

The BackBulb

C A R M E L O R C H I D S O C I E T Y

February 2018



January Speaker: Dan Newman

Dendrobiums: Jewels of the East

Dendrobium is one of the largest and most complex orchid genera of Asia, Australia, and the Pacific, encompassing a great number of horticultural gems among its 1000-plus species. People often ask how to grow Dendrobiums. For such a diverse group of plants, occurring in habitats ranging from the monsoonal foothills of the high Himalayas to the perpetually cool alpine grasslands and steamy lowland swamps of equatorial New Guinea, from the tropical forests of remote Pacific islands to the temperate, seasonal regions of southern Australia, there is no simple answer. The talk will focus on several popular sections of the genus, starting in the Himalayas and Southeast Asia and working southward to New Guinea and the Pacific, with photos of representative species and discussion of their culture in the context of the habitats where they originate. The goal of the presentation is to share my interest in these fascinating orchids and provide useful information about their cultivation.

Dan Newman started growing orchids in 1982. His first

successful subject was a Dendrobium hybrid bought as a tiny seedling at a lei stand in the Honolulu Airport. When that plant finally grew up and bloomed a few years later, he was hooked! By 1996 he had 350 orchids in a one-bedroom apartment. That year he moved his plants into a rented commercial greenhouse in San Francisco. He took over the



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In order to provide a selection of treats at our meetings, we are asking members with last names that start with the letter **S thru Z** to **bring refreshments** to the next meeting.

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John OConnell

large species collection of his friend and orchid mentor, Walter Teague, and his hobby evolved into his nursery, Hanging Gardens. Dan started growing orchids full-time in 2000, and moved to a larger greenhouse in Pacifica a few years later. He currently has 12,000 to 15,000 plants, mostly cool to intermediate growers (it's expensive to maintain really warm conditions in Pacifica). This number includes a few hybrids, but species make up his core collection and most of his sale stock. He also grows a variety of "companion plants", which share the natural habitats of orchids.

Dan joined the San Francisco Orchid Society in 1987, and served as its president in 1996/97. In recent years, he has spoken on a

variety of topics to orchid societies in California and elsewhere.



A hybrid
Dendrobium
in John's
greenhouse

Upcoming Events

February

2/5 Monday 7PM COS February Meeting

2/23-25 POE (Pacific Orchid Exposition) Golden Gate Park San Francisco

March

3/5 Monday 7PM COS March Meeting

3/9-11 Santa Barbara international Orchid Show, Earl Warren Fair Grounds

The Orchid Economy

If you are new to orchids you may not know that there is an orchid economy, let alone two different orchid economies. One mass produces a limited variety of orchids for the supermarkets and other large retailers, while the other produces small numbers of thousands of different types of orchids for orchid enthusiasts, us.

The orchid mass production economy is growing more plants than ever before. Orchids have overtaken poinsettias as the most popular potted flowering plant in the United States with wholesale sales of \$288 million (in 2015) for 36 million plants. These plants grown by the million, and sold in large numbers by Costco, Safeway, Home Depot and other large retailers across the country. Matsui Nursery in Salinas produces millions of plants a year at their 2.8 million square foot greenhouse complex. This is big business, volume is high and profit margins low, businesses specialize in a few varieties to keep costs down and the public doesn't care.



OZ in better times

These plants are grown and sold to consumers for their beautiful, long lasting, exotic flowers that will be enjoyed for several weeks and

discarded when the flowers fade.

The enthusiast market is almost the opposite of the mass market.

Thousands of varieties of plants are sold in small quantities by equally small growers, to a much smaller audience.

The USDA doesn't provide numbers on small growers, but many have

greenhouses measured in hundreds or thousands of square feet rather than

millions, many have day jobs and no full time employees. Most of these

businesses started to fund the owners hobby (addiction). These are the people

that provide most of our raffle tables, and supplement their income by

speaking at orchid societies like ours. I don't have any numbers to back me up,

but this orchid economy doesn't seem to be in nearly as good a shape as the

mass production economy. It seems like not a year goes by without us hearing

about an orchid vendor disappearing.

Many owners retire and selling a small nursery can be difficult, one only needs

to listen to the stories about Orchid

Zone, OZ, over the past couple of years to realize how hard it is to sell, or buy,

an orchid business.

Many of us got our start with mass market plants, many of us have one or two lurking in our collection, even if they are rescue plants.

Fortunately COS members can easily

expand their collections with a wide variety of plants from the non-mass

produced orchid economy by buying tickets for our raffle table at our

meetings. A better way to expand you

orchid horizons is to go to shows and buy plants directly from the vendors. Shows allow you to see a wide variety of plants and talk to the growers to determine which plant is right for you. Several shows are coming up soon, the two biggest are POE in San Francisco

and the Santa Barbara International Orchid show. Every orchid enthusiast in the area should try to get one or the other this year, it's a great way to contribute to the orchid economy.

John

COS Board of Directors Meeting 1/22/2018

Meeting called to order at John's home at 7:05.

Members Present: Carol Easton, Daniel Bellem, Janette Ford, Carolyn Salmon, Jerry Loomis, John O Connell, Jeanie Sturges and Susan Holm.

Previous Minutes: Minutes from the December 11 meeting were presented. Daniel moved, Carol seconded to accept the minutes.

Treasurer's Report: Daniel reported that the balance at the beginning of December was \$9835.11 and \$9915.00 at the end of the month. The beginning balance in December was adjusted from \$9666.11 due to errors which were corrected when Daniel prepared the end of the year reports. Carol moved and Jerry seconded to accept the report. Daniel also noted that in the fiscal year 2017 expenses were about \$100.00 more than income.

V.P. Report: Jerry said Dan Newman will be our speaker in February, and he will bring plants for the raffle table. In March Carolyn Salmon will speak. Jerry has contacted Pierre Pujol and Jeff Trimble to be with us in April and May, and in June Carol Easton has offered to

speak.

New Business:

Jeanie Sturges has printed up small leaflets to put out for the February meeting, and she can change the information for each month to have leaflets to distribute. She also asked for any suggestions as to what kind of publicity we would like to use. Carolyn said she posts on the COS Facebook page, and Jeanie will also look into posting information on line and in local print and media community pages.

John said that the second weekend in November (which we have used for our show) has already been booked by another group at the church. We decided to ask for the last weekend in October for our show. Jerry and Jeanie



Paph. malooense hybrid in Carolyn's greenhouse

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suggested several other venues that might be good for the show: Sally Griffin Center, Oldemeyer Center, Chattaqua Hall, and Rancho Canada. We decided it would be best to have the show at the church site this year and look into other venue possibilities for future shows.

John said we should plan to have a greenhouse tour in July this year, and plan to car pool rather than renting a bus.

Next meeting will be February 19th at Susan Holm's house.

Meeting adjourned at 8:40.

Respectfully submitted, Janette Ford

C A R M E L O R C H I D S O C I E T Y 2018 Membership Application

Please make checks payable to the **Carmel Orchid Society** and mail to: Carmel Orchid Society - Membership c/o Carol Easton, P.O. Box 223462 Carmel CA 93922-3462

Please print

Date _____

Name _____

Address _____

City _____ State _____ zip _____

Telephone _____

Email address _____

If you were referred by a current member, please provide

his/her name _____

Renewal ☐ New Member ☐

Member of the American Orchid Society ☐

Membership Type	Receive Newsletter	
	Via E-Mail	Via US Mail
Single	\$25 <input type="checkbox"/>	\$30 <input type="checkbox"/>
Couple	\$35 <input type="checkbox"/>	\$40 <input type="checkbox"/>
Vendor	\$35 <input type="checkbox"/>	\$40 <input type="checkbox"/>



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HORS D'OEUVRES, DINNER, WINE, FEATURED LECTURE, AUCTION,
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A FUND RAISING EVENT FOR THE ORCHID CONSERVATION ALLIANCE



FEATURED LECTURE
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LANKESTER BOTANICAL GARDEN, COSTA RICA
TICKETS \$100 PER PERSON
CONTACT: MARY GERRITSEN
MARY@ORCHIDCONSERVATIONALLIANCE.ORG

A central illustration of Alice sitting cross-legged, reading a book, with the Cheshire Cat lying beside her. The background is black, and the scene is framed by various orchids: white and pink ones at the top, and a large pink and yellow one at the bottom right. The text "Curiouser and Curiouser!" is written in a white, cursive font across the top.

Curiouser and Curiouser!

Orchids in Wonderland

66th Pacific Orchid Exposition

Gala Preview Night "Mad Hatter Party" February 22

Show and Sale February 23-25, 2018

Hall of Flowers, Golden Gate Park

San Francisco

Information

www.orchidsanfrancisco.org

Photos by Ron Parsons

The 73rd SANTA BARBARA
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ORCHIDS

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