

Plant Production & Certification:

Update on Systems Approaches to Nursery Certification (SANC)

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About AmericanHort

- Launched January, 2014
- American Nursery & Landscape Assn + OFA-
The Association of Horticulture Professionals
- Growers of all types, garden retail,
landscape, etc.
- Legacy of 220 years of service
- Columbus headquarters for admin and
member services
- Washington, DC office for advocacy and
research

“Under the Plant Health Microscope”

- Federal rules governing int'l, some interstate commerce
- State licensing, inspection, certification
- Many cooperative programs



With respect to plant pest prevention:

- Is the current system working?
- Is there a better approach?
- Various initiatives underway over last decade or so

The Great Recession



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Impact on Horticulture

- 20 – 25% reduction in sales of trees and shrubs (2012 vs. 2007 Ag Census)
- Reductions in other categories
- Business attrition (one-third of growers)
- Demographic shifts
- “The New Normal”

“Systems Approach to Nursery Certification”

- Critical Control Points
- Integrated measures
- It starts with a Standard

1

Standard

To Participate You
Must Address XYZ

2

Application for Designation

To Participate We Will
Address XYZ

3

Pest Management Plan (Operation Manual)

Describes How We Will
Address XYZ

4

Records

Confirm That We Are
Doing XYZ as
Described in PMP

5

Audits

Evaluates Records
and Confirms that
PMP is Being Adhered
to.

It all boils down to RISK MANAGEMENT

- **Prevent problems coming in**
- **Monitor and scout crops for issues**
- **Accurately diagnose pests/diseases**
- **Treat problems as appropriate**
- **Avoid shipping pests/diseases**

So Where Are We?

- Largely independent efforts of regulators, industry have been merged
- Nearing consensus on key documents
- Preparing for pilots in collaboration with National Plant Board, APHIS

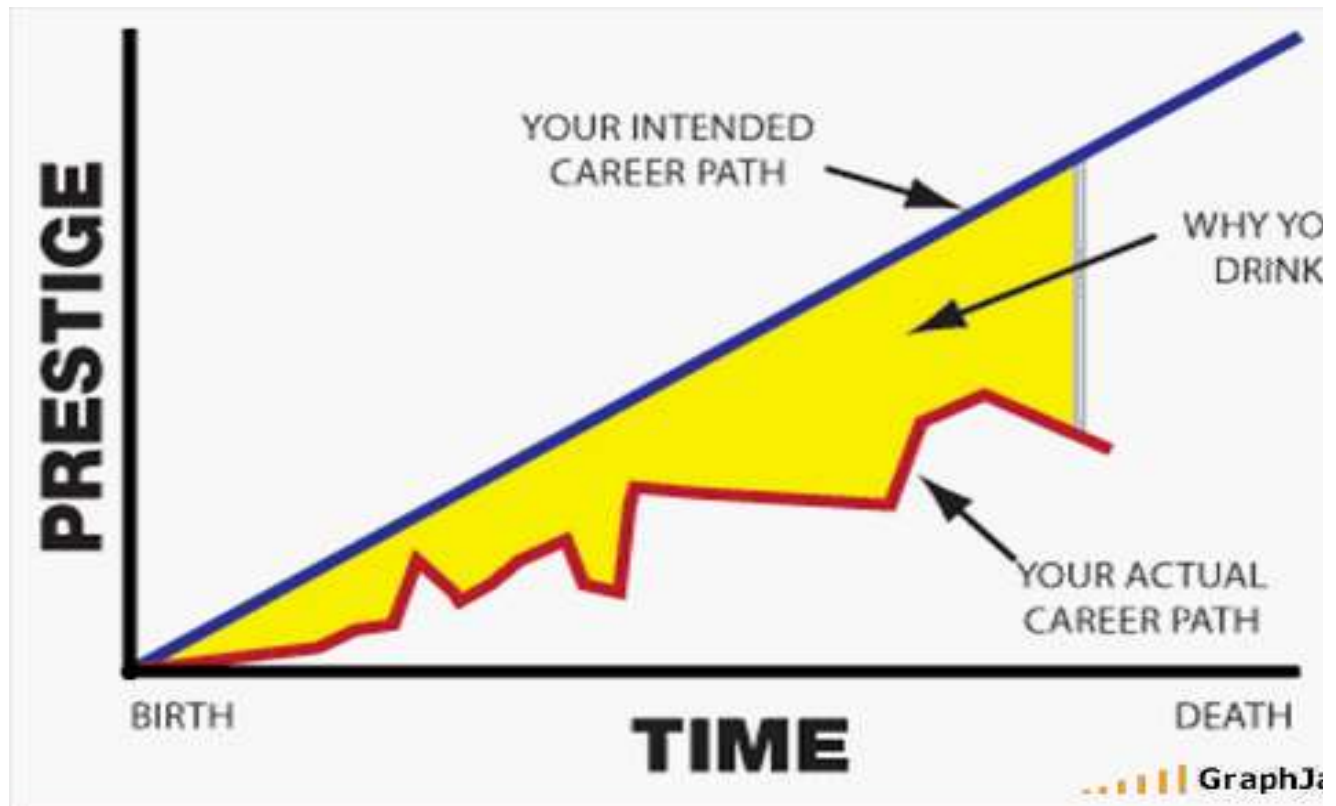
SANC Pilot

- 8 growers have volunteered for pilots
 - 2 per Plant Board region
- Up First...
 - Star Roses & Plants/Conard-Pyle (PA)
 - Forrest Keeling Nursery (MO)
- Lots of “hand holding” now
- “Hand-holding” leads to...tools for growers to self-assess
 - Critical control points
 - Management practices



Stepping back...

- Growers know best how to grow
- Refining, reinforcing good practices
- Funding potentially through September, 2016





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(Any Questions?)