



**LANDSCAPE NEWS**  
BY LINDA B. LANDRUM  
NOVEMBER – DECEMBER 2004



**SPRAY SOLUTION pH**

By Dr. Claudio Pasian  
Production Times – Fall 2004

According to Dr. Raymond Cloyd, University of Illinois, it is very important to double check a spray solution's pH before application. Spray solutions for most pesticides should have a pH close to neutral (pH = 7). If the pH is higher, it may reduce the efficacy (or the ability to do its job) of the product. Some products become phytotoxic if the spray solution pH is too low. As a result, water quality is important (e.g. pH and alkalinity). For this reason, researchers testing efficacy of new products always use distilled water.

Always read the label for any specific information regarding the pH of the spray solution. Many growers are aware of this danger but are reluctant to use their pH meters because they wonder if the pesticide solution will ruin their pH meter's electrode. Currently, information regarding the effect of a chemical solution on the pH meter electrode is not available but if enough growers request it, manufacturers would probably respond with an answer. In the meantime, growers can test using pH testing strips.

Spraying represents a cost in materials and application time. As a result, it is important to make each chemical application as successful as possible. It is important for growers to know how the pH of the spray solution affects the chemicals' efficacy.

**Looking Good From Your Front Windows to the Back!**



A sign is just not a sign! It's an important part of successful sales, adding ambience and creating your store's image.

Signs provide:

- ?? Pricing and product information.
- ?? Directions to lure customers to other products or areas of the store.
- ?? Promotion of upcoming holidays or special events.
- ?? "The rest of the story" your windows hint at.

Signs come in many styles and forms. They can be as sophisticated as moving message boards or as simply as a seasonal banner. Be sure they complement the overall theme for an area or your store in general. Often manufacturers will supply point-of-purchase (POP) materials with taglines such as "seen on such and such show" or "advertised in particular magazine". These signs can create additional customer excitement and lend credibility to the product. Professionally printed signs are preferable to poorly done handwritten signs. There are lots of sign-making resources available from office supply stores if you prefer

to make your own. Even using local art students is a great way to get really nice signs and provide valuable experience for the students. Remember, signs are your voice when you're not around, so make them count!

*Sixth in a series based on the book "1,001 Ideas to Create Retail Excitement" By Edgar A. Falk.*

## **PEST WATCH -WHITEFLIES**

Thanks to Pam Mattis  
Duval County Extension Service

With the holiday season upon us, homes and offices are filling up with poinsettias and other holiday plant offerings. Unfortunately there are a few hitchhikers; the most common is the **silverleaf whitefly** (*Bemisia argentifolii*). In the landscape, the **citrus whitefly** (*Dialeurodes citri*), is also wreaking havoc on dooryard citrus, gardenias and other ornamentals.

The adults of these pests resemble very small white moths, but are actually more closely related to scale. They are approximately 1/16 to 1/8 of an inch in length and have four wings. Their bodies and wings are covered with a fine white powdery wax. The immature whiteflies are found on the underside of the leaves. They are flat, oval and light colored. They exude honeydew and because they are so small the sooty mold that forms is often the first sign of a problem. In humid times of the year, a red-orange fungus parasitizes this life stage.

The fungus looks a little like scale. If this fungus is present no spraying is needed.

If you need to treat with chemicals wait about 10-12 days after you see the adults and then apply insecticidal soap or horticultural oil to the underside of the leaves. This way you will get most of the newly hatched larvae.

For more information on both whiteflies check out  
<http://woodypest.ifas.ufl.edu/whitefly.htm>

## **1 in 5 AMERICANS WATCH BIRDS**

Thanks to *Birding Business Magazine*-Spring 2004



About 20 percent of Americans are birdwatchers and spend \$32 billion on the activity. That's according to a new report from the Interior Department's U.S. Fish and Wildlife Service.

"Birdwatching is very popular and contributes greatly to our economy, so it is important that we continue to work with our partners to restore and protect habitat to ensure healthy bird populations," says Steve Williams, director of the federal agency.

The report analyzed data from the 2001 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation.

Top states in birdwatching: Montana, Vermont and Wisconsin in birding participation rates as a percent of total state population. Meanwhile, California, New York and Pennsylvania boasted the most birders.



The report defined birdwatchers as people who take a trip a mile or more from home for the primary purpose of observing birds or who closely observe or try to identify birds around the home. Taking trips away from home counted for 40 percent (18 million) of birders.

The study found greater concentrations of birders not among the retired but in the 35 to 54 demographic, typically those consumers with the most discretionary spending.

But although birding is receiving increased media attention, federal reports show a decline in backyard birdfeeding over the past decade. The estimates project that there were 51 million backyard birdwatchers in 1991 but only 40.3 million in 2001. The full report is available on-line at <http://federalaid.fws.gov>.



## Dates To Remember



Nov. 3, 10, 7, & 24

### Lawn & Ornamental Pest Management

Training Orlando, Pre-registration required, call (407) 836-7570.

Nov. 4-14 Volusia County Fair Volusia County Fairgrounds-DeLand

### Nov. 9 CEU Day & Worker Protection

Standards Training Apopka, call (407)836-7570 for details.

Nov. 19 Farm Tour Volusia County

### Dec. 2 & 3 Great Southern Tree Conference

Gainesville, call (800) 375-3642.

### Dec. 9 Review for Chapter 487 Restricted Use Orna/Turf or Private Applicator Exam .

Orlando, call (407) 836-7570.

Jan 4-Feb. 15, 2005 Arborist Pre-Certification Course Ocala, call (352) 620-3440.

### MG Advanced Training

Volusia County landscape professionals have a unique opportunity for training in a variety of topics. The Volusia County Extension Service is hosting a series of nine Advanced Training Classes for Volusia County Master Gardeners in early 2005. Any available space after the Master Gardeners reserve will be open to area landscape professionals as auditors of the class. Space is limited. The fee for each topic audited is \$5. Reservation must be made prior to a class. Call the Volusia County Extension office for information. Enclosed is the class schedule with dates, time, topics and speakers.

## PUBLICATIONS



### From My Office:

“Tree Care for Non-Arborists” – Graham, Spring 2004

“Sudden Oak Death” - Harmon & Harmon, PP197, 2004

“Cactus Bug, Chelinidea vittiger aequoris McAtee (Insecta: Hemiptera: Coreidae)” - Mead and Herring, EENY 208, Aug. 2003

“Sensory Gardens” – Worden & Moore, ENH 981, Mar. 2004

“Pink Hibiscus Mealybug Management” – Osborne, Aug. 2004

### From Gainesville at 1-800-226-1764:

#### Insect Pest Poster Series

\$3.00 each plus sales tax and handling.

- \*SP402 Cockroaches
- \*SP 403 Wood-Destroying Insects
- \*SP404 Insect Pests of Oak Trees
- \*SP 407 Pest Ants
- \*SP 411 Turf Insect Pests
- \*SP 412 Common Termites.

### From Orange County at (407) 836-7570:

#### Spanish Landscape Maintenance Video Training Tape

\$10.00 includes tax and handling.



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**FLORIDA**

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Paid  
DeLand, FL  
Permit No. 20403

