



The dates of a given week moving a day or two doesn't concern me, but every five years or so, that small change results in a one-week shift to the week calendar and 2016 is that year. In 2015, Monday of Week 14 was March 30, but in 2016 it's April 4—five days later. It would have been a six-day shift, but the extra day in February due to leap year helped us out.

Mother's Day Weekend is where it crunches. The bulk of my 4.5-in. program takes four to five weeks to finish. In most years, Mother's Day is the Sunday of Week 20, so with a five-week finish, my Week 14 planting reliably ships before Mother's Day. Some shift years this still works if Mother's Day is late (it can range from May 8 to May 14), but in 2016, Mother's Day is the earliest it can be: May 8—the Sunday of Week 19. Unless I adjust my plant week, some of my prime time 4.5-in. planting won't finish until a week after the biggest retail weekend of the year. As it sometimes gets dreadfully hot only a week or two later, material destined for Mother's Day that doesn't finish in time has an uncomfortably uncertain future.

If you're a contract grower or have a hard finish date, I don't see a way around changing your plant week. If, like us, you're a spec grower with multiple plant weeks per program, then you can adjust your numbers without moving them entirely. We'll keep the fast finishers on their normal week, but plant a few more on an earlier week and we'll move the slowpokes to an earlier week, too.

How will you handle the shift? **GT**

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