

determined more by successful execution of our business plan or philosophy than by being astute in predicting the future.

FORECASTING FOR CROPS: 3 TO 5 YEARS

EARLE ROBERT MARVIN

Wildwood Nurseries

Route 4, Box 616

Walterboro, South Carolina 29488

Wildwood Nurseries is a three generation nursery, which will be 50 years old in 1986. My grandparents, W.R. and Alta Marvin, started our nursery, planting plants they loved, azaleas and camellias. Today, we are not so fortunate, we have to choose plant material that will meet wide geographical conditions and also meet the need of a changing population and environment.

Our nursery is located on 480 acres, of which we use about 150. We have a very intensive field operation, extending from field to container operation. This field to container operation gives us flexibility, and we have been working on improving this system for 11 years.

My father, Robert E. Marvin, and I own Wildwood Nurseries. Dad is a landscape architect. We base our sales goals and plant material cutlivars on the needs of the landscape architect. Their certain needs are our specialty, whether it be small or large evergreens, flowering trees, large trees for sun control, large or small screening material, plant material for a certain location, leaf size or color for the purpose of depth perception or esthetic effect in the landscape. We have a mailing that goes to landscape architects throughout the country, advising what we have and asking what they want.

We then consider our choice of plant material based on its ability to sell well, its geographic range, and its freedom from maintenance problems. Due to our particular methods of growing and rotation, we like our plant material to be fast-growing and what we call reasonably transplantable. If we agree that a plant meets a number of these requirements, it goes on trial. We have approximately 25 plants on trial at this time. The plant is then observed for liveability after planting, its ability to be moved or harvested with minimum lost. For trial purposes, we usually plant 25 to 50 plants. If we receive good customer response to this new plant, then we proceed with planting based on sales demand.

We do not believe in planting a plant because it is different or because it is selling well at the moment. We do consider

customer needs and our service to them. We do listen to our customer needs and are influenced by the market, trade shows, trips, and consultants that we use frequently. Our sales area ranges from Washington, D.C. to Florida, to Texas, and in between. Each has its own special needs, climates, and requirements that we fit our program of plant selections around.

We do the best possible job to assure we have the most transplantable material that can be bought. We believe reliability and uniformity help sell our product. In the end, we do not sell plant material, we sell satisfaction.

Now, I would like to end by asking you a question. I am looking for a tree: 30 to 40 ft., small leaves, early shed, beautiful bloom, fall color, fast growing for sun control, shade in the summer and sun in the winter? Does anyone have such a tree?

FORECASTING FOR PURCHASING

AL FRITZ

Shemin Nurseries, Inc.

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Shemin Nurseries, Inc. is a joint venture with Weyerhaeuser Co., Inc., Tacoma, Washington. In 1979 Emanuel Shemin joined with the Weyerhaeuser Company in a venture designed to expand Manny's original unique concept of a "one-stop horticultural distribution center". From 1963 to 1979 Shemin's was a wholesale-retail center in Bronx, New York and later was changed to strictly wholesale in Greenwich, Connecticut.

With the financial backing of a committed international company, expansion of this concept began in the fall of 1980 with the purchase of property in the Washington, D.C.-Baltimore, Maryland area. Centers were soon added in Atlanta, Georgia, in spring of 1981; Chicago, Illinois in 1983; Detroit, Michigan, Miami, Florida and Aalsmeer the Netherlands in 1984. Philadelphia, Pennsylvania in 1983; Toronto, Canada and Boston, Massachusetts will follow in 1986. Future plans include many other major cities. Each site is from 22 to 40 acres of fully-automated irrigated beds.

Forecasting purchasing on this scale is a tremendous undertaking. At present one full-time and one part-time person purchase more than 2000 trailer loads of live nursery stock, including bareroot, container, and balled-and-burlapped stock. Purchases are distributed as follows: 600 trailer loads to Con-