Israel and Sons Garden Center

WNC Farmers Market
Asheville, NC
(828) 254-2671 (phone)

- **Owner, Sales & Grower:** When the garden center first opened in 1982, it opened by the name Jesse Israel’s Garden Center. Jesse later retired and sold the business to his sons, David and Lonnie. The garden center is now named Israel and Sons Garden Center. The family owned business is also family run. Gail and Diane, wives of Lonnie and David, and Alan, son of Lonnie and Gail also work at the Garden Center. The family employs 20+ employees.
- **Square feet acres of business:** Garden center and a field-grown tree nursery in Candler, NC.
- **Grand opening date:** The Garden center just celebrated its 25th anniversary in ’07 at the WNC Farmer’s Market. It opened in 1982. The nursery will celebrate its 40th anniversary this year!! It opened in 1968.
- **Product mix:** A little bit of everything! But they do not sell power tools! Israels carries a full line of pond building materials, supplies and coi fish. If you have a pond business, you can receive 10% off! They also have a very large supply of bulbs and seeds, including organic seeds. They display seeds from over 17 different companies. Transplants, trees, shrubs, perennials.
- **Clientele:** Retail to the public and wholesale to landscapers. Landscapers receive a 20% discount on trees and shrubs and on mulch, if buying quantity. Before receiving the discount, landscapers must establish themselves first, 10% on the first $1,000 then you can receive the 20%. Give’em a call for an availability list.
- **New & upcoming:** The nursery will be expanding to include a pot-in-pot system. This system is still in the planning and construction phase.
- **Comments:** Give’em a call and support your local growers!
Calendar of Events

Winter 2007-08
North Carolina Arboretum. 100 Frederick Law Olmsted Way, Asheville, NC. The Arboretum has wonderful educational programs throughout the year. Check them out!! Visit their website at www.ncarboretum.org

Winter 2007-08
Asheville Botanical Gardens. 151 W. T. Weaver Boulevard, Asheville, NC. Check out the educational programs Asheville Botanical Gardens have to offer. Visit their website at www.ashevillebotanicalgardens.org

Winter 2007-08
The Bullington Center. 33 Upper Red Oak Trail, Hendersonville, NC. Check out the educational programs offered this fall on topics like plant propagation, soils, pruning, wreath making and more! Visit their website at www.bullingtoncenter.org or call (828) 698-6104.

January 5-10
NC Turfgrass Conference. Raleigh, NC. For more information visit the Turfgrass Council of NC, www.ncturfgrass.org

January 15-19
Green & Growin’ Trade Show & Educational Seminars. Greensboro, NC. This show provides a marketplace for plants, equipment, supplies and services used in the production and sale of plants and installation of landscapes. Industry professionals can view the latest in agricultural equipment, landscaping materials, plants, trees, nursery supplies, fertilizers, and pesticides. For more info visit the N. C. Nursery and Landscape Association, www.ncan.com

January 31
Regional Greenhouse Growers Workshop. Mountain Horticultural Crops Research and Extension Center, Fletcher, NC. Agenda TBA. Pesticide credits will be available. A $25 pre-registration fee is required. For more information contact Amanda Stone (828) 255-5522 or Cliff Ruth (828) 697-4891.

February 2, 3 and 9, 10
Beginner Beekeeping School. Brought to you by the Buncombe County Beekeepers and Buncombe County Cooperative Extension. The school is FREE except for the cost of the book. Great school for adults and kids! The school will be held at the Folk Art Center off the Blue Ridge Parkway. To register and for more info contact the Extension Center, (828) 255-5522 or visit www.wncbees.org

February 21-22
Landscape Maintenance Workshop. Mountain Horticultural Crops Research and Extension Center, Fletcher, NC. Agenda TBA. Pesticide credits will be available. Stay tuned for more information!!

February 26
Clean Mountain Streams. NC Arboretum, 100 Frederick Law Olmsted Way, Asheville, NC. This program will focus on best management practices to improve water quality for homeowners, landscapers and turfgrass professionals. This is the “kick-off” for a program that will continue each year including more audiences such as farmers and youth. For more info or to pre-register contact the Extension Center, (828)255-5522.

March 8-9, 2008
15th Annual Organic Growers School. Blue Ridge Community College, Flat Rock, NC. Be sure to check out the Sustainable Landscaping track- sessions will include topics such as water conservation for gardens and landscapes, landscaping for honeybees, native plants and promoting beneficial insects in the landscape. For more info visit www.organicgrowersschool.org or call the Extension Center, (828) 255-5522.
Calendar of Events (continued)

March 27
_Saving Money by Calibrating Your Sprayer._ Mountain Horticultural Crops Research and Extension Center, Fletcher, NC. 2:00-5:00 pm. Pesticide Credits (3) will be available for category A B D G H I K L M N O T X. Hands-on training to learn how to calibrate a rotary and drop spreader, backpack sprayer and boom. Pre-registration of $20 is required. For more information contact Amanda Stone, (828) 255-5522.

May 6-7
_Commercial and Private Applicators Pesticide License Exam and School._ Mountain Horticultural Crops Research and Extension Center, Fletcher, NC. For more information call (828) 255-5522; [http://www.ncagr.com/SPCAP/pesticides/index.htm](http://www.ncagr.com/SPCAP/pesticides/index.htm)

Pesticide Recertification Classes

***Please visit North Carolina Department of Agriculture, Pesticide Section for a list of recertification opportunities throughout N.C.  [http://www.ncagr.com/SPCAP/pesticides/index.htm](http://www.ncagr.com/SPCAP/pesticides/index.htm)

**Pesticide Safety Training Sessions (Category V)**

1/24/2008 - _Pesticide Safety Training for Private Applicators_, Category V (2 credits). Buncombe County Extension Center, 94 Coxe Avenue. Call (828) 255-5522 to pre-register.

2/14/08 - _Pesticide Safety Training for Private Applicators_, Category V (2 credits). Buncombe County Extension Center, 94 Coxe Avenue. Call (828) 255-5522 to pre-register.


**Pesticide Specialty Training Sessions**


2/12/2008 - _Winter Weed ID & Control_, Category G H L N O D X (2 credits). Buncombe County Extension Center, 94 Coxe Avenue. Call (828) 255-5522 to pre-register.

3/27/2008 - _Saving Money by Calibrating Sprayers_, Category A B G H I K L M N O T D X (3 credits). Mountain Horticultural Crops Research & Extension Center, Fletcher, NC, 2:00-5:00 pm. $20 registration fee is required - call (828) 255-5522.


Please call to pre-register.
**Alternative Energy Series:**
**Using Biofuels for the Home and Farm**

Are you concerned about the rising cost of energy? With today's slim profit margins and the uncertainty of fuel supplies and prices, it makes sense for homeowners and farmers to make every energy dollar go as far as possible. The North Carolina Cooperative Extension is holding the 3rd part in a series of alternative energy programs on “Biofuels and Its Use For the Home and Farm”. This program will be held in the “Big Room” at the Jackson County Extension Center in Sylva on Thursday, January 24. Registration begins at 9:30 am with the program running from 10:00 am – 3:30 pm. Experts will cover topics such as biofuel basics and how you can use biofuels in your truck, tractor and car.

Now is a great opportunity to learn more on:

- Small scale ethanol production and the conversion process
- Other biomass crops and their conversion process
- Biofuel crops--can they be grown in WNC?
- Pros and cons to ethanol production
- Tour Smoky Mountain Biofuels in Dillsboro
- Listen to biofuel user testimonies
- Canola production plots in Avery County

Are you interested in this program? If so, please make plans to attend this 3rd installment of Cooperative Extension’s Alternative Energy Series. The cost for this program is $10, which will include lunch and handouts. The registration deadline is January 18. For more information or if you would like us to mail you a registration form, contact the Jackson County Extension office at (828) 586-4009 or e-mail Christy Bredenkamp at Christine_Bredenkamp@ncsu.edu.

**Tree Seedling Sale**

The Buncombe Soil Water Conservation District will hold its annual tree seedling sale on February 28 at the Jesse Israel and Sons Nursery at the North Carolina Farmers’ Market. The sale is scheduled to begin at 1:00 pm on February 28 and run through Saturday, March 1, or until the seedlings are gone. Sale hours on Friday and Saturday will be from 9:00 am until 4:30 pm. Seedlings will be available on a first-come, first-served basis. Advance orders will not be taken this year. Eastern White Pine seedlings are 25 cents each and the hardwood species are 75 cents each.

The following species are available: Eastern White Pine, Black Walnut, Crabapple, Dogwood (Flowering), Red Maple, Common Persimmon, Black Cherry, White Ash, Wild Plum, Northern Red Oak, White Oak.

The information above was edited from the North Carolina Division of Forest Resources website at: [http://nc-forestry.stores.yahoo.net/](http://nc-forestry.stores.yahoo.net/)

**Ag Census Forms Coming Soon!**

Ag Census forms should be in your mailbox by the beginning of the New Year. USDA's National Agricultural Statistics Service (NASS) is urging agricultural producers to make sure their farms and ranches are counted in the upcoming 2007 Census of Agriculture. Conducted every five years, the census is a complete count of the nation's farms and ranches and the people who operate them. It looks at land use and ownership, operator characteristics, production practices, income and expenditures and other topics. It's the only source of uniform, comprehensive agricultural data for every county in the nation. NASS will mail out census forms on December 28 to collect data for the 2007 calendar year. Completed forms are due by February 4. Producers can return their forms by mail or, for the first time, they have the option of filling out the census online. For more information, visit [www.agcensus.usda.gov](http://www.agcensus.usda.gov) or call toll-free 888-4AG-STAT or 888-424-7828.
Asheville City Market

The Saturday Market will open on Saturday, April 19 at 8:00 am and will run until the Saturday before Christmas. Market hours are 8:00 am - 1:00 pm. The Saturday Market will be located at the Asheville Public Works Building parking lot off Charlotte Street.

Producers of produce, meat, eggs, prepared foods, arts/crafts, and more are encouraged to become a vendor. Vendors must be the producer of the items sold or a listed representative. The proposed annual membership is $100 and members will pay an additional weekly fee ranging from $20-$30 depending on the product being sold. Day vendor passes will be allotted as available for $35/day. If you have questions or would like a vendor application, contact Mike McCreary at: mike@asapconnections.org or (828) 236-1282.

Blue Ridge Horticulture Association Meeting – January 22!

Blue Ridge Horticulture Association (BRHA) is an association for the Green Industry in Western North Carolina, including landscapers, turf professionals, arborists, nursery and greenhouse producers. BRHA has been around for several years and meet once per month to discuss what’s going on in the industry. Educational seminars are also delivered at the meetings. BRHA hosts a retail garden show called “Growin in the Mountains”. Last year it was held in May at the WNC Farmers Market. BRHA will be having a general meeting on January 22 at 7:00 pm at the Mountain Horticultural Crops Research and Extension Center, Fletcher, NC. The meeting will discuss the next “Growin in the Mountains” show and determine what direction the association will be taking. The association’s membership and involvement has dwindled over the years and now is the time to determine whether or not to keep going or close the association. I think it’s a great idea to have an association so that we can all learn from each other. If you are interested in becoming a member or coming to the next meeting please, give Amanda Stone (828) 255-5522 or Cliff Ruth (828) 697-4891 a call.

Troxler Alerts Nurseries About Small Business Loans for Drought Losses

RALEIGH – Agriculture Commissioner Steve Troxler reminds nurseries that they may be eligible for low-interest drought assistance loans offered through the U. S. Small Business Administration. The loans are available for all qualifying small businesses affected by the drought.

“Loans are now available for eligible nurseries because of three recent federal disaster declarations,” Troxler said. “Most North Carolina counties are included in the program, and I encourage nurseries to contact the Small Business Administration if they are interested in this program.”

Eligible small businesses may qualify for loans up to $1.5 million. Loans are available at 4 percent interest rates. Loan amounts and terms are determined by the SBA. Agricultural producers are not eligible for loans under this disaster declaration.

To find out more about the program, contact the SBA’s Customer Service Center at 1-800-659-2955 Monday through Friday from 8 am to 9 pm. Loan applications can be downloaded from the SBA’s Web site at www.sba.gov. The deadline for applying for this loan program is May 12.

Recommendations for the use of chemicals are included in this publication as a convenience to the reader. The use of brand names and any mention or listing of commercial products or services in this publication does not imply endorsement by NCSU, NCA&T State University or N. C. Cooperative Extension or discrimination against similar products or services not mentioned. Individuals who use chemicals are responsible for ensuring that the intended use complies with current regulations and conforms to the product label. Be sure to obtain current information about usage regulations and examine a current product label before applying any chemical. For assistance contact an agent of N. C. Cooperative Extension.
Regional Greenhouse Growers Workshop

Date: January 31, 2008
Place: Mountain Horticultural Crops Research & Extension Center
Fletcher, NC

Morning Session – Moderator: Amanda Stone

- 8:30 am Check in! No registration accepted at door!
- 9:00- 10:00 am Substrates
  Jamie Gibson, Fafard
- 10:00- 10:15 am Morning Break - Sponsored by Southern Ag Insecticides
- 10:00- 11:30 am Now That You Have Taken a Substrate Test, Now What?
  Brian Whipker, Floriculture Specialist, NCSU
- 11:45–12:45 pm LUNCH - onsite

Afternoon Sessions – Moderator: Tim Mathews

- 12:45 – 1:30 pm Grants for Energy Conservation
  Steve Sorrells, Cold Mountain Nursery
- 1:30 – 2:15 pm Pesticide Update
  Clint Pace, Southern Ag Insecticides
- 2:15 – 3:15 pm New and Interesting Plants
  Craig Leonard, Kings Greenhouses
- 3:15 – 3:30 pm Afternoon Break
- 3:30 – 4:15 pm Submitting Samples for Diagnosis
  Cliff Ruth, Area Extension Agent, NCCE

You must preregister! Registration deadline January 23. Registration fee is $25. Lunch and breaks will be sponsored by Carolina Farm Credit and Southern Ag Insecticides.

North Carolina pesticide credits are available (2) for categories L N D O X.

This program has been developed by a team of NCCE agents and Extension Specialists:

- Amanda Stone – Buncombe County, (828) 255-5522
- Cliff Ruth – Henderson/Transylvania Counties, (828) 697-4891
- Tim Mathews – Haywood County, (828) 456-3575
- Brian Whipker – Floriculture Specialist, North Carolina State University
Regional Greenhouse Growers Workshop
January 31, 2008
Mountain Horticultural Crops
Research & Extension Center
Fletcher, NC

$25 registration fee due by January 23.
Maximum of 75 participants.
Pesticide credits applied for!

Registration

- Company:____________________________________________________________
- Name(s):____________________________________________________________
  - ________________________________________________________________
  - ________________________________________________________________
- Address: _____________________________________________________________
- City:________________________________________________________________
- State:________________________________________________________________
- Zip:_________________________________________________________________
- Phone:_______________________________________________________________
- E-mail:_______________________________________________________________

Sponsored lunch will be catered by Adams Bake Shop, Fletcher. Please check your preference for a sandwich:

- _____ Ham Sandwich
- _____ Turkey Sandwich
- _____ Vegetarian Sandwich

Please return this form with registration fee of $25 made payable to: BUNCOMBE COUNTY
MAIL TO:
Amanda Stone
Extension Agent
NCCE - Buncombe County Center
94 Coxe Avenue
Asheville, NC 28801
Ag Options Grant for Farmers: Deadline January 25, 2008

Farmers in Western North Carolina will have the opportunity to apply for grant funds through North Cooperative Extension to support their efforts in evaluating alternative farm income opportunities. The North Carolina Tobacco Trust Fund Commission has awarded grant funds to HandMade in America, Inc. in partnership with the North Carolina Cooperative Extension (NCCE). A total of 40 grants will be awarded in the amounts of $2,500 or $5,000. The larger grants will require the completion of a Personal Farm Business Assessment, with emphasis on the completion of a Farm Business Plan.

This funding opportunity comes at a time when agricultural assistance is at a premium for WNC farmers considering the rapid loss of farmland due to urban sprawl and a shift in demand for agriculture goods. Maintaining economically viable farms is critical to both the environmental wellness of the area, and the future economic stability of our region. “As more and more people are settling in the western part of the state, both opportunities and opposition face our farmers,” said Betty Hurst, Director of Development for HandMade in America, Inc. “Increased land values and taxes bring economic and environmental pressures; however, this growth brings new opportunities for locally grown foods.” This balance between growth and agriculture is vital for a healthy regional economy. Maintaining these farms through productive agriculture also maintains the regional economy, while conserving valuable natural resources.

Organizations partnering with N. C. Cooperative Extension and HandMade In America, Inc. include Appalachian Sustainable Agriculture Project (ASAP), North Carolina Small Business and Technology Development Center (NCSBTDC), and the North Carolina Department of Agriculture and Consumer Services – Agritourism Office (NCDA & CS - Agritourism).

Applications will be available through your county’s N. C. Cooperative Extension homepage and N. C. Cooperative County Extension Centers in WNC beginning December 10. Grant Application deadline is January 25, 2008. All applications must be postmarked by that date. Successful applicants will be notified in early February 2008 and will be expected to attend an orientation session in both grant recipient expectations and training in Farm Business Management Plan for their funded project. For further information contact your Extension Agent or Robert Hawk, Area Specialized Extension Agent in Community Development and Natural Resources with the N. C. Cooperative Extension at (828) 456-3575 or robert_hawk@ncsu.edu.

More Funds for Ag BMP’s

The Buncombe County Soil and Water Conservation District has partnered with 7 other WNC counties and the Division of Soil and Water, to form the French Broad River Coalition. On behalf of the Coalition, the division submitted a grant application to the Clean Water Management Trust Fund, for watershed-based water quality improvements. This initial application was granted for a total of $186,000, with Buncombe’s portion being $62,000 and will be used for installation of Agricultural Best Management Practices (BMP’s) on impaired/impacted streams. These BMP’s include: Critical Area Treatment of badly eroded land, Livestock Exclusion Fencing, Watering Tanks and Riparian (rivers edge) Plantings. If you have a farm in Buncombe County and are interested in stream stewardship and may benefit from improved farming operations, please contact Buncombe County Soil & Water at (828) 250-4785.
Grower Spotlight – Past Issues

1. **Lynn's Nursery**, (828) 683-4795, 70 Crowder Road, Leicester, NC  
   Trees, shrubs, natives, dwarf conifers, perennials; one gallon to 15 gallon containers and B&B. Wholesale to trade only.

2. **N. C. Division of Forest Resources, N. C. Forestry Store**, 1-888-NC-TREES (628-7337), [www.dfr.state.nc.us](http://www.dfr.state.nc.us)  
   1-2 year old tree seedlings, hardwood and conifer, natives, typically sold in bundles of 100 seedlings. Landowners, reforestation projects, wetland remediation project and more!

3. **G & R Nursery**, (828) 628-1695, 24 Luckenbach Drive, Fairview, NC  

4. **Mountain Harvest**, (828) 298-9000, 600 Charlotte Highway (74-A), Fairview, NC  
   Locally grown natives, perennials, annuals, vegetable transplants, trees and shrubs. Organic lawn landscape and garden products. Retail and 20% off to landscapers, builders, and contractors, and farmers.

5. **Sandy Hollar Farm**, (828) 683-3645, 63 Sandy Hollar Lane, Leicester, NC  
   Field grown landscape trees and shrubs.

*AS:gs*  
*Individuals with disabilities who would like to participate in any program mentioned in this newsletter, but who need special assistance to do so, should call the Extension Center at 828-255-5522 at least five days prior to the event.*

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*The Commercial Horticulture News is a newsletter produced by the Buncombe County Center of North Carolina Cooperative Extension. The purpose of this newsletter is to inform and educate Buncombe County producers about current issues related to commercial horticulture production.*

*Editor: Amanda Stone, Extension Agent - Agriculture, Commercial Horticulture*

*Check out Buncombe County Center’s website at...*[http://buncombe.ces.ncsu.edu](http://buncombe.ces.ncsu.edu)*