

NATIVES: *NEW! BETTER! IMPROVED!*

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Nursery Propagated Native Plants
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Stumbling Blocks:

Lack of knowledge—it's a whole new idea for many.
rarely taught in school.
landscapers interested but ignorant.
landscape managers interested but ignorant.
homeowners interested but ignorant.
Image of natives replacing exotics creates nursery industry paranoia.
Availability—a major frustration as demand rapidly increases.
Government regulation—'forced' to use natives with little help=bad vibes.
Natives may not be the answer in every situation.
Horticulture=new plants. Must work with the industry.
Nursery industry—generally conservative. Natives are 'progressive.'
Will take time.
Local ordinances—defining "weeds."
Water use issues less pronounced than in the west.

Building Support

Education—involve schools, scouts, garden clubs, prisons... in management.
(Issue a *Sand County Almanac* to every child and to new homeowners?)
Public demand (i.e., \$\$\$) will sway the market. It already has.
Understanding the big picture should be stressed.
Long term as apposed to short term thinking must be learned.
Notion of 'stewardship' should be instilled.
Provide demonstration sites. Visual. Interactive.
Provide specific instructions for work crews.
Government agencies need a "Regional Plant Communities Coordinator"
to communicate ideas.
Focus on groups that benefit from use of native plants:
hunters
birders
most outdoor recreationists
maintenance departments
tax payers
corporate image

gardeners—better balance of pests/beneficials
children
homeowners

Ordinances for building and construction: leave the natives, have an education package for new homeowners. Get them involved in the beginning.

“Sell the sizzle!”

Sell them benefits, not plants.

Don’t have to always emphasize just “native.”

What are the tangible benefits?

Functional natural beauty

>biodiversity

healthy

Fun! Relaxing! —a feel good landscape

educational

Treat them as mainstream.

Intelligent landscaping—“You’ve made a smart choice”

Creation—not destruction of habitats

Good for the planet

Short-term vs. long-term benefits

Sustainable non-consumptive

Don’t just sell to them, *Teach them*

Give people the real facts, the BIG picture, and let them decide

Stress *fewer* exotics, not *none*.

Choose plants carefully so buyers succeed.

Local and regional ‘plant’ organizations should provide lists and
current info to guide nurseries, landscapers and homeowners.

Help them identify problem plants.

Be patient.