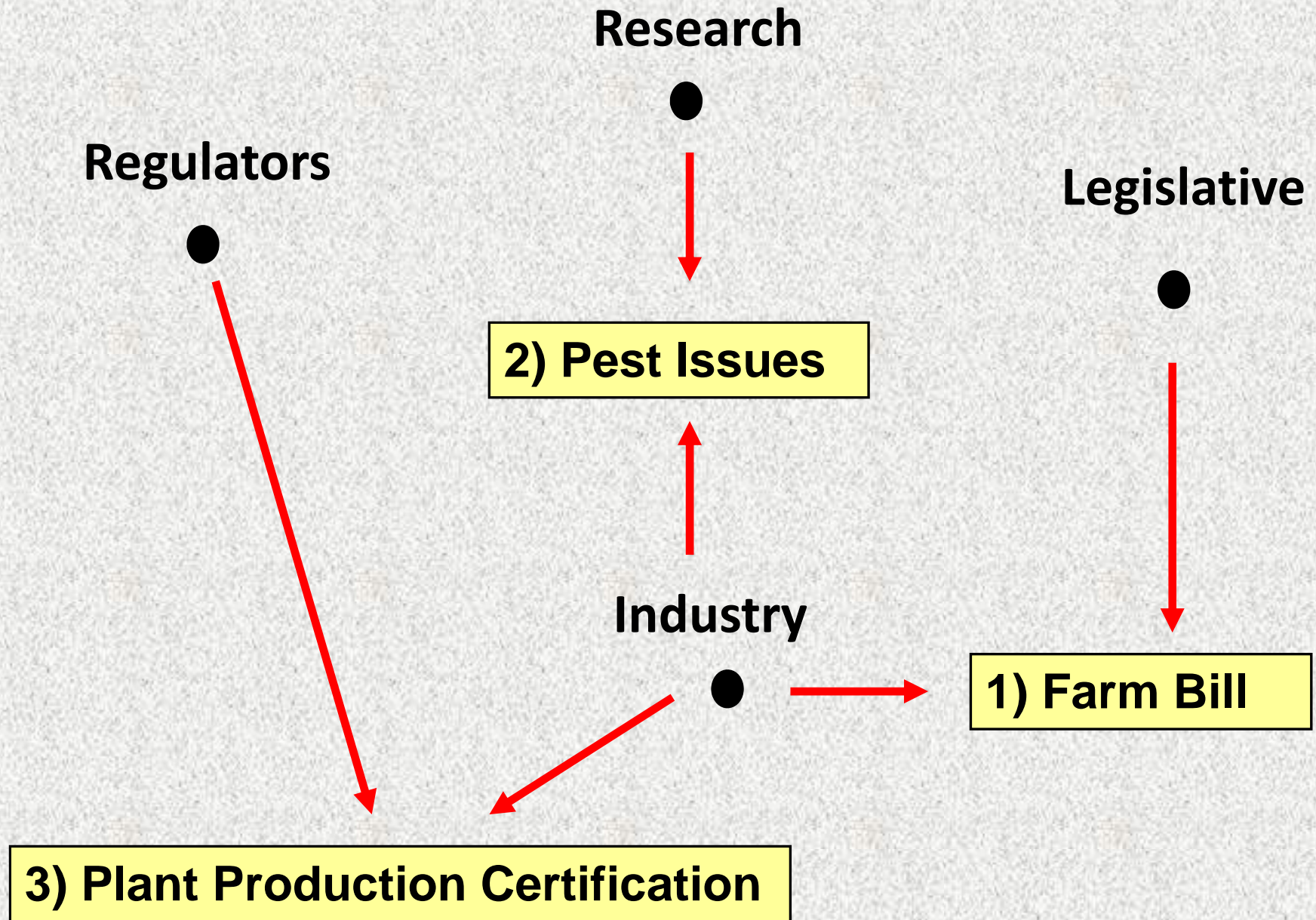
What Does This All Mean?

- It's getting more complicated
- Routine, volume trade vs. one-time or intermittent trade
- New varieties key. Exploration still important, but more new (proprietary) varieties coming from breeding programs
- Plant pests, plants as pests
- Weak points in system may inadvertently encourage unauthorized importation

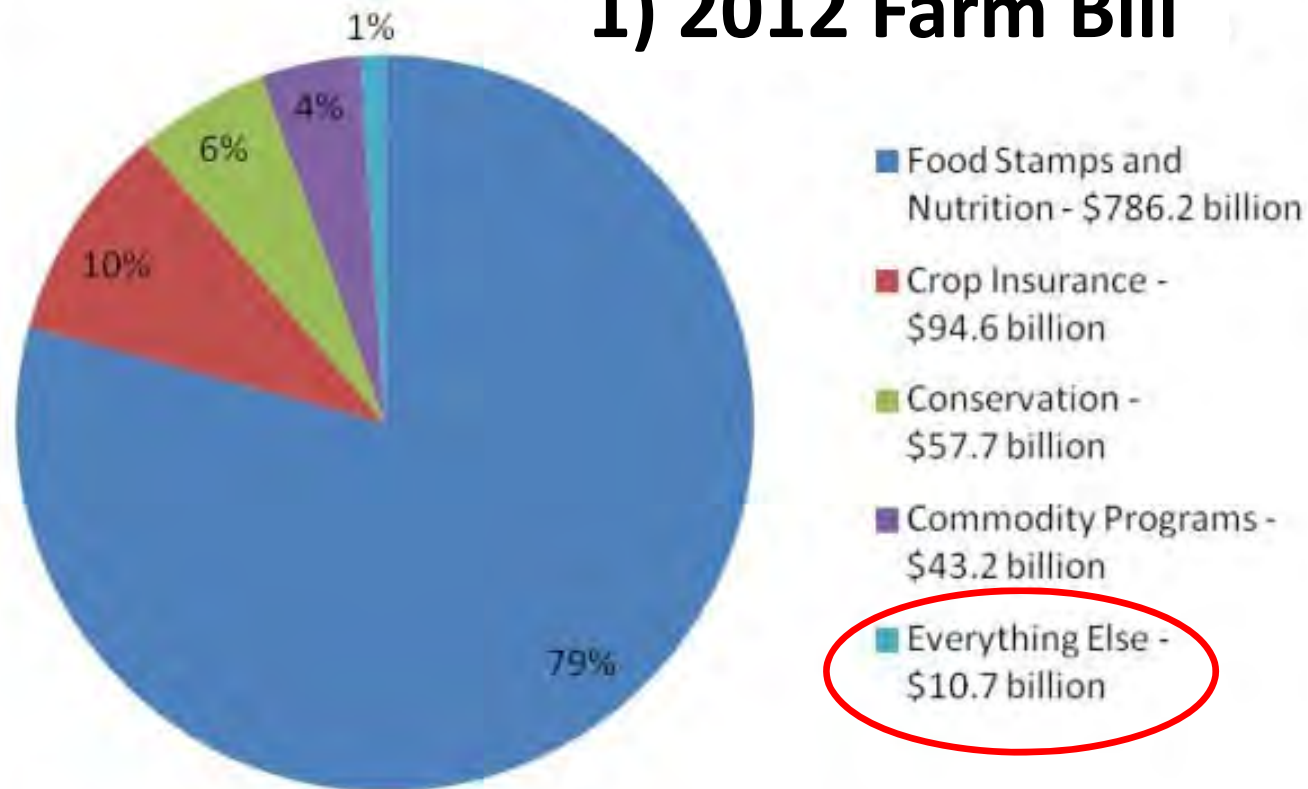
Plant Production Certification

- Traditional vs. new models
- U.S./Canada Nursery, Greenhouse Certification Programs (USNCP, GCP)
- NAPPO RSPM 24, IPPC ISPM 36
 - “Integrated measures”
 - Shift from end-point inspection to process oversight

Connecting the Dots



1) 2012 Farm Bill



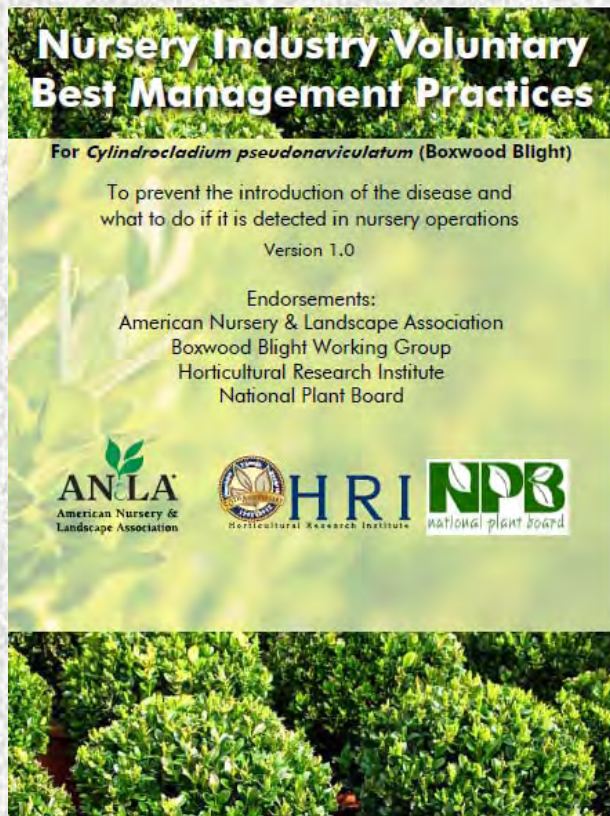
\$1 Trillion (10 years)

\$1.8 Billion

- 10201 – Pest & Disease Management
- NCPN – National Clean Plant Network
- SCRI – Specialty Crop Research Initiative
- SCBG – Specialty Crop Block Grants

2) Pest Issues: Connecting the dots

BMPs



BoxwoodBlight.org



FB Funded
Research
(10201)



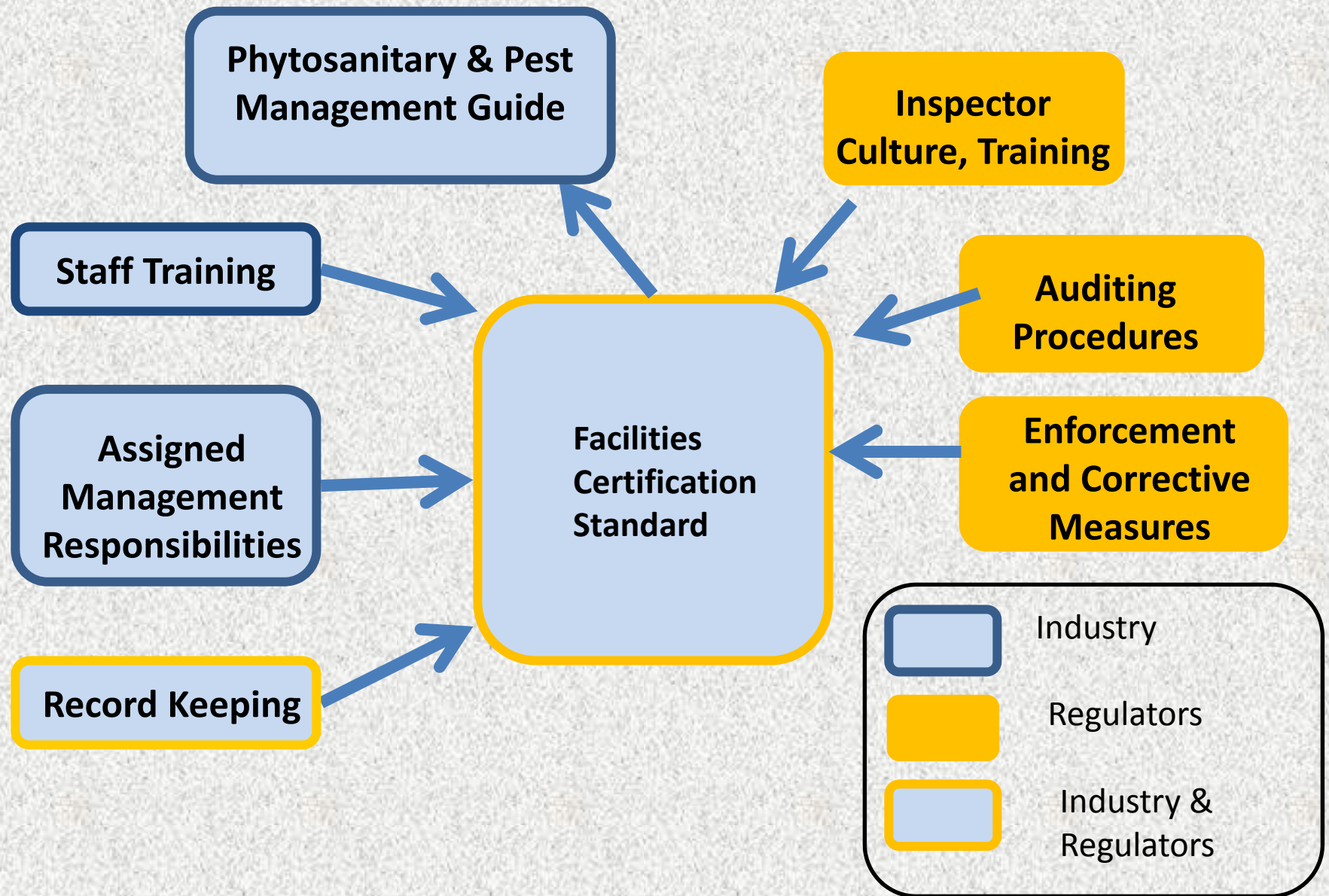
3) Plant Production Certification

Why?

- **Offense is the best defense**
 - **Farm Bill Funded Projects**
 - **\$1.5 mil spent**
 - **NPB, Academics**
 - **Industry**
- **ANLA-PPC Working Group**



3) Process to PPC Manual



Path Forward for Industry

- **USNCP – U.S. Nursery Certification Program**
- **GCP – Greenhouse Certification Program**
- **Exports and Imports (✓)**
- **Domestic Shipping (?)**

**Make
Business
Sense**

Voluntary

Flexible

**Control
Pests**

Scalable

Opportunities, Constraints

- Good interest, energy
- Limited capacity given adjustment to “new normal”
- Industry leadership means industry ownership

Notable and Quotable

“We are a bunch of Luddites in horticulture if we expect government to inspect each and every product we ship, as opposed to working with us to certify process and clean growing conditions...”

