

Connecticut Horticultural Society

NEWSLETTER

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Serving Horticulturists Since 1887

January 2023



Editor's note: The annual Garden Trends Report is one of the most published garden studies in trade and consumer news. This is the 22nd anniversary of the report compiled by the Garden Media Group, a public relations and marketing firm from Philadelphia. A summary of their findings for 2022 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

Creating Personal Reliance Through Individuality and Control

If individuality is self-expression, then access is self-reliance.

This year will be about personal empowerment. We got through Covid and grew our own food, what can't we do?

With only ourselves to rely on, our lifestyles need to reflect who we are.

We learned we can't control external things. But we can control what we do, what we think, and what we buy. This is shown in the popularity of herbalism with an emphasis on home medicine, trendy kitchen gardens, urban vegetable production, a call to utilize raw, natural materials, and engage technology to learn what we need.

The Tesla Effect

Technology is moving rapidly, and advancements are better or as good as their gas-powered cousins.

Call it the Tesla Effect. Tech is sexy, and start-ups woo investors by claiming to be the Tesla of boating, cycling, or gardening.

And the green industry has gone electric or battery-powered faster than any other industry. In the past two years, mowers, leaf blowers, and other electric equipment accounted for 17% of the U.S. market.

Arizona offers vouchers to switch to electric lawn equipment, and California will ban gas-powered mowers by 2024. Yet people are switching without the added push.



Just like shovels and gloves, smart tools will be a necessity. While not without adverse effects, when utilized correctly, people have more success, they can be easier to use and allow for more access. As digital natives garden more, they will lean into the tech they've used all their lives.

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Membership Dues:

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Organizations	\$80

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President's Letter Reflecting

Dear Fellow Gardeners,

We are at the start of another new year. What a great opportunity we have each year to reflect upon the past year and reflect on how we would like 2023 to look.

At CT Hort, we continue to seek improvements, we have seen many changes in the past few years. We have had to let some things go—our involvement at the Flower Show, our office space, and our library in that space. We have gained some things, too: the magic of Zoom, enabling our members to tune in all over the world, a new website which better showcases what we do and provides more information. We also continue to gain knowledge from our varied programming, through speaker presentations, workshops and travel opportunities.

As we enter our 136th year, let us continue to promote best practices in horticulture and gardening and educate homeowners about our opportunities in improving the welfare of our very stressed environment, as Doug Tallamy promotes, “one yard at a time.”

Happy New Year to all of you. May 2023 be blessed and wonderful for you and yours.

Gratefully,
Cheryl Marino

Thank you to our generous business members and supporters!



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James Dillon

Designing with Native Plants

with James Dillon

Thursday, January 19, 2023 • 7:00 pm

Live via Zoom (you'll be sent the link on the Sunday before the talk).

Landscape designer and horticulturalist James Dillon views landscape design as the integration of science, nature and art. In his talk, he will show us how to meld all of that together with native plants to create a beautiful garden.

Dillon, PCH is a Certified Horticulturist with more than 20 years of experience working in the green industry. With a B.Sc. in Biology from East Carolina University, he views landscape design as the integration of science, nature and art.

He practiced horticulture in the northern Delaware area, most notably at the Delaware Center for Horticulture, with continuing education at Longwood Gardens. Previously, as manager and buyer of woody plants for a diversified garden center in Chambersburg, PA, James became familiar with a large palette of native plants and plant cultivars.

Native plant selection, environmental benefits, and low maintenance gardens are emphasized in many designs.

James has designed several rain gardens and continues taking coursework on ecological landscape design. James enjoys volunteering for The Monarch Alliance (a PVAS program), designing Monarch waystation gardens for them, in Maryland and West Virginia.

Mr. Dillon owns and operates Native Havens LLC, a small landscape/gardening company based out of his home, where he's an avid gardener in Kearneysville, WV.



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 six-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.

Coming up next month (via Zoom ONLY):



February 16, 2023:

New Perennials: A Love Story

Deborah Chud, landscape design consultant and educator

SAVE
THE DATE:

**CT Hort's Annual Plant Sale & Auction
Friday, May 5, 2023**

Bethany Covenant Church, 785 Mill Street (Route 372), Berlin, CT
Look for more information here and on cthort.org soon!

2023 Garden Trends Report from page 1



Omnichannel Shopping Expands

Customer preference for online and delivery increased at the grocery store by 50% during the pandemic and is rising.

People like the convenience of online shopping and prefer home delivery, marking a shift from curbside pickup.

In 2023, consumers will seek out one-stop shops where they can buy everything in one place, a place like our phones.

Accessible Gardening

In 2023 and beyond, 100 is the new 50.



We are entering an era of 'Super Agers,' people whose brains function as if they were 30 years younger. Super Agers have a longer range of productivity, live in multiple

locations, and have multiple careers and partners.

Housing, products, and other accessible opportunities will adapt for Super Agers to thrive. There are technological implications. Virtual Reality (VR), Augmented Reality (AR), and Artificial Intelligence (AI) will transport people anywhere they desire, so they can relax and relive their more carefree days. It will enable them to do what they love at all ages with minimal impact, travel hassles, or expenses.

We are increasingly asked to focus efforts on millennials, but don't forget boomers. Nurture a core audience by giving them new experiences.

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PlantTok

“New York Restaurants Can’t Ignore TikTok Anymore,” said a recent headline. And neither can we.

TikTok users spend an average of 52 minutes per day on the app. Ninety percent visit the app more than once per day. And there are over 1 billion monthly active users.

Compared to other social media platforms, TikTok has hit the mainstream hard.

And it's not just dance videos. People are turning to TikTok for financial education, investing tips, cooking hacks, book recommendations, and garden advice.

BookTok has sent old books back to bestseller lists and helped launch careers.

Videos with #BookTok have been viewed 13 billion times. Users say, “It’s like getting a recommendation from a friend or bookseller but in the comfort of your own home.”

Small to large retailers have taken advantage of BookTok’s popularity to market popular titles. Barnes & Noble has created specialized tables featuring books “found on BookTok.”

If this can happen to book stores, which were once near obsolescence, shouldn't the green industry also become TikTok content creators? Some already have.

Here's what they're doing and why.

PlantTok is fueled by those looking to create unique spaces that speak to their identity.

Gnomecore - ornate objects with purpose, coziness, self-care, and the transcendent promise of a good and sensible life. Maximizing whimsical and eclectic - gardens filled with bold colors, textures, and art.

WitchTok - with 19.8 billion views, the trend shares inherited knowledge, ceremony, and objects passed down from ancestors or unique to regions. Find people using herbs, magic, and witchcraft.

Moon Gardens - Google Trends says the term will peak in 2023. From mindfulness spirals to planting suggestions, (as well as features in *Real Simple*, *The Old Farmers' Almanac*, and lectures nationwide), plant choices, hardscape designs, moon gates, and sculptures are topping the charts.

Plant Coaching is also relevant to this audience. Whether they picked up gardening late in life, or lifetime hobbyists, coaches assist in many ways and appeal to all generations.

It's All Greece To Me

Classic Greek gardens are in vogue, and designed to stand up to the elements.

Stone walls, archways, and a pale-colored backdrop are typical features of a Greek garden. Add statuary and terra cotta, and use symmetry.

Use plants to shade seating areas with climbers around arches and tall trees. Olives are the IT plant in Europe right now.

Create impact by elevating raised beds and patios.

Key plants are hardy, water-wise succulents, boxwood, and roses.

Grow bulbs, such as agapanthus and cyclamen, for a natural, timeless look.



Gravel gardens, a staple of Greek design, look amazing in heat and drought and require 80% less maintenance.

Plus, they offer incredible environmental benefits, thriving on rainfall alone with no fertilizer or other additives needed.

Jeff Epping, the Godfather of gravel, suggests starting with grasses such as prairie dropseed, little bluestem, big bluestem, or switchgrass. Then layer prairie plants such as pale purple coneflower, rattlesnake master, prairie baby's breath, smooth penstemon, cup plant, stiff coreopsis, asters, and goldenrods.

Native plants, such as the collections from Garden for Wildlife by National Wildlife Federation, work exceptionally well in gravel gardens and are suited to withstand harsher conditions.

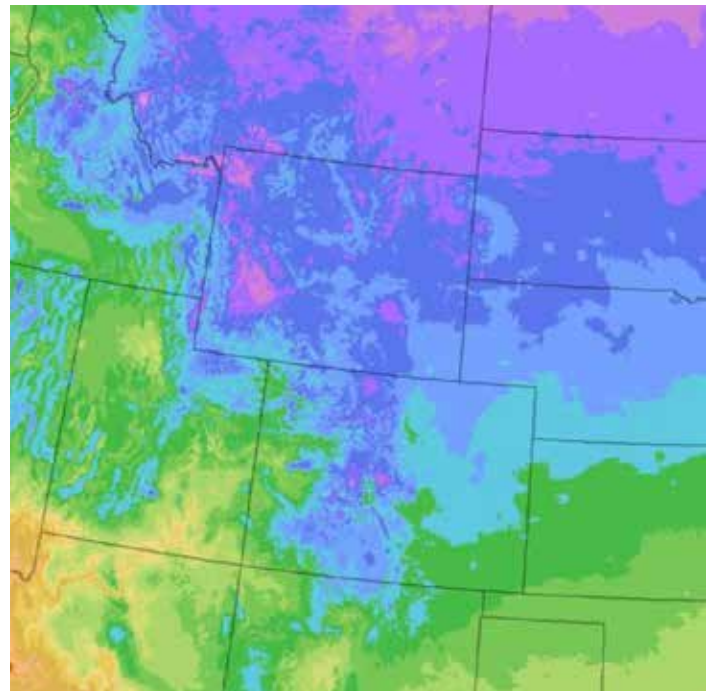
Redrawing Hardiness Zones and the Planting of Trees

The U.S. Department of Agriculture first published the hardiness zone map in 1960. It is based on the average annual minimum temperature of any given spot. Each zone marks a 10°F band, from - 60°F in zone 1 to 70°F in zone 13.

Since the map was last updated in 2012, nearly half the country is at least half a zone warmer.

Researchers believe the lines will continue to march northward at a "climate velocity" of 13 miles per decade.

In the worst-case scenario, by the end of the century, Earth's climate is projected to warm by an additional 11°F. The next 10 to 30 years are a critical window for climate action.



Trees are the answer.

As the climate changes, trees find themselves in an uncomfortable situation.

Damage from heat and drought can stress them and make them more susceptible to disease and insect infestations.

Not only does the palette of trees that will thrive in a particular area need to change, but Dan Herms, Ph. D., a scientist at Davey Tree, says the climate is warming fast enough to change the hardiness zone within the lifespan of trees planted today.

Herms says we need to make informed decisions about which trees to plant for the changing climate because trees are one solution to battle a warming planet.

Forward-thinking public gardens are already doing this, moving away from monoculture and choosing climate resilient trees.

Trees are green infrastructure that contributes to climate change resilience through the ecosystem services they provide.

New studies prove this efficacy. One study by Princeton University shows reforestation produces clouds that protect the planet from the sun's rays. By planting forests, you'll cool the climate.

They also sequester and provide long-term carbon storage, decrease stormwater runoff, conserve energy through shading and reduction in urban heat, and filter air pollutants.

As the climate crisis deepens, businesses and consumers join nonprofit groups and governments in a global tree-planting boom. Last year saw billions of trees planted in scores of countries worldwide. These efforts can be a triple win, providing livelihoods, absorbing and locking away planet-warming carbon dioxide, and improving the health of ecosystems.

Ask your town officials if there is a movement or organization that is focused on replanting trees in your area. 🌳



CT Hort members reveled in double the greens this holiday season, when we hosted two workshops for those who love a good wreath and some old-fashioned handiwork. Our Holiday Greens Workshop, held December 6 at the Connecticut Flower Collective in Meriden, produced some beautiful works of art for workshop attendees. Members of our Wreath-Making Workshop at Broken Arrow in Hamden the following week created some stunning works of art too!

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.

Tues., Jan. 10, 11:30 am-2 pm: the Wallingford Garden Club presents “Every Tree Has Its Place” with Jeff Ward, St. Paul’s Episcopal Church, 65 North Main St., Wallingford. Mr. Ward discusses planting the right tree in the right place. Guest donation is \$5. Call 203-269-2653 for more information.

Tues., Jan. 10, 12-2 pm: Leete’s Island Garden Club presents “Dahlias” with Barbara Pierson, White Flower Farm Nursery Manager, Guilford Community Center, 32 Church Street, Guilford. Ms. Pierson introduces some new Dahlia varieties and the best growing practices, including staking and pest management. Free and open to the public. For additional information call 203-453-0780.

Thurs., Jan. 12, 7-9 pm: the North Haven Garden Club hosts “Bats” with Paul Benjunas, Wildlife Manager with the CT Department of Energy and Environment Protection (DEEP), North Haven Congregational Church, 28 Church St., North Haven. Mr. Benjunas presents a program on the nine species of bats that are categorized into two groups: cave

bats and tree-roosting bats. Also learn about the fascinating and often misunderstood mammals and the role they play in our environment. Free for members; guest donation \$5. Call 203-269-2653.

Thurs., Jan. 12, 1-2 pm: the Westport Garden Club hosts Doug Tallamy on “Plants That Affect the Ecosystem,” Westport Library, 20 Jessup Road, Westport. What we plant affects the ecosystem in profound ways. To create landscapes that enhance local ecosystems rather than degrade them, we must add the native plant communities that sustain food webs, sequester carbon, maintain diverse native bee communities, and manage our watersheds. Mr. Tallamy’s approach to conservation empowers everyone to play a significant role in the future of the natural world. Admission is free. Go to www.westportgardenclub.org to register or call 203-246-7945.

Mon., Jan. 23, 11:30 am: Simsbury Garden Club presents Karla Dalley and “Houseplants: For Any Window” with Karla Dalley, Apple Barn, 60 Old Farms Road, West Simsbury. Love houseplants, but need help with where to put them? Karla Dalley can help, no matter what direction your home faces. Free for members; guests are welcome for a \$10 admission. Go to <https://www.simsburygardenclub.org>.

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

CT Hort Travel

Philadelphia Flower Show March 8-10, 2023



Depart aboard a deluxe motor coach for three days in the City of Brotherly Love, Philadelphia, PA.

We'll be stopping at the brand new Faith & Liberty Discovery Center, the Museum of the American Revolution, the Barnes Foundation, and of course, the 194th Pennsylvania Horticulture Society's Philadelphia Flower Show, back to its indoor space! John Bartram, botanist, horticulturalist and explorer, will join us for dinner one night. The costumed impersonator will share his stories, humor and horticultural history.

CT Hort member price: \$879pp double / \$1129pp single

Regular price: \$929pp double / \$1179pp single

Call Barbara at Friendship Tours: 860-243-1630

or go to www.friendshiptours.net



The Garden Tourist's Florida March 26-30

Who wouldn't love this winter getaway tour of Florida's East Coast, featuring Vizcaya, Morikami, Bonnet House, Fairchild Garden and more. Spend time with author Jana Milbocker (garden designer, speaker, and author of *The Garden Tourist's Florida*). Make new friends during a five-day, four-night trip to venture through nine magnificent gardens, the Flagler Museum, an Art Deco Walking Tour, and more.

Cost:

\$2,975 Double Occupancy \$3,645 Single Occupancy

Call Barbara at Friendship Tours: 860-243-1630

or go to www.friendshiptours.net

New Zealand Gardens and National Parks October 15-29

This autumn join Garden and Nature Tours, Minnesota State Horticultural Society, Friendship Tours and Southern World and traveling guide gurus C. Colston Burrell and Peter Gibbs for an unforgettable journey through the enchanting islands of New Zealand. Down Under it is spring, and a wealth of magnificent private and public gardens are draped in their vernal splendor. We will explore enchanted forests, sail in Milford Sound, take in stunning scenery and enjoy delicious cuisine. Our group tour is limited to 22 travelers. This bucket-list trip offers enticing opportunities for exploration, discovery and relaxation.

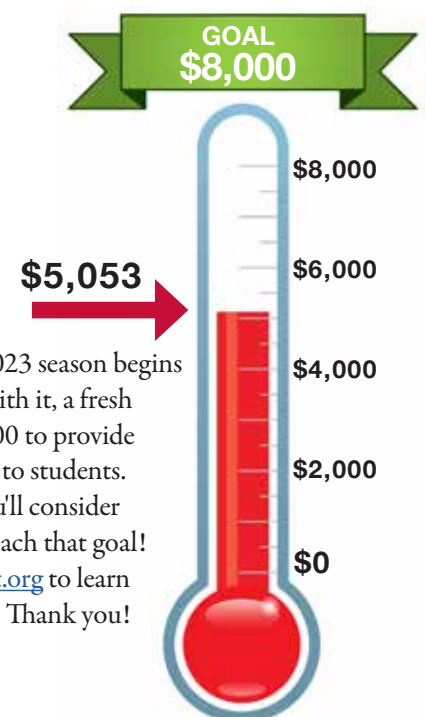
Cost with 10-14 paying guests: \$3,885 per person based on double occupancy +\$525 per person single supplement

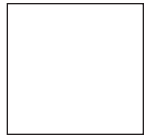
Cost with 15-19 paying guests: \$3,060 per person based on double occupancy

Call Barbara at Friendship Tours: 860-243-1630

or go to www.friendshiptours.net

2022-2023 Scholarship Fund





Dated Material 🌿 *Please Rush*

CT Hort Calendar at a Glance

Thurs., Jan. 5 – Board of Directors
Remote Meeting, 7 pm

Sunday, Jan. 15 – Deadline for February
Newsletter

Thurs., Jan. 19 – Speaker presentation
featuring “**Designing
with Native Plants**” with
James Dillon, 7:00 pm
(Zoom only)

Go to CTHort.org for information on these
and all other meetings and programs.

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IRA donations to CT Hort may qualify you for a tax break

You may qualify for a tax break from your IRA distribution by donating to qualifying charitable organizations such as the Connecticut Horticultural Society, if you follow IRS rules. It's a win-win situation for you and the charity, neither of which would be subject to paying taxes on the donation.

While traditional IRA distributions are treated as taxable income, which means you will owe taxes on the amount you withdraw from your account, this doesn't apply to qualifying charitable donations (QCDs).

According to the IRS, there are some rules:

- You must be at least age 70½ when the distribution was made,
- You must have the same type of acknowledgment of your contribution that you would need to claim a deduction for a charitable contribution,
- The maximum annual exclusion for QCDs is \$100,000. Any QCD in excess of the \$100,000 exclusion limit is included in income as any other distribution,
- If you file a joint return, your spouse can also have a QCD and exclude up to \$100,000,
- The amount of the QCD is limited to the amount of the distribution that would otherwise be included in income. If your IRA includes nondeductible contributions, the distribution is first considered to be paid out of otherwise taxable income.

A comprehensive explanation of donating your IRA distribution to a charity is on IRS.org, and it's always good to consult with your accountant before making any changes to your finances.