

Connecticut Horticultural Society

NEWSLETTER

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Serving Horticulturists Since 1887

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THE GREAT RESET: 2021 Garden Media Garden Trends Report



Editor's note: The annual Garden Trends Report is one of the most published garden studies in trade and consumer news. This is the 20th anniversary of the report compiled by the Garden Media Group, a public relations and marketing firm from Philadelphia. A summary of their findings for 2021 is presented here. In addition, Garden Media has graciously allowed us to use their images in this summary. To read the Trends Report in its entirety, visit: grow.gardenmediagroup.com

This past year has presented us with an unprecedented experience that has been closely shared by neighbors next door as well as across the planet. And it's not just the global community that is connecting, local and virtual communities are banding together now more than ever; resulting in never-before-seen **collective action**. The shift in community cooperative is real and it is **powerful**.

How the world will change post-Covid-19 remains to be seen. It appears, however, that we are in the middle of **A Great Reset**. In the first half of 2020, something ended. But something new is starting. A lot of positive energy was born from this disruption; what will you do with it?

One of this year's trends was born of necessity. Others are a groundswell

of ongoing dialogues. All present opportunities to be better stewards of our planet.

IMPROV ERA –

From delivery to curbside pickup, the supply chain has changed forever. Successful businesses of the future will shift their models and be open to quick change. People are still shopping, *just differently*. In fact, $\frac{1}{4}$ of Americans spent **more** money while social distancing. This shopper wants **convenience and speed**. Their goal is to get in and out as quickly as possible.

There will be an increase in electronic payments and touchless transactions. Customers have been retrained to **shop differently** using technology. People want to have **confidence** in a product before they buy, and they want to buy from someone they trust.



BROADACRE CITIES –

One hundred years ago, famed architect Frank Lloyd Wright designed a settlement called Broadacre City. These were super grids of 1+-acre homesteads designed to help communities thrive. However, this model never truly took off, and our cities grew and grew. But today, the coronavirus is challenging the assumption that Americans must stay physically tethered to high-cost small-space cities to access the best work opportunities. In fact, many newly remote

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This Issue: See page 7 to learn what the Philadelphia Flower Show will look like this year.



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Membership Dues:

Individual.....	\$55
Family.....	\$75
Senior Individual (65+)	\$50
Senior Family (65+)	\$70
\$30 under 30 years.....	\$30
Student (full time with valid ID).....	FREE
Horticultural Business Member.....	\$100 or \$250
Organizations	\$80

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President's Letter Welcome 2021!

Dear Members,

Despite all the challenges of 2020, I'm proud to say that the Connecticut Horticultural Society quickly made adjustments to stay relevant and maintain connected to all of you. From online auctions to virtual lectures, we kept the organization functioning through our virtual resources. Although much effort has gone into raising funds for scholarships through the online auctions and sales, I'm disappointed to say the scholarship fund remains low. We encourage all who have creative ideas to share them with the Auction Committee by sending a note to office@cthort.org. Monetary donations can also be made on our website—www.cthort.org—or by sending a check to: CT Hort, P.O. Box 330966, West Hartford 06133-0966.

As anxious as we all are to meet in-person, the outlook for large gatherings will be determined by the state's guidelines. Our January speaker Joseph Tychnievich will give his talk "Confessions of a Plant Nerd" on January 21st. Joseph sounds as if he'll be most entertaining! Be sure to tune into our ZOOM link at 7:00 PM. The link will be posted on our website as we get closer to Joseph's talk. If you need assistance with Zoom, please reach out before the 21st to Mary Anna at 860-529-8713. She will put you in touch with James Milne who can talk you through the set up.

Warmly,
Cheryl Marino

Thank you to our generous business members and contributors!

Ballek's
Garden Center

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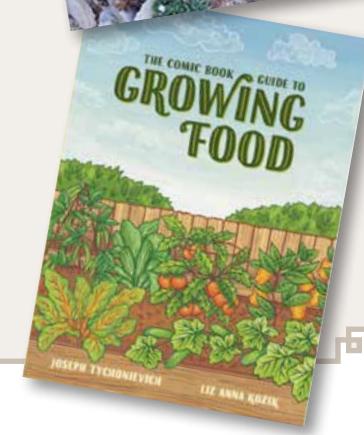
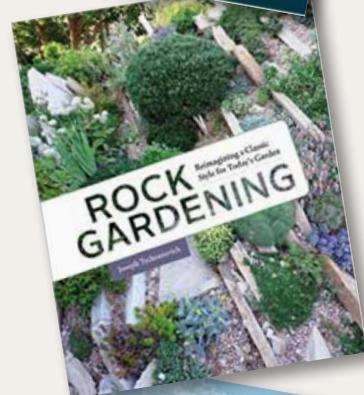


Joseph Tychonievich

Confessions of a Plant Nerd

with Joseph Tychonievich, gardener, writer, speaker and plant breeder

Thursday, January 21, 2021



Join us, from the comfort and safety of your own home, to hear Joseph Tychonievich describe some of the lengths that gardeners will take for the love of their plants. His entertaining conversation will have you laughing out loud. Joseph's presentation—**Confessions of a Plant Nerd**—will be livestreamed and you can watch on your computer, iPad, or phone.

Joseph is obsessed with gardening, and that has taken him crazy places and given him fun stories... in this talk you'll laugh with recognition at some of the outlandish things we, the plant obsessed, do and get ideas on how to revel in your love of plants and have the most possible fun in your garden.

A lifelong gardener and lover of plants, Joseph has worked for nurseries in the US and Japan, has been a repeated guest on public radio's food show *The Splendid Table*, and was named by Organic Gardening Magazine as one of "... six young horticulturists who are helping to shape how America gardens." Joseph is the author of *Plant Breeding for the Home Gardener*, *The Complete Guide to Gardeners*, and *Rock Gardening: Reimagining a Classic Style* and is the editor the North American Rock Garden Society quarterly journal. Currently Joseph lives with his husband, two cats, a dog, and an absurd number of plants in Williamsburg, Virginia.



UPCOMING SPEAKERS IN 2021

The speakers we have scheduled for the upcoming season include farmers, designers and award-winning authors:

DATE	Speaker	Presentation
February 18, 2021	Rodger Phillips Sub Edge Farm	Farming the Land: Seven Years Growing on a Diversified Farm
March 18, 2021	Karen Perkins	Epimediums: Jewels of the Shade
April 15, 2021	Leslie Duthie	Fronds with Benefits: Ferns from the Wild to the Garden
May 20, 2021	Tom Christopher	Nature into Art: The Gardening Lessons of Wave Hill
June 17, 2021	Gordon Hayward	The Inevitable Garden



Speaker Feedback

After you attend a speaker meeting, please take a moment to tell us what you thought of the presenter. Your candid feedback helps us to arrange for speakers that will hold your interest. Take the five-question survey on our website – cthort.org. Click on the survey icon found on any page then chose the speaker you want to rate. Thank you for your feedback.

"2021 Garden Media's Garden Trends Report" from page 1



“Cuteness aside, tiny plants are the perfect choice for plant keepers with limited space and time. Tiny plants grown on your windowsill, under grow lights, or under glass can feed you plant addiction without cramping your style.”

-Leslie Halleck, Halleck Horticultural LLC

workers prefer somewhere closer to family or fresh air. If enough remote workers vote with their feet, Broadacre-type cities such as Usonia, NY, or Civano, AZ—with emphasis on community—will be more critical.

In addition, there will be even greater demand for houseplants – and home office plants – whether people are setting the stage for virtual meeting backdrops or just wanting to improve concentration.



BACKYARD AFICIONADO –

More than half of American adults are spending two additional hours a day outside than before the pandemic. Research indicates 16 million new people—many under the age of 35—started to garden during Covid-19. Many in this group are raising a family, own a home, and have established a career. This new gardener is ripe for education, from simple plant lists to consulting services geared to newbies.

Also, with the surge in home cooking and the fear of food scarcity, many Americans are discovering the joy of

growing their own food. These greenhorn gardeners are also interested in reducing their lawn. From pools to pollinators, the lawn is going bye-bye.



IMPATIENT GARDENING –

Gardening is hot, but specifically mini plants are hot, especially in edible gardening. New gardeners are still learning the ropes, so provide them with tiny or fast-growing varieties.

Tiny Edibles

- Micro Tom Tomato, (the world's tiniest tomato plant)
- Mini Bell peppers
- Dwarf Yellow Crookneck squash
- Romeo and Short Stuff carrots
- Baby Ball beets
- Mexican Miniature watermelon
- Windowbox Mini Basil, an adorable basil variety
- Striped Guadeloupe eggplant
- Hearts of Gold cantaloupe
- Tom Thumb peas
- Crunchkin pumpkins
- Mini White cucumbers
- Sprouts & Microgreens



DESIGN ABUNDANCE –

Garden design will move away from mulch and eco-dead plants to co-creating with nature.

Claudia West, ASLA and co-author of *Planting in a Post Wild World* (also speaker at the CT Hort 2018 Symposium) fervently believes, “that wildness and nature are renewable resources and every single plant we put in the ground can make a difference. If you don’t know it, you don’t care for it, and you don’t protect it.”

Claudia continues to explain that nature doesn’t live ‘out there’ anymore because ‘out there’ is gone. Nature now lives in our backyards, in our developments and parking lots or rooftop gardens—or it doesn’t live. That’s the reality.

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TURN OFF THE LIGHTS –

According to *Nature's Best Hope* author, Doug Tallamy, we should all be building a conservation hardscape and the best way to do that is to turn out the lights. Concerned about security? Install a motion sensor so lights come on only when provoked. Even simpler—change out the bulbs and put in yellow LED bulbs. They're the least attractive to insects and save energy.

Lighting up the sky at night is one of the major causes of insect decline. White lights draw insects all night long, exhausting them and making them easy prey for bats and birds. If each of the millions of lights we turn on in this country kills just a few insects each night—well, you can do the math. In 5 minutes we could literally save billions



of insects every season.

Take care of life on your property. It seems a lot easier than trying to save the entire plant but *really*, it's the same thing. If we each do our small part, we can not only restore insect populations but also create the largest collective conservation effort in history.

"Instead of denaturing our environment, our new national pastime will be to renature our surroundings."

-Doug Tallamy, University of Delaware

Horticultural Happenings & Announcements

Note: Happenings are listed on a space-available basis. To submit an event, send details to news@cthort.org. Please format the announcement to resemble the entries below. Deadline for February issue is January 15.

With social events limited, most entries you'll find here and on our website are virtual and online horticultural programs, classes and tours.

Thurs. Feb. 4, noon – West Hartford Garden Club presents Jana Colacino, Site Administrator of Butler-McCook House & Garden and Isham-Terry House. Jana will present an overview of CT Landmarks gardens in her talk, "Historic Gardens of Connecticut." To register for this free Zoom presentation, go to www.WestHartfordGardenClub.org. You will be emailed the Zoom link to attend a few days prior to the presentation. The club business meeting is 12:30–1:00 followed by the speaker at 1:00 p.m. You must be signed in thru the Zoom link no later than 1 p.m. to be able to attend.

ctnofa lists a number of interesting distance learning opportunities on their event calendar. [Click here to review.](#) **NNOFA Virtual Winter Conference – Growing Our Community Through Essential Work.** See Keynote Speaker Karen Washington's address on March 5 with additional workshops taking place March 6 and 13. Click here for registration.

Rutgers University Home Gardeners School *@Home Edition* will air a series of one-hour online workshops. Continue learning from the comfort and safety of your home. [Click for more info \(including fees\) or to register.](#)

Upcoming classes:

- Feb. 1-15: Bee-ginner's Beekeeping: Basics of Apiculture
- Feb. 20, 8:30 a.m. to 12:30 p.m.: Prepare for a Blossoming Spring
- Mar. 11, 6:30 to 8 p.m.: Seasonal Planting for Honey Bees
- Mar. 24, 6:30 to 8 p.m.: Small Scale Queen Rearing

UConn Home & Garden Education Center (HGEC) www.ladybug.uconn.edu. An invaluable horticultural information resource for novice and seasoned gardeners. At present, analysis of physical samples has been suspended but digital images can be sent to ladybug@uconn.edu along with description of symptoms or problems, and any other relevant information/questions.

UConn College of Agriculture, Health and Natural Resources (CAHNR) Blog <https://blog.extension.uconn.edu/vegetable-gardening/>. Here you'll find an abundance of information on current topics from COVID to Vegetable Gardening. Check link regularly as content changes frequently.



Visit cthort.org for the MOST CURRENT listings and links.

Ballek's Garden Center Cultivates 'Gardens of Hope and Gratitude'

When Covid made it impossible to be at the side of a close relative with medical issues, Nancy Ballek Mackinnon redirected her distraught thoughts and energies to focus on gratitude. Despite all the turmoil in the world, Nancy continued to see hope and promise in the nature and plants that surround her. She found their effect to be a therapeutic counterbalance to all the uncertainty in her world at the time.

Nancy realized that children were also struggling with the disruptions that Covid has caused – school closures, not seeing friends, teachers, relatives, group activities canceled. So she decided to develop an activity that would allow even our youngest citizens to find comfort in the natural world. She came up with *Gardens of Hope and Gratitude*.

Local youth groups were called upon to help propagate cuttings. They began by collecting, cleaning, drilling and painting yogurt containers to use as plant pots. Each pot was filled with easy-to-grow varieties of spider plants and Tradescantias.

Younger local students as well as children who visit Ballek's have been the benefactors of the older kids' efforts. Each child receives a plant, a daffodil bulb, a packet of seeds and a shell or stone to adorn a plant or keep in their pocket as a reminder



of strength. A suggested letter is also included for the child to send to someone they are grateful for. The child may also express their gratitude by gifting the plant or flowers along with the letter

The 'gardens' have been well-received and dozens have been distributed. Nancy hopes that youngsters find comfort from nature and from expressing their feelings to those for whom they are grateful.

Ballek's is a family business built on old-fashioned values. The garden center is located on land that was deeded to the family in the 1660s. Land preservation is paramount to the family and especially to matriarch Anita Ballek. In 2017, the Ballek family signed a conservation easement, which donates the development rights of the farmland to the Connecticut Farmland Trust in perpetuity. The agreement limits future development of 55.2 acres of the farm to agricultural use.

Anita discusses her motivation to protect her family's farmland in a recent interview that was prepared for Women for the Land Learning Circle. [Please click here](https://www.youtube.com/watch?v=4_sydkQUBd0&ab_channel=AmericanFarmland)—or go to https://www.youtube.com/watch?v=4_sydkQUBd0&ab_channel=AmericanFarmland—to watch the recording.

CT Hort Travel

Friendship Tours 'Together We Can' Food Drive & Plant Giveaway meets with Great Success

The Friendship Tours Staff and Tour Directors – Gary, Bob, Eve, Debbie, and Kathie – were so happy to see all the smiling faces drive up with bags and bags of food. Food donations were brought to the West Hartford Food Pantry and the MACC in Manchester Food Pantry. Both organizations were overwhelmed by the amount of food that was collected in just one day. Thank you to all who donated so generously. Your efforts made a huge impact for many neighbors this holiday season.

In addition, more than \$525 was raised for the CT Food Bank through a Facebook fundraising campaign. Many who were unable to attend the drive-thru event still wanted to contribute. Thank you so much for your thoughtfulness.



CT Hort Travel



2021 Philadelphia Flower Show • June 5-13, 2021 *HABITAT: Nature's Masterpiece*

For the first time in its 200-year history, the Philadelphia Flower Show will take place outside. Early in December, the [Pennsylvania Horticultural Society](#) announced its decision to move ‘the nation’s largest and longest-running horticultural event’ outdoors due to the coronavirus pandemic. The 2021 event will take place in FDR Park in south Philadelphia instead of downtown’s Pennsylvania Convention Center. “We are working closely with our colleagues at Philadelphia Parks and Recreation and a host of planning experts including the Department of Public Health in Philadelphia to develop the Flower Show into a safe, beautiful, and extraordinary outdoor experience for everyone,” the Society said. The show is scheduled for June 5-13.

The Show’s theme, ‘[HABITAT: Nature’s Masterpiece](#)’ will explore the beauty of life through nature’s kaleidoscopic lens.

Visitors should be ready to see exceptional beauty, learn from a diverse line-up of designers and leading horticulturalists and enter a new gardener-centric experience that invites everyone at all skill levels to nurture a lifelong connection to plants and gardening.

The Philadelphia Flower Show has been honored as the best overall event in the world by the International Festivals & Events Association, competing with events such as the Kentucky Derby Festival, Tournament of Roses Parade, Indianapolis 500 Festival, and other international celebrations.

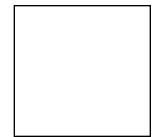
As in past years, CT Hort will sponsor a trip to the 2021 Philadelphia Flower Show. We will inform you of the details and dates as they develop. This will be a refreshing escape to look forward to in late-spring!

CANCELED

Covid Cancels *Christmas in Cape Cod*

Unfortunately, like so many others, this trip had to be postponed. As we drew near to the scheduled dates, COVID-19 cases ticked upward and resulted in Massachusetts imposing stricter travel restrictions. As of this point in time, our plan is to enjoy this holiday weekend in 2021. Those who signed up for this festive weekend in 2020 will have right of first refusal for next year’s trip.

**To reserve your spot or for more information, please call
Friendship Tours at (860) 243-1630 / toll-free (800) 243-1630
or visit www.friendshiptours.net.**



Dated Material  Please Rush

CT Hort Calendar at a Glance

- Weds., Jan. 6 –** Board of Directors
Remote Meeting, 7 p.m.
- Fri., Jan. 15 –** Deadline for February
Newsletter
- Thurs., Jan. 21 –** CT Hort ONLINE
Program Meeting, 7:00 p.m.,
Joseph Tychonievich,
Confessions of a Plant Nerd.
Go to CTHort.org to link
to the meeting.

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Where We Stand with Scholarship Funds

By Trish Lyons, Auction Committee Chairperson

I want to sincerely thank everyone who participated in the various online fund raisers we recently offered. Normally, our fall auction generates just-shy of \$3,000 of the \$8,000 total that we grant in college scholarships each year. We appreciate your support of our efforts to generate funds while maintaining distance.

Using eBay as our selling platform, we certainly expanded our geographic reach. There was a Primula collector in Wisconsin who eagerly bought all three we offered in the September auction. And three lucky Californians were unwrapping mini-Spear Head Spades on Christmas morning that had been purchased from our Holiday Market.

At this point in time, we are unsure about our ability to hold a spring auction. That single event can generate \$4,000-\$5,000. If unable to hold an auction, we'll continue to try new ways to raise funds. If you have suggestions, or have fund raising experience to offer, please email me at office@cthort.org. And, as always, please remember that you can donate on our website—www.cthort.org—and specify that you want it deposited into the Scholarship Fund. Thanks again for your continued support.

CT Hort Scholarship Fund Status

	Fiscal Year 2019-20 9-1-2019 thru 8-31-2020	Fiscal Year 2020-21 9-1-2020 thru 8-31-2021
Fall Auction	\$2,919.91	Canceled due to COVID
Spring Auction	Canceled due to COVID	Uncertain
Scholarship Donations	\$2,880.00	\$746.80
Unspecified Donations	\$865.00	\$220.00
Online (eBay) - Auction	N/A	\$440.05
Online (eBay) – Holiday Sale	N/A	\$608.80
Total	\$6,664.91	\$2,015.65

GOAL = \$8,000/year