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Propagators' Quarterly

Articles & Information for Growers



First, we would like to apologize for missing the November issue. A.M.A.'s Connie and Rick each had some health issues (surgeries, not COVID) to contend with and that put a big dent into the last three months. Fortunately, they are both "New & Improved" and back to business. We've moved the schedule for Propagator's Quarterly up a month and will stick with the 1st month of each calendar quarter going forward. Thanks for reading and thanks for your business. We appreciate it. Wishing all of you a very happy & prosperous 2022!

Good News with Ellepots by A.M.A.



Cut flower production started from 20mm Ellepots by A.M.A.



With rising costs, labour shortages, and increasing regulation, it's easy to love using Ellepots by A.M.A. in your propagation. Whether you grow annuals, perennials, herbs, tropicals, succulents, vegetables, field crops, trees, shrubs, cannabis, or hemp, **Ellepots still offer the same valuable benefits to growers, and these days, perhaps more than ever.**

- Labour costs and shortages can be alleviated with Ellepots by A.M.A.
- No special equipment needed
- No investment of capital needed
- Just make the switch to Ellepots – that's it!

We have heard from so many growers over the last 20+ years, telling us of the savings in bench time, ease in transplanting, or higher take rates that contribute to improved profitability for their crop. There are many more benefits to list and all of them can be had with no capital cost or special equipment. If you have automated transplanting equipment, it's even better.



If you struggle with labour shortages, reducing the amount of work required in your propagation can help you.

If your input costs have risen, say 10% or even 20%, lowering your propagation costs and improving your results can help you.

Good News and Ellepots by A.M.A. – they grow together!



SOLUTION SHOWCASE



Citrus in Ellepots by A.M.A.
(Vermicompost on left)



Walnuts in Ellepots by A.M.A. then
transplanted (Vermicompost on left)

Want an Extra Boost in Your Propagation?

Propagators now have the option to add TerraVesco's TerraThrive Pro Vermicompost to their Ellepots by A.M.A. You can learn more about this soil supplement on our [website](#) or [YouTube](#) channel.

We know that TerraThrive Pro Vermicompost can enhance plant health and speed up crop times. We were adding it to Ellepots when we had a shop in California, and we still ship a lot of Ellepots to California. It is not a typical worm-casting product. TerraThrive Pro is very consistent. It has been tested and studied for over 20 years at various labs including USDA and UC Davis. It is approved for use in Canada and it is organic.

The key to TerraThrive Pro is microbiology. TerraVesco's proprietary production process delivers a premium, organic-certified, worm-based amendment that adds organic matter, nutrients, and beneficial microbes to soil. Improved growing outcomes may include improved soil structure and microbial health, greater transplant success, more resilient plants, more vigorous stems and leaves, larger root mass, higher yields, and better-quality fruits, vegetables, herbs, and grains. In an Ellepot by A.M.A., we've seen more vigorous, healthy root development, increased foliage, and thicker stems that are ready to

transplant sooner. Ellepots already root faster and TerraThrive Pro makes them even quicker.

The recommended rate is 10%, but 5% still makes a difference. We continue to include Rootshield in our non-organic mixes when we add vermicompost.

Want to root faster and healthier, as well as reduce your bench time and labour cost? Ask for TerraThrive Pro Vermicompost in your Ellepots by A.M.A.

What's the Benefit of Ellepots by A.M.A. Over Plastic Pots for Landscape Contractors?



- **Money** – a landscape contractor can **save up to 1/3 of the time** required for a mass transplant job – this is huge.
 - Think about this – let's say $\frac{1}{2}$ the cost of a landscape job is labour. $\frac{1}{3}$ of that means $\frac{1}{6}$ off the total cost of the job. We don't know anyone who turns up their nose at 16% savings.
- **Time** - Here's where opportunity cost comes into play – this is where the real value is.

- If a 6-hour job becomes a 4-hour job, The contractor now has 2 hours to put that crew onto the next job. Do this for 5 days and that's 10 hours – a whole day plus some. 10 hours = one more job per week can be done. **That's a 20% increase in revenue for the same 5 day work week.**



- **Less Plastic** – Anyone who is reducing plastic use these days is seen in a better light by the public and media.
 - Ellepots leave a smaller carbon footprint than plastic pots (about 20% smaller).
 - A big advantage is tied to time – it takes less time to pick up the mess – no pots to pick up (or blow away in the wind).
- **Transplants With Quick Take Off** – Ellepots make for a fast take-off in the garden bed.
 - For the contractor, that means a successful garden and a happy customer.
- **Paper** – Our regular Ellepot papers all degrade over time. AP Paper is faster than FP Paper.
 - Our AP Landscape Paper degrades even more quickly, so it's gone before flipping a garden bed for the second crop in a season. Some very famous gardens use this.
- **Wear and Tear** – The body of a landscape contractor can take a beating over the years.
 - If you can help reduce those sore muscles by reducing the amount of work effort in planting, you will be much appreciated by that contractor and staff.



It's the grower who buys the Ellepots, not the contractor. **So, what's in it for the grower?**

- **Happy Customers** – just as growers like to have happy customers, so do landscape contractors.

- Happy customers come back for more and they usually require less work in satisfying their needs as time goes on.
- Happy landscapers will want more plants in Ellepots.
- **Great Plants** – Same reasons as always here.
 - Fast, Healthy Rooting.
- **More Plants per m² (sq. ft)** – We've found that a 15-count tray of plants in pots can be replaced by an 18 or even a 24-count tray of plants in Ellepots – **yes, it's true.**
 - Less space is required in the greenhouse to grow plants for the landscape contractors than would be used for plants in pots.



Need to see it to believe it?

1. [The Ellepot Speed Challenge - A.M.A.](#)
2. [Landscaper Ellepots - Reduce Plastic - Ellepot's Jan Aagaard Pedersen Explains](#)
3. [Ellepots vs Plastic Pots for Landscapers](#)

The key to success with “Landscaper Packs” is good planning. The grower and the landscaper need to talk, well in advance of the landscaper’s season. It’s an opportunity for the grower to firm up orders early and to plan for a crop that runs a bit later than the regular bedding plant crops.

Propagators' Quarterly is published by the team at A.M.A. Horticulture.

Looking for propagation solutions? Visit amahort.com and see our solutions, including Ellepots by A.M.A., the RootSmart Propagation System, plug trays, substrates, containers and more. Our team of experts is here to help you find the best solutions for your unique growing goals. Let's get started today.



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