Today’s Objectives

- What a “native” is and why use natives
- Grow Native! program 101
- Who’s involved in the native industry in Missouri
- Native Plant Industry Trends
- Industry SWOT Analysis
- What you can do
What is a Native?

- A plant that originated in Missouri and was not introduced. A plant that existed within the state borders prior to the arrival of settlers.

- Examples:
  - Seeds
  - Forbs
  - Sedges
  - Grasses
  - Shrubs
  - Trees
Why Plant Natives?

Missouri’s Native Plants Evolved with Local Geology, Climate and Wildlife

- The current mix of natives has been here since the last Ice Age (10,000 years).
- They’re tough and resilient.
- Wildlife prefer them for habitat.

Indian Paintbrush
Why Plant Natives

- Connect With Your Natural Heritage
- Habitat landscapes provide close encounters with nature and a wonderful way to educate children.
- Native Americans and pioneers used native plants for food, fiber and medicine.
- Add seasonal interest and color

Native Americans used Bloodroot for dye.
Low-maintenance Natives Help You Solve Problems

- Break up clay soil and absorb run-off.
- Resist drought and flood.
- Stabilize steep slopes.
- Reduce mowing, watering and replanting, saving you time and money.
What is Grow Native! ????

- Joint program of Missouri Department of Conservation & Missouri Department of Agriculture
  - Missouri Department of Conservation
    - Barbara Fairchild, Communication Specialist
  - Missouri Department of Agriculture
    - Tammy Bruckerhoff, Marketing and Business Development Specialist
Membership Categories

Seed Grower, Collector
Membership Categories

Wholesale Growers – Plugs and Plants
Membership Categories

Wholesale Growers – Trees and Shrubs
Membership Categories

Retail Garden Centers
Membership Categories

- Landscape Architects, Designers, Installers, Maintainers
- Conservation Contractors
Membership Benefits

- Company feature page on www.grownative.org including a link to company’s web site
- Access to Grow Native!™ point-of-purchase materials and brochures
- Use of Grow Native!™ logo on business and marketing materials
- Increased Market Access - we can find new markets and opportunities for producers and service providers
- Opportunity to participate in trade shows and plant sales with Grow Native!™ support
- Educational workshops and seminars for landscape professionals
An intro to www.grownative.org
...the homepage
Native Plant Info Search

Plant Info

Scroll through the list below to view many of Missouri's landscape worthy native trees, shrubs, vines, flowers and grasses. Click on a photo for more information about that plant. You may view plants by:

- Botanical Name
- Common Name

Displaying 1-10 of 21 matching plants.

Acer rubrum
Common Name: Red Maple
Excellent specimen or shade tree for large areas. Habit is pyramidal when young then develops irregularly rounded crown. One of the first trees to color in fall, leaves may be bright yellow, flaming orange or red. Medium to fast growth rate.

Acer saccharum
Common Name: Sugar Maple
One of the finest of any trees for a large shade tree. Fall color is fabulous, the foliage is clean, the branches are strong and it is long lived. Typical maple leaves open after a spectacular display of the pale yellow haze of flowers in spring. Th...
Supplier Search

Where to Buy

A number of businesses have joined Grow Native! as marketing partners and product and service providers. The businesses listed here provide a variety of services including selling native plants; designing, installing and/or maintaining landscapes that include natives; professional landscape architect services and contractors that offer services to landowners interested in using natives on larger acreages.

Please let our members know you heard about them from the Grow Native! web site.

Retail Garden Centers & Nurseries
You can purchase native plants from a number of retail garden centers and nurseries across the state. Some of these businesses specialize exclusively in native plants, while others sell a mix of native and non-native material. The following is a list of current Grow Native! retail members. Please let our members know you heard about them through Grow Native!

Landscape Design and Installation Services
If you are looking for someone to help you design, install and/or maintain your native landscape, this list will be helpful. Some of these businesses may also sell native plants. If they do, you will also find them listed under Retail Garden Centers & Nurseries. Please let our members know you heard about them through Grow Native!

Landscape Architects
If you are interested in a professional approach to a complicated residential project or need the services of a professionally trained landscape architect for a commercial project, residential development or public space, this list will guide you to firms that...
Increasing Supply & Demand

- Grow Native! Landscape Challenges
- Grow Native! Get Acquainted Tour
- Workshops for MODOT
- Landscape Design with Missouri in Mind workshops
- Container Garden Contest
- POP items: Plant and Pot Tags
Increasing Supply & Demand

- Publications
  - Buyer’s Guide
  - Seedling ID Guide
  - Tried and True: Missouri Native Plants for Your Yard
  - Rain Garden brochure
  - Natives for Your Landscape brochure
  - Curse of the Bush Honeysuckle
Native Plant Industry
SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats
Strengths

- Public Gardens using natives ~ educating consumers
  - Missouri Botanical Garden
  - Shaw Nature Reserve
  - Powell Gardens
  - Springfield Botanic Garden
- Public Destinations using natives ~ educating consumers
  - MDC Nature Centers
  - State and Local Parks
  - MODOT Welcome Centers
  - MODOT Highways and Right of Ways
- Consumers requesting natives at garden centers
- Developers using natives in specifications
  - Sage Home Builders, Belcher Homes
Strengths

Higher Education Involvement

- **UMC**
  - Research Bradford Farm, Southwest Center
  - Center for Agroforestry
    - [www.missouriexchange.com](http://www.missouriexchange.com)
- **MSU at Mountain Grove**
  - Cut flowers
  - Rain garden
  - Green roof
- **Lincoln University**
  - Research and Demos
- **State Fair Community College, Jefferson College**
  - Partner on plantings
- **St. Louis Community College at Meramec**
  - Incorporate native landscaping into classes (hort and botany)
- **University of Missouri at Maryville**
  - Native prairie for botany class
- **Longview Community College**
  - Incorporate native landscaping to classes
- **Missouri University of Central Missouri**
  - Class on native landscaping
Strengths

- National Programs promoting natives
  - USGBC Leadership in Energy and Environmental Design (LEED) Accreditation
  - ASLA SSI Accreditation
  - USDA Habitat Restoration Programs
- Missouri programs promoting natives
  - 10,000 Rain Gardens
  - Metropolitan Sewer District
  - James River Watershed
  - Show Me Rain Gardens
  - Plants of Merit Program
  - MDC
- Local programs/organizations promoting natives
  - Ducks Unlimited
  - Quail Unlimited
  - Local Municipalities (Columbia, Poplar Bluff, Jackson, Springfield)
  - Wild Ones (Columbia, St. Louis)
Weaknesses

- Lack of growers throughout state
  - Seed collectors, growers

- Plugs
  - One main plug grower in central Missouri

- Sedges & Rushes
  - Not enough growers, short seed supply

- Shrubs
  - Lack range of species and plants of size

- Trees
  - Lack range of species and plants of size

*Hydrangea arborescens*
Wild Hydrangea
Opportunities

- Growers
  - seeds, plugs, plants, shrubs, trees

- Cut flower industry
Threats

- Plant material brought in from other states
- Lack of availability, so substitute non-natives
  - Landscapers, contractors, home owners
- Numerous cultivars of some species on market
- Perception that natives are weeds
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