Raker 2018

Focused on Plugs and Liners
Raker News

2017 Year in Review

2017 Opportunities

2018 Program – New Varieties
Raker is alive and well!
The report of our death has been grossly exaggerated
Put all Rumors to rest....please
There will be changes to our organization inwardly, outwardly you should only see improvements.
Focus is on what we do best- Plugs and Liners
Improvements to quality and order fulfillment
Raker is alive and well!

We have new ownership – Eric Wallien of Roberta’s Gardens

Young Plants will continue to be our core product

The Raker 2018 plug and liner program is intact
(with a few small recent changes)
Raker is no longer part of the Hort Couture brand

Hort Couture inquiries contact:

Jim Monroe

jimmonroe@greenbriernurseries.com

304-890-6565
2018 Raker News

Additional changes for 2018

Minimum order – 4 trays (strips and/or plug trays)

Brown shipping box - same box, no yellow ink

Simplifying Life at Raker

- Reducing non plug and liner programs and contracts.
Additional changes for 2018

Grower Truck Rate increase
$.10 per tray = 3-4 %
(No GT increase since 2015)

Plug and Liner price increase 1-2%

Tag price increase 4-5%
(no increase since 2015)
2018 Raker News

2018 Raker List

New for 2018 - Flash drive

Paper Catalog available now

- Full color photos
- Annuals, Pot Crops, Grasses, Herbs, Perennials, Succulents, Veggies,
- No Hort Couture section
2018 Raker News

2018 Supplemental Catalogs

Garden Mum/Aster – October 2017
Poinsettia – January 2018
Pansy/Viola – Spring 2018
Year in Review

Shipping/Quality issues

Incorrect Packaging

Problem – Wrong Boxes/Sleeves for the product and inadequate training with inexperienced labor

Solution – Working hard to determine the most efficient way to ship without compromising product quality. We will be going back to a process where we have experienced people on the packing lines customizing packages as they go out the door.
Backorders at the time of shipping

Problem – We had issues with RFID location, and with the verification process.

Solution – There are plans in place to invest into our wireless internet infrastructure. We’ll also be upgrading our scanning equipment. A new role has been created to verify all greenhouse generated data.
Organizational Changes

Susie Raker-Zimmerman is General Manager.

“I’ve spent my whole life in this greenhouse and am looking forward to driving this organization into the future”.
Organizational Changes

Greg Michalak will manage Customer Service

Kelly Staats will manage Sales and Marketing teams

“We are building a team that is well-equipped to minimize any issues that arise and to proactively offer solutions that will help ensure customer satisfaction”.
Jarvis Green has been named Head of Plant Quality. Jarvis is a Raker veteran with 18 years of experience. There is no better person to monitor crop quality.

Casey Stanton has been promoted to Production Controller. Casey is a 15 year Raker veteran and will be monitoring and managing our space to ensure every plant can be in the optimal environment to ensure plant quality.
Questions?
2017 Raker Opportunities

Sales Opportunities for 2017 Fall and Winter

Dracaena Spike plug Sale

50% off of all 406/375 inventory

Current inventory only
Season Saver is really 3 Season Saver

Select list of 128 and 285 Annuals, Herbs and Vegetables
Summer, Fall, and Winter – weeks 18 thru 52

- 22-23% off of Spring pricing
- 10% EOD can be applied
SS Begonia Promo

All listed SS Begonias in 128 and 285 trays

- Tuberous – Non Stop, NS Mocca, Illumination, etc.
- B. Boliviensis – Bossa Nova, Sun Cities, etc.
- Dragon Wing family
- Whoppers and Bigs
- B. semperflorens

SS Discounts apply to all $$

- 1-15 trays = V1 DEL
- 16 - 49 trays = V3 DEL
- 50 trays + = V4 EOD DEL/FOB

Order now – week 42
Ship week 40 - 52
Separate orders please
Note: Begonia Special
Why Raker?

- Bundled, all inclusive pricing
- Low Minimum - 4 trays
- One-Stop Shop
- 10% EOD
- Volume Discounts
- Transportation Options
- Claims Resolution

www.raker.com
www.trialgardens.raker.com
www.raker.com

‘Live’ availability
Place A/O orders (4 wks. out)
Order tracking
View Acknowledgements/Invoices
Customer Volume level
Raker Publications
Raker Webinars
Events
Connect with Raker

www.trialgardens.raker.com

Raker Trial Gardens
  • 3 years of photos/data

Genetic evaluation
  • New variety selection
  • Greenhouse trialing
  • Outdoor trialing
  • Overwintered Perennials

AAS Judging

Trialed and True!
Questions?
New Annuals for 2018

Select new Annuals...
New Annuals for 2018

Alternanthera dentata ‘Purple Prince’

Fantastic Foliage from PAS
Full sun to Shade
Dense, bushy habit
Great Groundcover, Spiller, Filler

www.panamseed.com

Sold in 36 strip, 128 plug
New Annuals for 2018

Argyranthemum ‘Grandessa’

Intergeneric cross
Extra large flowers – 3-4”
Bold Colors
Vigorous plant
Great early season item

www.suntory.com

Sold in 51 strip
New Annuals for 2018

Argyranthemum ‘Grandessa’

- Yellow
- White
- Red
- Pink Halo
New Perennials for 2018

Artemisia ‘Parfum d’Ethiopia’

Upright form of Artemisia
Well branched and vigorous
Soft, silvery texture
Fragrant foliage
Super as a ‘Thriller’

[Website Link]

Sold in 36 strip
New Annuals for 2018

Begonia ‘Evi Bright Pink’

Raker Add for 2018
Rich, deep Pink flowers
Flower Power!
Tolerates full Sun to Shade
RTG Top Performer

www.ornamentals.beekenkamp.nl.

Sold in 36 strip
New Annuals for 2018

Begonia ‘Solenia Yellow’

- Great color add to series
- Bright Yellow flowers
- Bright green foliage
- Match series for habit

Flower Power!

www.benary.com

Sold in 36 strip
New Annuals for 2018

Begonia ‘Rise-Up’

- Upright, mounding habit
- Dark Green/Bronze foliage
- Unique, bi-color flowers
- Great branching habit
- Super Flower Power
- Great for HB and container gardening

www.westflowers.de

Sold in 36 strip
New Annuals for 2018

Bidens ‘Pretty in Pink’

New color introduction in Bidens
Light Pink with Purple stripes
Bright Yellow center
Upright, compact plants
Fast growing
Early flowering

[www.danziger.co.il](http://www.danziger.co.il)

Sold in 51 strip
New Annuals for 2018

Calocephalus ‘Bed Head’

Great new component plant
Silvery, thread-like foliage
Attractive and versatile
Use as ‘Filler’ or by itself
Easy to grow
www.benary.com

Sold in 36 strip and 128 plug
Calibrachoa ‘Candy Shop Candy Bouquet’

Raker Add for 2018
bright and lively bi-color
Early flowering
Semi-trailing habit

www.westflowers.com

Sold in 51 strip
New Annuals for 2018

Calibrachoa ‘Candy Shop Sweet Tart’

Cool new tri-color introduction
Colors appear to be ‘painted on’
Bright Spring color pallette
Semi-trailing habit

www.westflowers.com

Sold in 51 strip
New Annuals for 2018

Cuphea ‘FloriGlory’

New ‘Heather’ from Westflowers
5 x the flower power of std. varieties
Plants are bushy and vigorous
Bright, clear colors

www.westflowers.com

Sold in 51 strip

Sofia

Diana

Maria
Helianthus ‘Sunfinity’

Tall, indeterminate Sunflower
Endless Flowers all Summer long
Best grown in large containers
48” ht. x 24-36” w.
Pinch to improve branching

[Website Link]

Sold in 36 strip
New Annuals for 2018

New Guinea Impatiens ‘Magnum’

Known for extra large flowers
Full, mounded plants
Complete color range
Large pots, HB, Mixed pots

www.dummengroup.com

Sold in 51 strip
New Annuals for 2018

New Guinea Impatiens ‘Magnum’ photos

- Blue
- Bright Purple
- Clear Pink
- Clear White
- Fire
- Hot Pink
- Lavender Splash
- Orange
New Annuals for 2018

New Guinea Impatiens ‘Magnum’ photos

- Pink
- Purple
- Red Flame
- Red
- Salmon
- White Blush
- Wild Salmon
- Lavender
Oregano ‘Kirigami’

New, ornamental Oregano
Compact, well-branched
Colorful bracts cover the plant
Use alone or in mixes

www.panamseed.com

Sold in 36, 128, 285 plug
Ornamental Pepper Blaze

Compact plant with huge fruit
Fruit changes from Yellow to Red
8” ht. x 6” w.
Fruit has mild heat

www.panamseed.com

Sold in 128, 285 plug
New Annuals for 2018

Ornamental Pepper – Midnight Fire

Dark black foliage
Fruit change from Purple to Red
12” ht. x 16” w.
Great item for Fall sales

www.panamseed.com

Sold in 128, 285 plug
New Annuals for 2018

Ornamental Pepper Wicked

Compact plant with large fruit
Fruit changes from Purple to Red
8” ht. x 7” w.
Fruit has mild heat

www.panamseed.com

Sold in 36, 128, 285 plug
New Annuals for 2018

Petunia ‘Evening Scentsation Blue’

Beautiful new Petunia
Stunning Blue,
fragrant Blossoms
Multiflora type
Mounding habit

www.takii.com

Sold in 51 strip
New Annuals for 2018

Petunia ‘Headliner’

- Raker Add
- Mounding habit
- Complete color range – 18 varieties
- Early flowering
- Includes Night Sky and Pink Sky

[Website: www.selectanorthamerica.com]

Sold in 51 strip
New Annuals for 2018

Petunia ‘Headliner’

- Banana Cherry
- Blue
- Blueberry Swirl
- Velvet Picotee
- Electric Orange
- Purple
- Lemon
- Night Sky
- Pink Sky

NEW
New Annuals for 2018

Petunia ‘Headliner’ photos

- Lipstick
- Pink Vein
- Raspberry Star
- Red Star
- Red
- Sky Blue
- Violet Dark Eye
- White Rose Vein
- White
- Yellow
Verbena ‘Obsession Cascade’

First series of cascading Verbena from seed
7 colors
Includes 3 ‘Twister’ types
Season-long color

www.syngentaflowers.com

Sold in 128, 285 plug
New Annuals for 2018

Verbena ‘Obsession Cascade’

- Pink Shades
- Purple Shades with Eye
- Red with Eye
- Scarlet
- Twister Violet
- Twister Purple
- Twister Red
Select new Perennials...
New Perennials for 2018

Armeria ‘Dreameria’ – Daydream, Sweet Dream

Season-long flowering
Mounding, compact plants
Heat tolerant
Easy to grow
2 colors
www.darwinperennials.com

Sold in 36 strip
New Perennials for 2018

Dianthus ‘Rockin’ Red

Super new Red Dianthus
Lacy, slightly scented flowers
Great border plant
18-24” ht. x 12” w.
Z 5 Perennial

www.panamseed.com

Sold in 36, 128, 285 plug
Echinacea ‘Double Scoop’

Unique, double flowers
Double center with reflexing petals
Compact, well-branched plants
24” ht. x 20” w
Z4 Perennial

www.darwinperennials.com

Sold in 36 strip
Echinacea ‘Sombrero’

- Single flowers with rich, bright colors
- Sturdy, compact habit
- Well branched plants
- 24” ht. x 20” w.
- Z 5 Perennial

www.darwinperennials.com

Sold in 36 strip
New Perennials for 2018

Echinacea ‘Sombrero’

- Adobe Orange
- Baja Burgundy
- Blanco
- Lemon Yellow
- Hot Coral
- Orange
- Salsa Red

NEW
New Perennials for 2018

Festuca ‘Elijah Blue’

- Re-introduction of old favorite
- Silvery blue foliage
- Compact mounding habit
- 12” x 12”
- Z 3 Perennial

www.takii.com

Sold in 36, 128, 285 plug
New Perennials for 2018

Iberis ‘Snowsation’

- Large, white flowers on compact plants
- Extended flowering
- 8” ht. x 12” w.
- Z 4 Perennial

www.darwinperennials.com

Sold in 36, 128, 285 plug
Salvia g. ‘Bodacious Rhythm and Blues’

S. guaranitica introduction
Big improvement over
‘Black and Blue’
Cool, blue shades
Long flower spikes
Hummingbirds love it

www.planthaven.com

Sold in 36 strip
New Vegetables for 2018

Select new Vegetables...
New Vegetables for 2018

Okra ‘Candle Fire’

Unique Okra with rounded pods
Brightest red Okra
Highly productive
Great taste and can be used
dried in arrangements

www.knowyou.com

Sold in 285 plug
New Vegetables for 2018

Pepper ‘Aji Rico’

Well know S. American flavor
Now available in N.America
Great culinary variety
Hybrid vigor and yield

www.panamseed.com

Sold in 285 plug
Pepper ‘Madhatter’

Unique, exotic *C. baccatum*, normally found in S. America
Delicious sweet, citrusy, floral taste with mild heat near the ribs
Vigorous, robust - high yields

[www.panamseed.com](http://www.panamseed.com)

Sold in 285 plug
New Vegetables for 2018

Pepper ‘Candy Cane Red’

Snack Pepper with unique, striped fruit
Elongated, bell shaped fruit with thin walls and crunchy texture
Mounded, indeterminate plants
24” ht. x 18” w.

www.panamseed.com

Sold in 285 plug
New Vegetables for 2018

Tomato ‘Chef’s Choice Yellow’

- Yellow Beefsteak type
- Large, meaty fruit
- Sweet, citrus-like flavor
- Heavy yields
- Disease resistant

www.seedsbydesign.com

Sold in 36, 128, 285 plug
New Vegetables for 2018

Tomato ‘Midnight Snack’

Unique, indigo-type Cherry Red with Black/Purple overlay
Contains anthocyanins
Heavy yielding, indeterminate

www.panamseed.com

Sold in 285 plug
2018 Planned Availability

Crops
2018 Planned Availability Crops

Catalog listed items with limited availability due to:

- Tissue Culture
- Limited availability from Originator
- Special plug/liner enhancement
2018 Planned Availability Crops

All Planned Availability crops can be ordered now for Spring 2018 shipping.

No need to wait until availability week that is published in the catalog.
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<thead>
<tr>
<th>2018 Planned Availability Crops</th>
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<tbody>
<tr>
<td>Agapanthus Star</td>
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<tr>
<td>Begonias</td>
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<td>Amerihybrid</td>
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<td>Belleconia</td>
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<td>Mistral</td>
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<td>Waterfalls</td>
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<td>Evi Bright Pink</td>
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<td>Vermillion</td>
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<td>Rex hybrids</td>
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<td>Autumn Embers</td>
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2018 Planned Availability

Crops

Festuca
  Beyond Blue
  Cool as Ice
Gaillardia ‘Celebration’
Gomphrena ‘Cosmic Flare’
Geranium Rozanne
Scented Geraniums
Brocade Geraniums
Regal Geraniums
  Budded/Pinched

Patio Gerbera
Garvinea Gerbera
Heuchera
Lavender Big Time
Helichrysum Ruby Flare
Polemonium Bris d’Anjou
Succulents
2018 Planned Availability Crops

2018 Terra Nova Perennials

Select TC items from the Terra Nova Catalog
Limited availability Spring 2018
Key Genera - Brunnera, Echinacea, Heuchera, Kniphofia
Not in 2018 List – Separate brochure will be available
Wrap up

Questions?
Thanks for tuning in and MANY thanks for your support

We truly appreciate our relationship with all of you and look forward to a great 2018 season