



IPPS EXCHANGE- SOUTHERN REGION, USA – PART 1

Lance Russell





BRIE GLUVNA ARTHUR- MY HOST

Horticultural Communicator & Garden writer

- Consulting
- Encouraging others to integrate growing their own food in their landscapes



















WESTON FARMS



- Owned by Erin Weston
- Founded by her father Noel Weston
- A business in which combines luxury and nature together
- Weston farms now has over 10,000 trees planted
- Creates signature wreaths, garlands, and fresh Magnolia arrangements
- Niche market- All about the leaf







ELF FROM ENGLAND COMES TO HELP ON THE FARM













HEFFNER NURSERY



- Based in the Western foothills of NC
- Founded in 1952
- Farmed on 300 acres
- Specialists in tree and container production
- Conifers in field production
- Own Retail & Display area
- Pot 'n' Pot production























POT IN POT PRODUCTION

- One container nested inside another
- First container which is known as the socket pot is injection moulded for stronger durability to prevent the soil from compressing and pinching the two containers together
- The second pot which contains the tree or shrub is often the pot it is sold in and is less durable
- Prevents blow over & less irrigation water required. Individually irrigated and pots do not sit wet. Also protects roots
- \$15-25 per 10 containers



























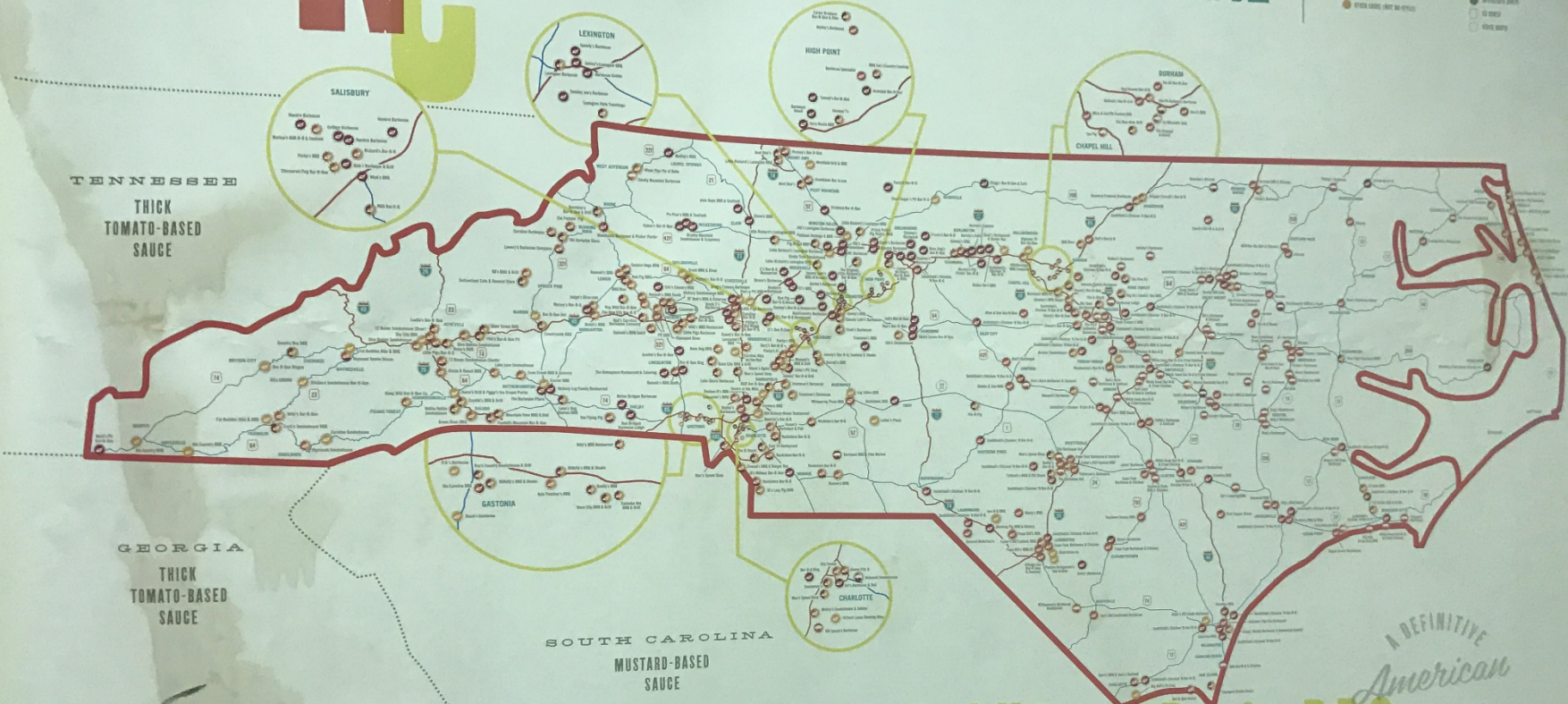




BARBECUE IS A STORY THAT IS TIED TO TIME AND PLACE. IT IS AS MUCH ABOUT GEOGRAPHY AND HISTORY AS IT IS ABOUT SUSTENANCE. IT'S A STORY OF AMERICA, OF A TRADITION THAT HAD ROOTS HERE LONG BEFORE OUR FOUNDING FATHERS DID. A TECHNOLOGY LEARNED FROM NATIVE PEOPLES AND BLENDED INTO THE CULTURES AND COOKING TO CREATE A CUSTOM UNDIAGNOSTICALLY AMERICAN. OVER THE CENTURIES, BARBECUE HAS CHANGED RIGHT ALONGSIDE ITS PEOPLE AND BEEN ADAPTED TO FIT THE TIMES IN WHICH THEY LIVE. AND AS THE CULTURE OF AMERICA HAS EVOLVED, IT HAS EVOLVED WITH IT. BARBECUE IS A STORY OF AMERICA, OF A TRADITION THAT HAD ROOTS HERE LONG BEFORE OUR FOUNDING FATHERS DID. THOSE ABOUT HERITAGE AND IDENTIFICATION, ONE OF THE REASONS PEOPLE LOVE TO SPEAK ABOUT BARBECUE IS BECAUSE THEY FEEL THEY GREAT HISTORY. AND TODAY WE FIND OURSELVES IN THE MIDST OF ANOTHER OF THOSE ABOUT HERITAGE AND IDENTIFICATION, ONE OF THE REASONS PEOPLE LOVE TO SPEAK ABOUT BARBECUE IS BECAUSE THEY FEEL THEY GREAT HISTORY. WHEN YOU SPEAK ABOUT A PERSON'S BARBECUE TRADITION, YOU SPEAK OF THEIR ANCESTRY, THEIR BIRTHRIGHT, BUT AS AMERICANS, BARBECUE BELONGS TO US ALL, AND THROUGH THIS MAP WE CELEBRATE THIS IMPORTANT PIECE OF OUR HERITAGE AND HELP TO CARRY FORTH ITS TRADITIONS.

THE GREAT NC BBQ MAP

- LEGEND**
- WORLD WIDE
 - EAST OF THE PEA RIVER/ROCKY MOUNTAIN
 - SOUTHERN STYLE
 - KANSAS CITY/MISSOURI
 - TEXAS/OKLAHOMA
 - OTHER COUNTRIES
 - BARBECUE WITH NO SAUCE
 - BARBECUE WITH SAUCE
 - BARBECUE WITH SAUCE
 - BARBECUE WITH SAUCE
 - BARBECUE WITH SAUCE
 - BARBECUE WITH SAUCE



MISSISSIPPI
TENNESSEE
THICK TOMATO-BASED SAUCE

GEORGIA
THICK TOMATO-BASED SAUCE

SOUTH CAROLINA
MUSTARD-BASED SAUCE

BARBECUE ★ BARBEQUE ★ BAR-B-QUE ★ BAR-B-Q ★ BBQ

A DEFINITIVE American HISTORY

APPARATUS FOR SMOKING FOOD TO SMOKE FOOD

SOCIAL GATHERING with a variety of smoked meats. Local farmers' supplies determined typical of meal served.

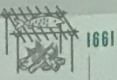
SMOKED MEAT

REGIONALIZATION OF BBQ ACROSS THE UNITED STATES

NC SMOKED PORK with traditional, developing styles Eastern & Piedmont styles

THE GREAT BARBECUE DEBATE OF TODAY

PRECOLONIZATION



1661

Origin of term: Native tribes from the Caribbean & the Americas. Documented by British colonists.

1st known written use of the term in English

1773

1st known written use of the term



1850s

Term commonly appeared in print



TURN OF THE CENTURY

BBQ FIRST COMMERCIALIZED

The 1st was transitioning from a rural to an urban society. Town & city populations were growing due to the African industrial Revolution & a rise in immigration. BBQ followed, also becoming urbanized, and was sold in restaurants, BBQ counters, also becoming urbanized, and was sold for the first time. This led to its standardization across states & regions, as cooks used what was most available & popular in their area.

1890s

BBQ set sold at temporary stands



1924

1st known all-wood BBQ restaurant in NC

1970s



TODAY

BBQ is now a multi-billion dollar industry. It is sold in restaurants, BBQ counters, and is a major part of the American diet. It is also a major part of the American culture and is celebrated in many ways.

TO THE MOUNTAINS.....



NC STATE MOUNTAIN CROP RESEARCH & EXTENSION CENTRE

- The Mountain Horticultural Crops Research & Extension Centre is located in the southern mountains of western North Carolina near Asheville.
- Approximately forty staff, from the North Carolina State University College
- Programs for the departments of Applied Ecology, Entomology, Forestry, Horticultural Science, Plant Pathology, and Soil Science.
- The Centre strives to help the people of western North Carolina improve their lives by conducting applied research, and developing and implementing highly effective extension programs related to agriculture, the environment, family, and community.

NC STATE MOUNTAIN CROP RESEARCH & EXTENSION CENTRE

- Research at the Mountain Crop Improvement Lab covers diverse projects relating to the production and improvement of nursery and bioenergy crops. A primary focus is the development of new crops with enhanced adaptability, pest resistance, commercial merit, non-invasiveness, and sustainability.
- These projects often include related research on propagation, tissue culture, production, reproductive biology, genetics, cytogenetics, germplasm collection and screening, and molecular studies.

































5.0% DRAUGHT PALE ALE 3.00
5.6% PUB PALE 3.00
7.7% TORPEDO 6.50
5.0% HELLES 16 IBU 2.00
6.0% OKTOBERFEST 3.00
5.9% VIENNA LAGER 2.00
4.2% STATESIDE PRIDE 2.00
5.8% STOUT 5.00
6.8% CELEBRATION 6.50
6.7% NORTHERN HEMISPHERE 6.70

OTRA VEZ 5.00
6.0% HOP HUNTER IPA 6.50
4.7% KELLERWEIS 1.50
5.7% NOONER PILSNER 3.00
5.5% KAISER 3.00
10.0% NARWHAL 6.00
6.3% Blue Ridge Red 5.00
6.2% HOPPY WHEAT 5.00
9.5% DRY HOP DRIPS 6.50
11.3% WHEATWINE LEMON 4.50

Kellerweis
Nov 31 10U

KELLERPILS
5.3% 2.70







HAWSKRIDGE FARMS



- Founded in 1982, started as both retail & wholesale. Moving to wholesale only in 1988
- 120 acres in size of which 70 acres is in production
- Wholesale only nursery that sells direct to Landscapers & some Garden Centre/Box store sales
- Ship out as far South as Georgia & West to Kentucky
- Growing container trees & woody ornamentals
- Huge focus on quality plants & new plants to the trade
- Kevin who was one of the original employees of the business and now director of the company travels the globe looking for new plant introductions.

























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