

Water Quality

Monitoring pH, electrical conductivity (EC) & alkalinity of your water are keys to successfully growing horticultural crops. Water quality often influences your fertilization program, site selection and even which crops you grow. All growers should know the following:

- Water pH
- Media pH
- Alkalinity of irrigation water
- EC of irrigation water
- EC of irrigation water w/ soluble fertilizer
- EC of media



Figure 1. Water molecule

Getting your water tested by a professional lab is your first step to maximizing your crop health management program. In-house partial testing and monitoring can be done with hand-held, portable meters or kits.

pH

The pH of growing media drives chemical reactions and nutrient uptake by the plant roots. In general, the initial optimum container media pH range is from 5.8 to 6.4. Water pH influences media pH, but in most cases water pH does not equal media pH. Water pH also affects soil microbes and effectiveness of pesticides and growth regulators. Most successful growers continuously monitor the pH of their water as well as the pH of their media throughout the growing season.

Alkalinity - Power to Neutralize Acids

Alkalinity is not the same as pH. Alkalinity is defined as the capacity of the water to neutralize acids and is measured by the amount of bicarbonate and carbonates in your water. It will dictate how much influence the water's pH will have on your media, nutrient availability, and ease or difficulty of reducing the pH of water. Alkalinity is expressed as ppm calcium carbonate. Most water sources acceptable for container production will have alkalinity in the range of 0 to 400 ppm CaCO₃ (Table 1). Growers of bedding plant plugs should pay close attention to pH and alkalinity, as media pH can rise rapidly and potentially cause iron deficiency symptoms.

Table 1. Suggested Alkalinity Ranges for Select Greenhouse Crops

Product	Bailey NCSU ppm CaCO ₃
Plugs, Seedlings	37.5-65
Small Pots, Shallow Flats	37.5-85
4-5 in pots, Deep Flats	37.5-105
6 in pots, Long Terms	62.5-130



Water Quality is important to all life, from coral reefs to bedding plants.

EC - Electrical Conductivity

EC is the measurement of a solution's ability to conduct an electric current. Electrolytes in the water determine its level of conductivity. Over time, high water EC can ruin good soil. EC is an excellent indicator of water quality, soil salinity and nutrient levels. Monitoring your water's EC will alert you to whether changes have occurred. Water EC of less than 0.75mS/cm (millisemens) will have few problems (Table 2). Irrigations with moderate to high levels 0.75 to 3.0+ mS/cm need to be leached without allowing the soil to dry out as salts will easily build up. Excessive salts compete with plant roots for water and may cause plants to wilt, even when soil is moist. Checking the EC of your media will help you determine whether fertilizer salts have built up as well. Fertilizer EC charts are helpful in creating your fertigation program or trouble shooting.

Table 2. Classification of Irrigation Water Electrical Conductivity

Categories	Category EC Range
Excellent	EC < 0.25 mS/cm
Good	0.25 mS/cm < EC < 0.75 mS/cm
Permissible	0.75 mS/cm < EC < 2.0 mS/cm
Doubtful	2.0 mS/cm < EC < 3.0 mS/cm
Unsuitable	EC > 3.0 mS/cm

Table 3. Classification of Media EC

Comments	EC (mS/cm)*		
	SME	1:2	Pour Thru
Very Low; Low nutrients	0-.75	0-.25	0-1
Low; suitable for seedlings	.75-2	.25-.75	1-2.6
Normal	2-3.5	.75-1.25	2.6-4.6
High; Reduced Vigor	3.5-5	1.25-1.75	4.6-6.5
Very High; Reduce growth & vigor	5-6	1.75-2.25	6.6-7.8
Extreme; Severe Salt Injury	>6	>2.25	>7.8

* SME=Saturated media extract; 1 part soil to 2 parts water

EC Methods

There are several ways to extract a sample for measurement. The standard used by most professional labs is the Saturated Media Extract (SME) in which a soil sample is saturated, then extracted by a vacuum pump into a beaker. With the 1:2 Dilution Method, a slurry is created using 1 part growing media to 2 parts distilled water. The slurry is squeezed and the leachate measured. A relatively new method gaining in popularity is the PourThru process (Figure 2). With the PourThru, media is saturated with irrigation water and allowed to set for one hour. Then, distilled water is poured through the media to obtain 100 ml of leachate to be measured. The PourThru technique allows growers to measure soil and water on site using a variety of meters. Lastly, the new Field Scout measures EC at the root zone with a direct probe. EC measurements will vary from week to week, container to container.

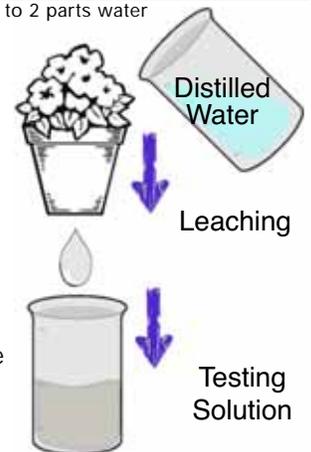


Figure 2. The PourThru method for testing EC & pH is good for all containers except miniplugs and large sizes.

While it's important to have water tested at least once a season by a professional lab, growers should also repeat tests themselves throughout the growing season using suggested tools on page two. We recommend growers own a pH/EC meter as well as an alkalinity kit.

GROWER TOOLS

PH AND EC METERS

Model AG-6 pH & EC Agri-Meter

- Portable meter provides accurate, on-the-spot measurements of pH and electrical conductivity
- Measure fertilizer solutions, soil samples, and tap water. Temperature compensated.
- Dual analog scales are calibrated in pH units from 2-12 and millimhos from 0-5
- Rinse cell cup and pH sensor & fill with sample
- Push black button for conductivity and the red button to read pH. Rinse cell cup and pH sensor after use. See page 132 of the 2008/2009 Catalog



Catalog Number	Model & Description	Price
42-1401-1	AG6-pH & EC AGRI-METER	\$ 471.50
42-1403-1	AG6-pH & EC AGRI-METER kit	544.50

FIELD SCOUT™ Direct Soil EC Meter

- The FIELD SCOUT DIRECT SOIL EC METER is designed with state-of-the-art sensor technology
- Our exclusive paired sensor tip provides maximum soil-sensor contact and higher accuracy
- Greenhouse production managers can compare readings from plant to plant, allowing for quick representative readings and is agile enough for sampling directly in plug trays, pots, and containers
- Includes case, calibration standard and battery



3 EASY STEPS

1. Water
2. Wait
3. Measure

Field Scout Direct EC **42-5312-1** \$ 364.75

See page 128 of the 2008/2009 Catalog

SOIL PREP KIT

- The kit is helpful when it is necessary to mix distilled water with soil being tested and filtered for testing
- Kit includes a 58 mm plastic funnel, 9 cm dia. medium filter paper (100/pk) and a 50 ml glass beaker.



42-1220-1	1 - 9 kits	\$ 20.60
42-1220-2	10 & up	18.90

See page 135 of the 2008/2009 Catalog

1:2 dilution extraction method

- 1) Mix 3 oz. of soil with 6 oz. of distilled water
- 2) Let mixture stand 15-20 minutes
- 3) Filter liquid into clean cup

pHep® 5 pH/T°

- Newest generation of pHep 5, brand testers
- Dual-level LCD, battery level indicator, temperature in C° or F°, stability indicator, auto shut-off, auto calibration AND a replaceable pH electrode cartridge all in a floating, waterproof casing.
- Replaceable electrode has a pull-out cloth junction. When the cloth becomes dirty from routine testing, simply pull out 3mm (1/8") to rejuvenate the electrode.

See page 127 of the 2008/2009 Catalog



Catalog Number	Item	Price
42-5083-1	pHep 5 Tester	\$ 94.40
42-5221-1	Spare pH electrode	49.50
42-5224-1	pH solution	12.90

COMBO™ pH/EC/TDS/T°

Fast, efficient, accurate and portable, the Combo incorporates all the features asked for and more!

- Easy-to-replace pH electrode has an extendable cloth junction.
- Sturdy, snap-in connector means there are no pins to bend or break.
- Accurate & precise tester quickly measures pH, conductivity, TDS, and temperature.
- Graphite conductivity electrode provides greater accuracy because it cannot be contaminated by salt deposits in the solution.

See page 127 of the 2008/2009 Catalog

Catalog Number	Item	Price
42-5005-1	pH/EC/TDS/T° Combo	\$ 153.00
42-5221-1	Spare pH electrode	49.50
42-5222-1	Solution for EC/TDS	31.70
42-5224-1	pH solution	12.90



WATER TEST KITS

Alkalinity Test Kit —

Do you know the alkalinity of your irrigation water? Find out quickly and accurately with this easy to use kit. Measures total alkalinity of water in 2 ranges: 0-100 mg/L and 0-300 mg/L. Kit provides 110 tests. MDL HI3811

See page 134 of the 2008/2009 Catalog



Catalog No.	Price
42-5050-1	\$ 41.20

HINT: Be sure and order standards/solutions with meters, as you will need to calibrate them from time to time!

The Hummert International Agricultural Education Short Courses are back!

Greenhouse Production

Tuesday, June 24th to Thursday, June 26th, 2008

Landscape Design & Turfgrass Management

Tuesday, July 8th to Wednesday, July 10th, 2008

Space is limited so reserve your seat today!
Contact Hummert International for information.
Or visit our website at:

www.hummert.com



High-Octane Grass

Conclusions from a recent 5-year study (*Proc. Nat. Acad. Sci. USA, Jan. 2008*) investigating the ethanol energy returns of switchgrass found that it can deliver 540% more energy than was used to produce them. On the other hand, corn-based ethanol only delivers 25% more energy than what was used to produce it. *Scientific American* – D. Biello. Will the Midwest be growing more grass in the future?

Switchgrass - Big Flats Plant Materials Center

PLANNING TO BUILD?

Let Us Design & Build Your Next Greenhouse!

BUILDING A GREENHOUSE takes more than just plastics, steel, walls and a roof. It requires a coordinated balance between technologies and nature. Whether it's a simple greenhouse or the more sophisticated commercial structures, the design should be based on its location, purpose, and your individual growing needs.



GREENHOUSE DESIGN & CONSTRUCTION

Utilizing our vast product resources, our staff can work within your budget to tailor a complete greenhouse system to fit your needs. And with over 75 years of combined knowledge and experience, Hummert International offers expert installation and modernization for your greenhouse.

GREENHOUSE MODERNIZATION

Hummert International can retrofit and modernize your greenhouse to make production and research more efficient. The combination of years of experience with horticulturists from around the world and a vast product selection enables us to develop the best possible solutions to bring your greenhouse into the 21st century.



- ◆ Greenhouse Design
 - ◆ Greenhouse Versatility
 - ◆ Greenhouse Affordability
- 👉 **GREENHOUSE SOLUTIONS!**

We offer products to educate, equip & improve your growing skills so that you can reach your maximum potential.

Contact Hummert's Greenhouse Sales & Design Team for details!

Hummert International – Serving the Horticultural Industry, Domestically and Internationally for 75 years!

Hot Trends & New Stuff

STRESS GLASSES

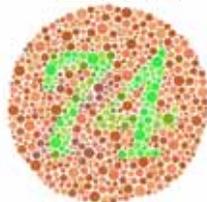
Description: NASA Technology glasses used to detect plant stress.

Technology: Lenses block out green spectrum reflected from chlorophyll found in healthy plants making them look black or grey. **Uses:** Watering needs, turf disease control, maintenance needs, weed control, turfgrass mowing, tree care etc.

Benefits: Any off colors caused by drought, disease, or poor nutrition stands out as a glowing red, coral or pink color against the dark background. This allows problems to be seen and allows for early treatment of



Ishihara test



plant problems. Persons with red-green color deficiencies (see Ishihara test to the left) will discover that these glasses will help them see the number 74. These are the best sunglasses in the world - and beyond the planet as well. See page 55 of the 2008/2009 Catalog

Catalog Number	PC-1 1-5	PC-2 6 & Up
05-0100-	\$ 58.00	\$ 52.70

* Due to a production error, this part is incorrectly priced in our 2008/2009 Horticultural Supply Catalog.

INSIGNIA WG

Pyraclostrobin

GROUP 11 - Qo-I fungicides

Description: Broad-spectrum strobilurin fungicide with locally systemic activity in the plant
Mode of Action: Inhibition of fungal respiration (Quinone outside site)

Diseases: 15+ major diseases - anthracnose, brown patch, summer patch, take-all patch, Typhula snow mold and pythium blight and suppression of dollar spot etc.

Markets: Residential & commercial lawns, athletic fields, golf courses, parks, sod farms

Crops: All major turfgrasses

Benefits: Local penetrant with translaminar movement; controls for 28 days; rainfast in 1 hour; protectant and curative

Precautions: Avoid spraying during low humidity and high temperatures; do not apply more than 5.5 oz. per 1,000 sq. ft. per year

Signal word: Caution **REI:** 12 hrs **Rate:** 0.5-0.9 oz. per 1,000 sq. ft. See page 28 of the 2008/2009 Catalog

02-0992-1	2.4 lb. Bag	\$ 514.50
02-0992-2	Case of 4 Bags	1,920.00



BUG CONDO INSECT REARING CAGES



Calling all entomologists! Bug-Condo insect rearing cages are ideal for rearing beneficial insects, vectors and other insect pests. They come in different sizes and shapes designed for specific entomological purposes.

Choose from small, medium, large, tall or extra-tall. There are also tents for larger field experiments as well as sleeves which can be slipped over tree branches for in-situ observation. For more information please go to page 386 of our catalog.



MICRO-INJECTION SYSTEM

Mauget's Micro-infusion system is the bestway to deliver pesticides & fertilizers to trees. Easy to apply and safe for applicator and the environment. You don't need to buy an expensive spray truck. Compared to spraying, pesticide does not exit the tree so it will not enter the environment. This quick uptake system is ideal for all pest control specialists, landscapers, private contractors or city or state arborists. Other products are available.



Imicide (imidacloprid 10%)

- Emerald Ash Borer, Japanese beetles, adelgids, aphids, etc.
- Exceptional long residual (into second season)
- Preventative applications and broad spectrum control

Fungisol (Debacarb 2.0%)

- Oak wilt, dutch elm disease, pink bud rot in palms, etc.
- Translocates to root zone (phloem mobile)

Stemix Plus (0.47-0.68-0.61)

- Stimulates both foliar and root growth
- Contains Fe, Mg & Ca with very low salt index
- Fertilizer for storm stressed trees



Emerald Ash Borer

See page 19 of the 2008/2009 Catalog

Description	Qty.	Catalog Number	PC-1 1-3	PC-2 4-11
Imicide	24/3ML	01-1010-	\$ 129.00	\$ 106.25
Fungisol	24/4ML	02-0960-	102.00	83.70
Stemix Plus	24/6ML	07-1650-	67.50	60.80

Windshield Entomology

Believe it or not but Mark Hosteller, Ph.D. has written a guide book to the insect splats on your windshield. "That Gunk on Your Car" is a fun book to read and keep in your glove box for those long road trips. (But don't read while driving, please)

DURA-LINE

Monofilament Agricultural Support

This monofilament is ideal for orchards, vineyards, shade covers, netting and fencing. It is UV and weather resistant.

Dura-Line can also be used for shading and roofing installations for greenhouses. Unlike steel and aluminum it has excellent stability against heat which effectively prevents melting or damage to plastic film covers in greenhouses. Dura-Line is lightweight, low expansion, chemical proof and non corrosive. A low maintenance solution. All sizes come in black.

See page 499 of the 2008/2009 Catalog



Diameter	Gauge	Breaking Force	Feet/ Roll	Catalog Number	Price/ Roll
2.5mm	12.5	750 lbs.	6700	51-2600-1	\$ 250.00
3.0mm	11	900 lbs.	4862	51-2605-1	250.00
4.0mm	8	1200 lbs.	2796	51-2610-1	250.00
5.0mm	6	1800 lbs.	1783	51-2615-1	250.00

Hot Trends & New Stuff

PRODEUCE Glyphosate & Prodiamine GROUPS G & K1 - Glycine & Dinitroanilines

Description: Pre- & post-emergence herbicide that combines soft residual activity of prodiamine with non-selective systemic activity of glyphosate

Mode of Action: Amino acid (EPSPS) inhibition; root inhibitor; prevents cell division

Benefits: Great chemical edger; 3-6 month residual; squeeze-and-measure container

Weeds controlled: 150+ annual grassy and perennial broadleaf weeds

Markets: Landscape, grounds maintenance

Areas: Driveway cracks, sidewalks, patios, fences, foundations, gravel areas, tree rings

Precautions: Apply when >60°F and sunny

Signal word: Caution **Rate:** 3-6 oz./gal. treats 1,000 sq. ft. See page 42 of the 2008/2009 Catalog



04-0960-1 64 oz. Bottle \$ 50.60
04-0960-2 Case of 6 365.50

DRIVE 75DF Quinclorac

Group L- Quinoline carboxylic acid

Description: Post-emergence herbicide for broadleaf and grassy weed control

Mode of Action: Inhibition of cell wall synthesis
Markets: Residential & commercial lawns, golf courses, sod farms, sports & recreational fields

Weeds controlled: Mature crabgrass, dollarweed, clover, speedwell, dandelion, foxtail, torpedograss, kikuyugrass, bindweed, violet etc.

Crops: Common bermuda, Kentucky bluegrass, buffalo, tall fescue, ryegrass, zoysiagrass; moderately tolerant: creeping bent, hybrid bermuda, fine fescue, rough bluegrass
Benefits: Low use rate; controls for 30-90 days; exceptional seeding & overseeding flexibility

Precautions: Centipede, St. Augustine, Seaside & Colonial bentgrasses are susceptible
Signal word: Caution **REI:** 12 hrs.

Rate: 0.162-0.367 oz./ 1,000 sq. ft.

See page 45 of the 2008/2009 Catalog



	Catalog Number	PC-1 1-5 Bottles	PC-2 Case of 6
1 lb. Btl	04-0575-	\$ 103.50	\$ 562.50

GARLON 4 Triclopyr

Group O - Pyridine carboxylic acid

Description: For the control of undesirable woody plants and annual and perennial broadleaf weeds on

Mode of Action: Auxin mimic causes uncontrolled & disorganized growth

Markets: Management of pastures and rangelands, and in non-crop areas such as right-of-way, military bases and industrial sites

Weeds controlled: Hard-to-control deciduous trees, brush, pine & broadleaf weeds: alder, ash, basswood, blackberry, cottonwood, poison oak, red maple sumac, wild rose, willow, burdock, chicory, dock, vetch, ragweed etc.

Crops: Not approved in AZ for commercial production

Benefits: Foliar & basal bark applications; low environmental impact; non-residual and breaks down quickly; fast visual activity

Precautions: Toxic to fish
Signal word: Caution **REI:** 12 hrs.

Rate: 1-8 qts. per acre

See page 46 of the 2008/2009 Catalog



04-0688-1 (2) 2.5 Gallon \$ 627.50

HUMMERT'S CUSTOM DESIGNED HEAVY-DUTY SPRAY SUIT

- This is the finest spray suit we have to give overall body protection when spraying in the greenhouse, nursery, field or landscape.
- This suit is custom designed to our specifications based on personal usage.
- It is one piece construction with double protection zipper front and storm flap to conceal the dielectric snaps.
- The oversize built in hood gives ample room for a full face mask.
- The hood has a drawstring and Velcro® closure to encircle the face mask and provide full face and neck coverage.
- The wrist, ankles and neck have Velcro® closures for ease of suiting up and added protection.
- Made of flame retardant heavyweight PVC/Polyester knit coated on both sides for added protection during exposure to pesticides.
- The suit is designed for many years of use with proper care.
- For added care and personal protection, shower immediately after spraying to wash off pesticide residue before taking off spray suit and hang up to dry before storage.

See page 59 of the 2008/2009 Catalog



One-piece Spray Suit



Leg & sleeve with Velcro® seal



Hood with Velcro® seal

Each Hummert Spray Suit is packed in a heavy duty storage box.

Size	Size Chest	Size Waist	Catalog Number	Price
Small	36 - 38	32 - 34	05-0420-1	\$ 122.50
Medium	40 - 42	36 - 38	05-0421-1	122.50
Large	42 - 46	40 - 42	05-0422-1	122.50
X Large	46 - 52	44 - 46	05-0423-1	122.50

DYNAMIX - RAISED BED MIX

Dyna Mix is the best soilless mix formula for raised beds & containers using renewable organic products.

Contains 36% sphagnum peat moss, 20% processed bark, 12% rice hulls, 12% vermiculite and 20% cotton burrs.

This organic-based soilless raised bed mix is weed, disease and insect free.



- All natural base mix
- Retains moisture but drains well
- Full of essential plant elements
- Loose texture makes harvest a snap
- Lightweight mix is disease, weed and insect free
- A standard 8' x 4' x 1' raised bed will need approximately eleven, 2.8 cubic foot bags

Catalog No. 65-4027-1 Price \$ 14.75

See page 159 of the 2008/2009 Catalog Packaged in 2.8 cu. ft. bags

Hot Trends & New Stuff

THE HUMMERT'S BEEKEEPING KIT

This Beekeeping Starter Kit is specially priced and conveniently packaged to get you on the way to becoming a professional bee keeper. Kit includes a typical hive, equipment and key reference. "Bee" a part of the honey bee revival. Items included: Hive Stand, Bottom Board, Hive body, Queen Excluder, Shallow Super, Inner Cover, Telescoping Cover, Frame with Foundations, Hive Tool, Bee Brush, Bee Smoker, Ventilated Leather Glove, Entrance Feeder, Metal Bound Excluder, Foundation and the book "ABC & XYZ of Bee Culture".



Everything but the bees!

Contact your local beekeeping association for information on where to obtain bees.



Jim Duever, Hummert International's General Manager, is also a professional bee keeper. Jim says, "I have been beekeeping for 10 years and I love it. Not only is it fun but it makes money and is beneficial to horticulture as a whole."

Description	Catalog Number	Price
Beekeeping Starter Kit	69-1199-1	\$ 273.60

See page 674 of the 2008/2009 Catalog
Please specify glove size when ordering.

The Ladies from Yoder...

Alisha, Ashley, Bonnie, Jacqueline, Gigi, Vanna, Gwendolyn and Penelope are expecting you to call Cathy Webb at Hummert International to order your fall garden mums. Yoder® mums deliver breeding excellence for shorter crop times, better growth habits and improved keeping quality. Certified clean stock via virus indexing is the best in the world!

- Rooted cuttings or 100 cell trays
- Minimum 50 per Variety, 300 per order • Shipped via Fed Ex
- Tags and Unrooted cuttings are available
- Call 1-800-325-3055 and ask for Cathy for prices and further quantity discounts



210 RECIRCULATING VINE CROP SYSTEM



The 210 Production Unit is a trial version of the large Dutch Bucket systems currently operating all over the world. The 210 has 10 buckets, providing 20 growing sites. This small unit will grow large plants. The system includes supplies for growing peppers, tomatoes, cucumbers and strawberries.

FEATURES INCLUDE:

- 10 Bato Buckets, total of 20 plant sites.
- Freestanding galvanized steel table frame.
- Commercial Truncheon Conductivity Meter for measuring nutrient levels.
- pH control kit.
- 35 gallon ABS reservoir and cover
- All plumbing with an easy drain bypass.
- Submersible pump.
- Hydroponics Explained video.
- Hydroponic Crop Production book by Lon Dalton and Rob Smith.
- 17 lbs of nutrients.
- Growing medium and supplies including 4 cu. ft. of #4 perlite, tomato hooks with twine, vine clips, 2x2x2 rockwool cubes, 1020 tray and float valve.
- Pepper, cucumber and tomato seeds.

See page 329 of the 2008/2009 Catalog

Model 210 15-2038-1 \$ 950.00

Transgenic Corn Reduces Mycotoxins

The Information Systems for Biotechnology report that transgenic Bt corn reduces mycotoxins in stored grain. Bt corn contains a gene from the bacterium *Bacillus thuringiensis* which produces a toxic protein that kills destructive corn pests. Insect damage predisposes the grain to fungal colonization and the insects themselves act as vectors. Mycotoxins can cause cancer, organ damage and hormone disruption. www.isb.vt.edu



Clearance While Supplies Last



Heavy Duty
Nurseryman's
Wheelbarrow
Model M-11 • 5-3/4 Cu. Ft.

was \$140.25
NOW \$119.20
38-0715-1
Truck Ship Only



MACROSCOPE 25A

25x magnification. Can also be used as an 8X telescope.
Height, 8", weight, 10 oz.

was \$183.25
NOW \$143.50
50-3200-1



Cro-Nel Tree Huggers-Plus Heavy Duty 12" x 30"

Cro-Nel Tree Huggers are considered one of the greatest labor savors in the nursery industry, they are also highly effective in preventing trunk damage from deer, rodents, sunscald, and herbicide drift.

Tree Huggers Plus is made in perforated pieces on 500' rolls and backed with an extra heavy-duty white plastic film. Minimum Order 1/4 Pallet Special order item. Please allow 2-3 weeks lead time.

was \$169.25
NOW \$92.65
51-1306-1

Belden Jumbo Jr Tray

Black • 50/Cs • 12-1/2" x 21" x 3"

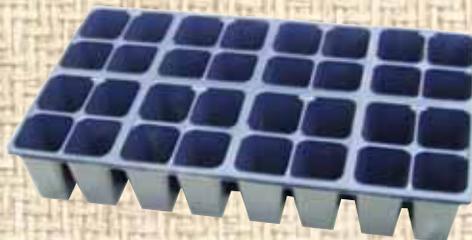
was \$107.75
NOW \$77.10
15-9533-1



TOP True Series

T-804 • 100/Cs

was \$46.20
NOW \$34.90
11-0908-1



Offer good while supplies last. All prices quoted
FOB our Earth City warehouse only.

This story reflects the basic principle that economic activity is what determines whether the economy moves into expansion or contraction. However, the negative or positive perspective that we have on the economy can make a difference in how the economy affects us as individuals.

The Man Who Sold Hot Dogs

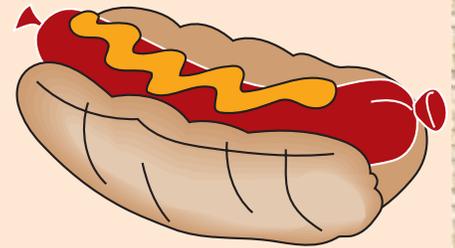
There was a man who lived by the side of the road and sold hot dogs.

He was hard of hearing so he had no radio.

He had trouble with his eyes so he read no newspapers.

But he sold good hot dogs.

He put up signs on the highway telling how good they were.



He stood on the side of the road and cried: "Buy a hot dog, Mister?"

And people bought.

He increased his meat and bun orders.

He bought a bigger stove to take care of his trade.

He finally got his son home from college to help him out.

But then something happened.

His son said, "Father, haven't you been listening to the radio?"

Haven't you been reading the newspapers?

There's a big depression.

The European situation is terrible.

The domestic situation is worse."

Whereupon the father thought, "Well, my son's been to college, he reads the papers and he listens to the radio, and he ought to know."

So the father cut down on his meat and bun orders, took down his advertising signs, and no longer bothered to stand out on the highway to sell his hot dogs.

And his hot dog sales fell almost overnight.

"You're right son," the father said to the boy.

"We certainly are in the middle of a great depression."

(This article has been reprinted by our company for more than 30 years!)

Wayne-O (you will be missed!)

Wayne Meyr is retiring from Hummert International May 30th, 2008 after 37 fruitful years. Lovable Wayne started at the A.H. Hummert Seed Company location on Chouteau Avenue in 1971. His hard work, dedication,



Wayne Meyr

sense of humor and keen business sense have benefited many growers throughout the years. Barb, Wayne's wife of 47 years says, "Wayne will spend more time with his four grandchildren and three great grandchildren when they vacation on Lake Michigan. I am sure he will play lots of pinochle, do some gardening and finally renovate our front yard! He told me that if he gets bored he might try his

hand at bagging groceries. He loves to bag groceries." Post-Hummert days for Wayne will also include volunteering at the Immanuel Lutheran Church, where he is a master sausage maker, plant sale coordinator, fundraiser and a choir member. Wayne will be greatly missed at Hummert International. Please feel free to send your congratulations to Wayne at our Earth City location, or email him at wmeyr@hummert.com

Jim Duever will be succeeding Wayne as General Manager as of June 1st.



Wayne poses before the Gateway Arch in 1971 with daughters Jenny (left) & Stephanie (right).

PRICES ARE SUBJECT TO CHANGE

While the prices listed are always current at the time of publication, they do change over time. To alleviate any problems this may cause, please call for current pricing or visit our website at:

www.Hummert.com

www.hummert.com ♦ sales@hummert.com

Corporate Office
4500 Earth City Expressway
Earth City, MO 63045
800-325-3055

Springfield Office
1851 E. Florida St.
Springfield, MO 65803
800-288-3131

Topeka Office
1414 N.W. Moundview Dr.
Topeka, KS 66818
800-798-2799

St. Joseph Office
5030 Hwy 36 East
St. Joseph, MO 64507
800-383-0865

Hummert International is delighted to announce the arrival of four outstanding horticulturalists to our staff:

Jennifer Hedges is your new Northeast Missouri and West Central Illinois Area Representative and Territory Manager. Jennifer is originally from the Macomb, Illinois area. She recently graduated from Western Illinois University with a degree in Agriculture Science and an emphasis in Horticulture and Urban Forestry. She has worked in greenhouse production, retail nursery sales and landscape design.

(314) 420-3656 • jhedges@hummert.com



Jennifer Hedges

Heidi Duffie is your new St. Louis Metro Area Representative and Territory Manager. She is originally from St. Libory, IL currently living in Fairview Heights, IL. She graduated from Southern Illinois University Carbondale with a degree in Plant and Soil Science. She has worked in Retail Nursery Management, Landscaping, and Winery and Vineyard Management. You can contact her at (314) 650-2556 – hduffie@hummert.com



Heidi Duffie

Cliff Hoogland is your new in-house Sales Representative. Cliff is a St. Louis Community College horticulture graduate. He has been working in the horticulture industry for more than 14 years including landscape design, installation, and outdoor/indoor landscape maintenance and most recently as a Horticulturalist at the St. Louis Zoo. Cliff is excited about his position and is looking forward to serving you as our newest Hummert International sales representative. You can contact him at 314-506-4500 ext 118 or email at choogland@hummert.com.



Cliff Hoogland

James Young is Hummert International's new sales manager. James will be working out of the St. Louis, Missouri office. He will be coordinating the outside sales staff. James is a graduate of Oklahoma State University, where he received a Bachelor of Science in Agriculture with an emphasis in Horticulture. He is working on his Masters Degree from the University of Illinois in Champaign-Urbana. Before coming to Hummert, James worked for ITML Horticultural Products as a territory manager. His responsibilities were to service accounts directly and work through distributors. He has also taught Vocational Agriculture and Horticulture classes for more than eight years at the High School level. In this capacity, he taught all aspects of horticulture. (314) 605-3594 • jyoung@hummert.com



James Young