

DR. GREENTHUMB



It's time to fertilize your garden again. July is the last month to fertilize perennials and rosebushes for the season. If possible, water your garden under the leaves. You will have fewer diseases, more water is deposited where it does the most good, watering is deeper, and you have fewer weeds where you don't water. Boulevard trees, with roots partly under the street and sidewalk, need extra water during dry spells.

We have stakes for tying up tall outdoor plants before the winds of summer blow them over. Repeat from last year: Tomatoes develop a leathery, sunken, gray spot, on the bottom of the fruit because of the lack of an even supply of

water, especially during windy, hot weather. Water regularly, mulch the plants, and apply **Epsom salts** weekly to help with this. The first week in July is the time to cut back your September flowering mums. Cutting back all stems about one third creates a much larger plant. If mums fail to bloom on time it may be due to increased shade, or they may need dividing next year.

Use **Preen** and you will have very few weeds going to seed.

Fall is bulb-planting season. Keep the area higher than its surroundings. Plant the correct depth in well-drained soil. Fertilize with bulb food and cover with marsh hay after the ground freezes.

Happy Gardening

TRENDS

In Floral Design, the most recent trends in the design of bouquets has been what some of you may have heard me refer to as the "**Martha Wad**" (named after **Martha Stewart**). The "**Martha Wad**" translated into small, compact arrangements of usually 1-3 different varieties of flowers with few or no foliages. There was no drape of anything over the edge, and flowers were placed edge to edge with no space between them. Current trends indicate we are moving away from grouped and gathered looks, and toward less controlled and more free, open, natural designs. I am not talking about a vase of weeds, rather – I am talking about having space between the flowers and embracing the 2 phrases – "*locally grown*" and "*in season*".

The exact opposite of this grassroots simplicity is what some folks have been yearning for since our country's recession began – total glitz. Total glitz may seem outlandish to you, but it is proof that we can still have fun. For some folks, glitz may come in the form of a dripping holiday tree. For others, a super blinged-out wedding is what they want. All one has to do is watch the reality TV series "**My Fair Wedding**" to see the drama that comes with glitz. So – two totally different styles: Conscious open design, and Glitz. Choose your style, and remember that self-expression can always bend around any trend out there.

In terms of color, the past couple of years have seen home interiors be a bit subdued. Brighter colors are on the horizon. Two colors seem to stand out: Shades of purple (extremely popular in weddings at La Crosse Floral right now), and orange. Orange? Yes-orange! It is a very strong color, but if you have ever taken

a personality test involving what your favorite color is – people who have orange as their favorite color are said to be very fun-loving and carefree – even to be friendlier than others.

So, how do the trends in Design and Color translate to flower bouquets?

Conscious Open Design – Imagine an irregular basket (like a flea market find) filled with everything from yarrow, daisies, grasses, and pods – to high-end orchids and lilies. Parts of the flowers stick out, almost like a bad-hair day. This is informal and offers relief from structure. I know you can all do this by simply cutting a few things from out in your garden, and then purchasing the more exotic like a few stems of orchids from us.

Glitz – This is where you unearth the silver vases you use at the holidays (any metal container with a shine or sheen will do), and simply fill them up with peonies (if in season), or gladiolas (if in season), or even carnations (available year 'round). Again – anyone can do this – and remember - purple to purple/black tones are on trend. You can always lighten things up with pink or--copper, brass, or gold containers--start by filling with orange dahlias (if in season), or sunflowers (if in season). Stop in during the summer and treat yourself to a dozen orange or yellow roses with our cash-and-carry special. You deserve it!

One of the simple ways I like to design is with fruits and vegetables as my "**base**". Start with some oversized clear glass bowls or vases – pile with fruit such as oranges, fill with water,



TRENDS (CONTINUED)

and insert a few choice stems of dramatic flowers such as mokara orchids. Pile a glass plate with artichokes and insert stems of berried branches between them. Sprinkle blueberries around – you'll have greens and purples (okay – **blueberries**), and will get "**oohs**" and "**aahs**" from everyone who comes over. Summer is a great, abundant time to try something different.

With a little notice, we can get just about any flower you are looking for. **Orchids** are a favorite cut flower of mine. I simply like to find out what varieties and colors are available, and design based around that information.

Give us a few days notice - and treat yourself!

DID YOU KNOW...

- That Benjamin Franklin wanted the turkey to be the national symbol, but most people voted for the bald eagle, chosen by Thomas Jefferson and John Adams?
- The stars were arranged in a circle on the first flag to show that all the colonies were equal.
- That there were 2.5 million people living in the United States in July of 1776?
- The major reason for the U.S. to declare independence was taxation without representation?
- That 211 million dollars are spent on fireworks every year?
- That more than 74 million people will have a cookout on the 4th of July?



Grower To Grower

As I look through my catalogs, it seems to me that sun-loving plants far outweigh shad lovers. Impatiens, begonias, shad coleus, and lobelia are super in partial shade. I look for something different and unusual. Shady areas can be intimidating. They are often uncharted territory – that last place you want to plant because you don't know what will grow. There are many options that will bring those dark areas into the light. It all starts with good plant selections.



Try some shade-loving perennials to mix in. Each plant has its own unique quality to add to your space. Maybe it is texture, shape, size, or color. Different plant combos work in relation to the size of their environment. They create focal interest, pulling your eye from one combo to the next.

What's the first thing that comes to mind when you think of a shade garden? Probably not color – but when used correctly, color has a big impact even if used in a small amount. There are many coleus available these days to add splashes of rich color. Tie them in with a Japanese Maple and a warm stone path - and suddenly it's not so dark.

Hostas, like "**Dawn's Early Light**", "**Orange Marmalade**", and "**Climax**", will turn on the lights in dark areas. For height, try "**The Rocket**" ligularia or "**Obsidian**" heuchera. "**Jack Frost**"

brunnera is stunning in the shade garden. There are many varieties of **Brunnera** with silver heart-shaped leaves. The dainty blue flowers or brunnera are sure to draw the eye. **Astilbe** is one of my personal favorites. There are different groups for bloom time, size and flower structure.



Plants that are short in stature don't have to be used only at the gardens edge. Using a line of dark leaf heuchera creates a river to separate several groupings of taller plants and draws the eye into the garden.

Under trees, larger perennials are necessary to compete with the trees large demand for water and nutrients. Special attention to plants under the trees will help ensure success.

Use annuals to fill the gaps between perennial groupings. The annuals will also provide continuous color between perennial bloom times. Don't forget to try some foliage favorites like spider plants, polka dot plants and ferns.

Picking the right plant and sticking to the basic elements of design can create a pleasing ensemble of plants that make the shade garden come alive.

LA CROSSE FLORAL

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La Crosse, WI 54601

"The GIANT Greenhouse by the Bluffs"

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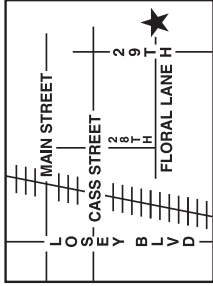
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HOURS

Mon - Fri 8:00am - 5:30pm

Sat 8:00am - 5:00pm

Sun CLOSED

Closed Labor Day - Monday Sept. 5th

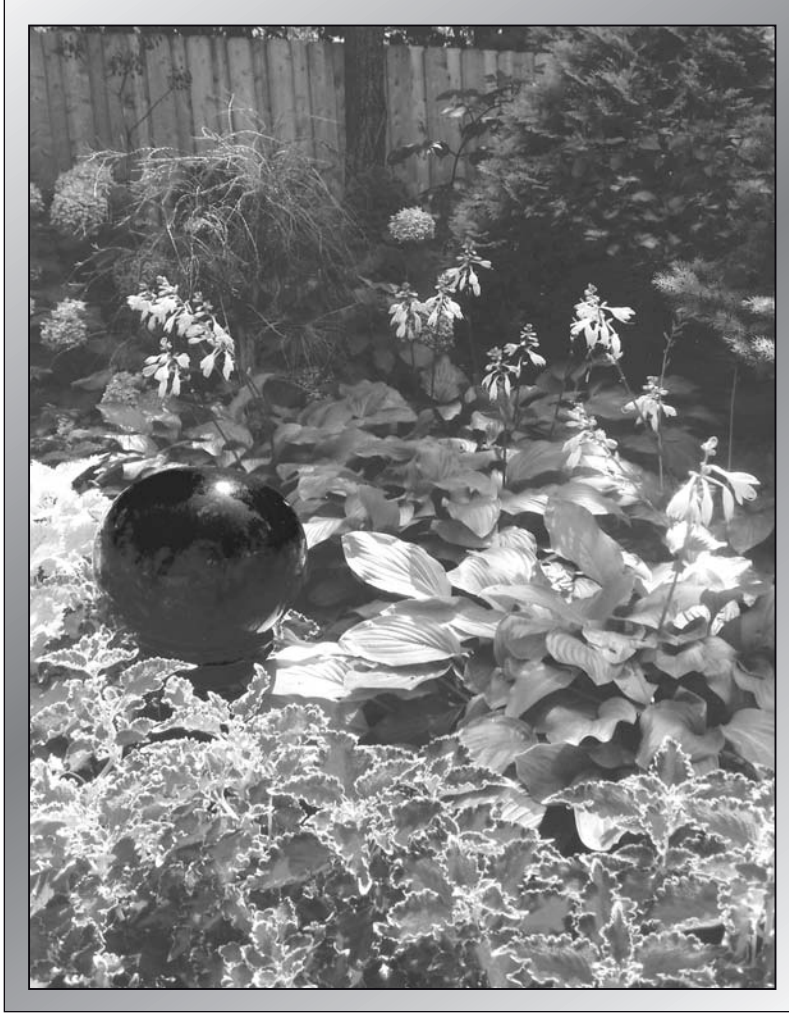


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Roots and Shoots

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LA CROSSE
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THEME DAYS

SUMMER ROSE SALE Now through August / Cash & Carry
 \$24.99 / dozen wrapped roses
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Fall Frenzy September 8th (Thursday - Sept. 15th (Thursday)

With summer days in the 90's, it is hard to think "Fall" will ever arrive. However, Our Designers have been busy creating bouquets and wall swags to decorate your home. There will be specials throughout the shop and refreshments will be served.

House Plant Sale Coming October 6th - 15th

Fairy Garden Seminar (workshop?)

Coming in October

Our Fairy Garden Seminar in May was a great Success! We will help you take fairy garden into the winter with another idea packed seminar. As we go to press, we are contemplating a workshop to go along with the seminar. Post Pictures of your Fairy Gardens on our FacebookPage. It's fun to see what all of us do! Stay tuned... 😊



Gardening Apps!

Do you have a "Smart-Phone"? If you do, you are among the over 40% of current cell phone users that can count themselves among the information overload population. Here are a few smart-phone apps that I have stumbled upon. If you have a favorite, email me at LindaZ@lacrossefloral.net and tell me all about it.

| | | |
|---|----------------|---|
| Garden Pilot (library of 14,000 plants) | \$ 2.99 | Available at iTunes App Store |
| Dirr's Tree & Shrub Finder (9400 woody plants) | \$14.99 | Available at iTunes App Store |
| Bonide (all things weed, disease, & pest related) | FREE | Available at iTunes App Store and the Android Market |
| Grow & Go Together (P. Allen Smith) | FREE | Available for iPhone or iTouch through Safari web browser |
| Burpee Garden Coach (texting option) | FREE | Text zip code to 80998 |
| Pocket Garden (organic gardening) | FREE | Available at iTunes App Store .99 with no ads |



Cucumber Salad

- 6 Large Cucumbers sliced
- 1 cup Chopped Onion
- 1 Green Pepper chopped
- Boil:**
- 2 cups Sugar
- 1 cup Vinegar
- 1 tsp Celery Salt
- 2 tsp Salt



Cool dressing, then pour over cucumbers, onions, and green peppers. Refrigerate.



PLAY ON WORDS - A story told in daylily names

"Daring Deception"
 "Cocktail Party" – "Uptown Girl" – "Southern Charmer" – "So Excited" – "So Lovely" – "Brand New Lover" – "Romanian Rendezvous" – "Fun Fling" – "Amorous and Glamorous" – "Wine Bubbles" – "Wild and Wonderful" – "Rumble Seat Romance" – "Big Kiss" – "Too Much Fun" – "Without Warning" – "Out of Darkness"

– "Significant Other" – "Green Eyed Lady"
 – "Hey There" – "Thy True Love?" – "Two Faces of Love" – "Uniquely Different" – "She Devil"
 – "Screaming Demon" – "Karen My Love"
 – "Pardon Me" – "Nuclear Meltdown" – "Love or Else" – "Shotgun" – "Moment of Truth" – "Bam"
 – "Primal Scream" – "Journey's End".

Source: Fine Gardening Magazine (August 2011)



TERESA'S PIECES

Ah, the world of herbs! I have some answers to common questions about these excellent plants.

"What is an herb?" The usual way of defining an herb is a plant that is useful- either as a food, a flavoring, a component in aromatherapy and essential oils, or as a medicinal with a therapeutic effect. An herb has the potential to bring about changes in the body, whether it is eaten, or used medicinally. Whew! Quite the description!

Many herbs are used for both flavor and medicine. Rosemary, for example, is oh-so-good with lamb, pork, or chicken dishes and can be used to make a flavorful vinegar, marinade, or salad dressing. On the flipside, it can be used medicinally as a tea to help indigestion, circulation, and to ease headaches. It has a powerful, fresh fragrance, which helps us to concentrate better.

"Aren't a lot of herbs just weeds?" Well, many plants commonly thought of as weeds are actually healing herbs. Nettle leaves and stems can be used in soups or cooked and eaten to support the liver, cleanse the body and eliminate toxins that build up in the muscles.

**Note: use gloves when harvesting nettle-the leaves are covered in hairs which cause the skin to burn and itch.*

Dandelion, another scourge of the lawn and garden is in fact used as a digestive and appetite stimulant. The roots, if roasted and ground, taste like coffee. Fresh leaves can be tossed in a salad.

The common daisy has leaves that soothe bruises and cuts, and the flowers calm digestive troubles.

"Why grow your own herbs?" While it is easier to buy fresh or dried herbs from the store or farmer's market, growing them yourself is cheaper and is a natural step in learning to use them. Here are some other reasons to grow your own herbs...

*It's Easy!

Growing herbs can be as simple as starting a few seeds in a pot and setting it on a windowsill or placing it outside. Many herbs are low maintenance and actually do

better if you don't fuss with them too much.

*It's Satisfying!

Simple tasks like harvesting herbs take on a new meaning when they're your own. The aroma of food you cook with your own herbs is second to none! Even just plucking a leaf here or there, smelling and tasting the results of your work is very uplifting and gives you a sense of accomplishment. Even in winter you can have leaves or flowers to use whether in cooking, for tea, aromatherapy or medicinally.

*It's Good For Your Health!

When you "grow yer own" herbs you know exactly how you've done it – how plants have been watered, fed, (organically, please!) and harvested. Such organically-grown herbs are bursting with flavor and vitality and have the potency for maintaining health. Try tea made with peppermint and chamomile to ease an upset tummy. Chew on some parsley to stimulate your appetite or to help with fluid retention. You can be confident that your plants have been grown without pesticides or chemical fertilizers.

"What types of herbs work well in sun, shade, or combo of both light levels?"

Herbs for full sun

Many of the herbs to use in full sun are aromatic and have special cells that contain essential oils which become stronger the more light they receive. Some plants that are most aromatic include dill, tarragon, lavender, oregano, basil, marjoram, rosemary, & sage.

Herbs for full shade

In places where light penetrates the least, like woodlands or forests, some of the most potent of all herbs can be found such as Belladonna (deadly nightshade) and Mandragora (mandrake). The roots and bulbs of these plants contain poison alkaloids. Luckily there are some beneficially, easy to grow, non-poisonous herbs that love a shady area.

Try St. John's Wort, evening primrose, Valerian, sweet violet, lungwort, and comfrey in the darker corners of your garden. So, take all of this "herbanology?"

And grow on, be green, and peace out!



The Little Sprout

This past spring was a bit frustrating for Gardeners. I can't remember the last time we actually had to turn on the boiler to heat the greenhouse in the month of May – we actually had 3 nights below 40 degrees F! That meant a lot of you dreaming of planting, but unable to due to the cold temps at night. As a result, many of you stopped in the Garden Center to look at what we had made up in pots. Have you ever thought of a Garden Center as having as having mannequins? We do – our mannequins are our mixed pots of flowers. So many of you look to see not only what we put in our pots, but also how many plants we utilize. If you are a Container Gardener like me, half the fun of containers is discovering what I refer to as “component” plants that do not have any colorful dramatic flowers on them. Their lot in life is to add an interesting texture or different color to the mix of flowers we put together. A Container Garden with just a mix of flowering plants is usually too “busy” for the eye to take time to stop and admire. “Component” plants can also stand alone in a dramatic container of either unique design or unusual color. Perhaps the most popular component plant to come along recently is the potato vine. Potato vines now come in so many different colors ranging from lime green to black to bronze. Potato vines also come in different leaf styles from solid heart shapes to round to lacy cutwork. We even grew the Illusion series of potato vines this year which have been bred to not produce the big “potato” under the soil that not only takes up space in the pot, but also can suck a lot of moisture away from all your other flowers.

Some of my favorite component plants are....

| | |
|---------------------|-----------------|
| Dusty Miller | German Ivy |
| Dichondra | Coleus |
| Grasses | Huechera |
| Algerian Ivy | Potato Vine |
| Cerveza & Lime | Mezoo |
| Lysmachia | Basil |
| Diamond Frost | Oyster Plant |
| Alternanther | Pink Shimmer |
| Sedum | Licorice Plant |
| Citronella Geranium | Spider Plant |
| Iboza | Ajuga |
| Ferns | Huecherella |
| Colocasia | Elephant Ear |
| Hosta | Lettuce |
| Herbs | Oxalis |
| Croton | Boxwood |
| Myrtle | Gryphon Begonia |

As we move into Fall, think of changing out your pots to some cool weather, cool night beauties. Large pots can have a bright mum in them, but consider adding some Huechera such as Key Lime Pie or

Peach Melba. For drape, add lysmachia Goldilocks. Diamond Frost got its name because it is able to go through some frosty nights and bounce back the next morning. Pink Shimmer is like Diamond Frost, but with light pink tiny flowers and burgundy threadlike foliage. This is lovely with a lavender or purple mum. Pansies and Ornamental Cabbages will take you well into October – just in time to set some pumpkins alongside for seasonal décor.



We will have some “Mannequins” for you to purchase or simply duplicate for your own front entrance. Because of the shorter time period before it freezes, you'll want to stuff your fall Container Gardens so they look full. Mid-September is the perfect time to make the switch that takes you through to Halloween.

Remember, these simple take-home planting tips-

1. To prevent soil from falling through your drainage holes- use a coffee filter in the bottom of your pots.
2. To line awkward shaped metal containers – consider the use of landscape fabric secured with cable ties.
3. To hold some moisture in your coco moss liners, reuse a plastic grocery bag in the bottom to “catch and hold” some of the water you pour in.

Garden Glossary

Decoction – A preparation of roots or tough plant material boiled in water.

Tincture – A plant remedy made by soaking plants in alcohol.

Introduced – A plant substance brought to an area by man.

Flower Facts (about roses)

- About 60% of the roses grown in the United States are produced in California. The rose is native to the United States – the oldest fossilized imprint of the rose was left on a slated deposit found in Florissant, Colorado. It is estimated to be 35 million years old.
- George Washington, our first president, was also our first U.S. rose breeder.
- La Crosse Floral has a Summer Rose Sale every year from June thru August. ☺



BARB'S BLOOMS

From the time designers begin to assemble materials into pleasing arrangements, they have to categorize the flowers into classifications based on their shapes. The notion of **flower forms** emerged as a simple way for Floral Designers to distinguish among their materials and to create guidelines for proper placement of these materials in relation to one another within a composition. The four recognized flower forms are - **line, mass, form, and filler** (or **accent** flower as we refer to them now).

A **line** flower basically has just one dimension – extending from point to point providing a distinct pathway for the eye to follow. It defines the shape of the arrangement by giving it height and width. Some examples of line flowers are liatris, gladiolus, larkspur, and delphinium.

A **form** flower is one that has a distinctive shape or outline, exhibiting a bold, unique silhouette if its shadow were to be cast upon a wall. Some form flowers include bird of paradise, cattleya orchid, and iris.

The **mass** flower is the center of attention in a floral design. Usually described as having a single stem, dense, rounded head at the top of the stem such as a carnation, rose, or dahlia. A mass flower can be used to add visual weight and volume to a design and is also called a **focal flower**.

Accent flowers have a branched or clustered stem and are usually inserted last after the mass and line flowers are in place. The empty spaces created are filled with accent flowers. They make arrangements look full and include flowers such as babies breath, waxflower, statice, and solidago.

The “**Elements and Principles of Design**” refers to the characteristics and artistic guidelines that are part of every floral composition. They

include such aspects as line, color, and texture, among others. Recognized principles are balance, contrast, and rhythm. When put together, the elements and principles of design provide us with a common language in which we learn, teach, describe, understand, and evaluate floral art.

They provide the foundation upon which any successful design is created. They are not limited to flower arranging, but include every form of design or artistic expression – from painting to sculpture to fashion design to architecture. New ideas and observations emerge constantly, and applications for floral design are frequently drawn from other areas.

A Floral Designer learns to see any given flower in terms of its elemental qualities – the line of its stem, the shape of its bud, the color of its petals, the texture of its leaves, etc. By applying the principles of design to combine these characteristics with those of other materials or with containers, accessories, and the surrounding environment – the composition takes shape. The floral design should express a harmonious relationship with its setting.

The beginning floral arranger may feel intimidated by the Elements and Principles of Design, but they actually provide us with limitless possibilities of a pleasing floral design. They are flexible and can be expressed in countless combinations. Just as a furniture maker uses tools to work with lumber, adds paint or varnish, maybe some fabric and hardware to visualize a chair, so does a Floral Designer apply the Principles of Design and Elements to create new floral arrangements that are limited only by the imagination of the artist.



CALENDAR OF EVENTS

JULY

All Month
Rose Sale Continues
 3rd & 4th (Sun/Mon)
Closed "4th of July"
 21st (Thursday)
National Snack Food Day

AUGUST

All Month
Rose Sale Continues
 3rd (Wednesday)
National Watermelon Day
 18th (Thursday)
Fall Mums are Ready!
 25th (Thursday)
Kiss & Make-up Day

SEPTEMBER

5th (Monday)
Labor Day
 8th (Thursday)
Fall Frenzy
 10th (Saturday)
"Steppin' Out in Pink"
 15th - 18th (Thurs - Sun)
Applefest
 23rd - Oct 1st (Fri - Sat)
Oktoberfest
 23rd - 25th (Fri - Sun)
Cranfest
 25th (Sunday)
Native American Day"

