

A biocontrol breakthrough, plus organic inflation

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COMING UP THIS WEEK:

- Bird & Native Plant Tool
- Biocontrol Breakthrough
- Global G.A.P. & Walmart
- Inflation's Impact on Organic
- Nonprofits & Petunias



New Tool Could Boost Your Birds

Here's a new tool for you to experiment with: The Wild Farm Alliance has created a Beneficial Bird Habitat Assessment & Native Plant Tool. The goal here is to support beneficial birds on the farm so they can do the good work of reducing pest insects, rodents and pest birds.



BENEFICIAL BIRD HABITAT ASSESSMENT & NATIVE PLANT TOOL



- » Landscape Features
- » Farmscape Features
- » Farm Management
- » Climate Benefits
- » General Habitat for Birds
- » Food Value for Birds
- » Nesting Habitat for Birds

The tool helps recommend and prioritize tools and management practices that can fine-tune your native plant selections and provide the best conditions for a beneficial bird population.

Check it out [HERE](#).



New Biocontrol Works on Russet Mite & Powdery Mildew

It's pretty cool to see that Biobest just received the Bernard Blum Award for the most innovative biocontrol product for their breakthrough product Pronemite (*Pronematus ubiquestus*). It's a commercial arthropod biocontrol agent that targets both a key pest in russet mites and a problem fungal disease—powdery mildew.



Felix Wackers, Biobest R&D Director, says, "Pronemite is representative of a new family of beneficial mites; it's the first effective biocontrol solution for russet mite control; the first commercialized fungal disease control using a mite; and uniquely the first commercialized biological control organism shown to simultaneously control a key pest and a problem pathogen in a protected crop. As such, it represents a whole new category of biocontrol."

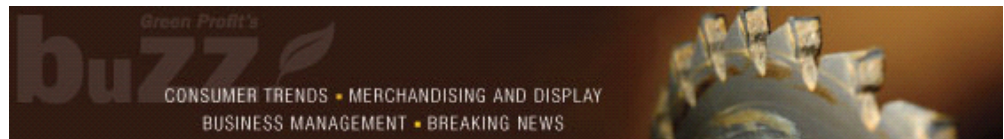
Already shown to work in crop conditions, Biobest is at the commercial stage—collaborating with strawberry and tomato growers in Europe to optimize Pronemite's performance in a range of crops before its widespread launch next year.



Global G.A.P. Meets Walmart's IPM Requirements

Growers looking to comply with Walmart's U.S. Pollinator health commitments can now use Global G.A.P. as a third-party certification to show they've adopted integrated pest management practices. As part of their biodiversity requirements, Walmart made the commitment to source 100% of fresh produce and floral sold in their in-store produce departments from suppliers that adopt IPM, as verified by a third party, by 2025.

According to a press release from [Global G.A.P.](#), "Fruit and vegetable farmers supplying Walmart U.S. and choosing GLOBAL G.A.P. IFA with GFSI recognition meet Walmart's food safety and biodiversity requirements with a single audit and certificate."



How Inflation Impacted Organic Sales

The Organic Produce Network has an interesting Q3 report on organic sales. The big news? Thanks to inflation in the third quarter of 2022, organic sales in dollars increased by 4.1%, but the volume declined by 4.5% compared to Q3 of 2021.

Fresh produce pricing per pound increased by 8.9% compared to the same period last year. But conventional produce? That increased even more, averaging a pricing per pound increase of 10%.



The entire report is available [HERE](#).

Nonprofits, Petunias and Exposure

In my other work life, I do marketing in the nonprofit world and have the pleasure of witnessing how businesses—both local and national brands—match their donation strategies with causes they care about and that are a good fit for their brand. Part of it is a marketing strategy for these companies to grow awareness and amplify their message, but it's also often about the company's culture and values and how they want to have an impact.

Now, because of my hort ties, I already knew all about Dümmen Orange, but in the last two years, they've found a new spot in the hearts of Yellowstone National Park lovers around the country. Their Yellowstone Petunia has allowed them to donate \$100,000 this season to Yellowstone Forever, the official nonprofit partner of Yellowstone National Park. This makes for an overall total of \$185,000 given to the nonprofit over the last two years. Dümmen Orange says they'll expect continued adoption of the program by retailers in 2023.



Yellowstone Forever focuses on funding the park's wide-ranging support of the world's first national park, including sustainability efforts, the historic Yellowstone Wolf Project, Native Fish Restoration, Yellowstone Cougar Project, Bison Conservation and Transfer Program, and the Youth Conservation Corps, among many other park priorities. Donor support helps to fund these important projects and ensures the future of Yellowstone National Park for generations to come. With a major flood damaging much of the park's infrastructure this spring, the assistance is needed more than ever.

My soapbox for the day: Find organizations that are a good match and find ways to help them. Sponsorships generally offer great marketing and recognition opportunities. But there are also unique partnerships you can create, such as that with the Yellowstone Petunia. I for one can vouch that a lot of these nonprofit organizations have passionate supporters, and they make a lot of their major financial decisions based on who supports their beloved nonprofit.

Until next time,



Jennifer Duffield White

jwhite@ballpublishing.com

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