

SPRING RETAIL NURSERY SURVEY 2012 FACT SHEET

BACKGROUND

PlantRight works with California's nursery industry to voluntarily stop the propagation, distribution, and sale of invasive plants. In addition to phasing invasive plants out of production, PlantRight promotes alternative plants that are commercially viable and environmentally safe. Through its Spring Nursery Survey, PlantRight tracks the retail market for invasive garden plants in California each year. Data collected from this survey helps to inform PlantRight's strategy, and allows it to monitor the effectiveness of its work over time. This fact sheet highlights the collective undertakings and major findings of the 2012 Spring Retail Nursery Survey.

METHODOLOGY

PlantRight randomly selected 282 retail nurseries to survey in 2012, from a total pool of over 3,000 stores operating across California. One-hundred forty two volunteers, many of whom were UC Master Gardeners, surveyed 238 of these nurseries by documenting the presence or absence of PlantRight's 19 invasive plants (see list at right). The results were collected from 38 counties in California. The 2012 results were compared to the 2011 results, which were gathered using the same process. Results presented reflect only plants found in regions where they are invasive.

RESULTS

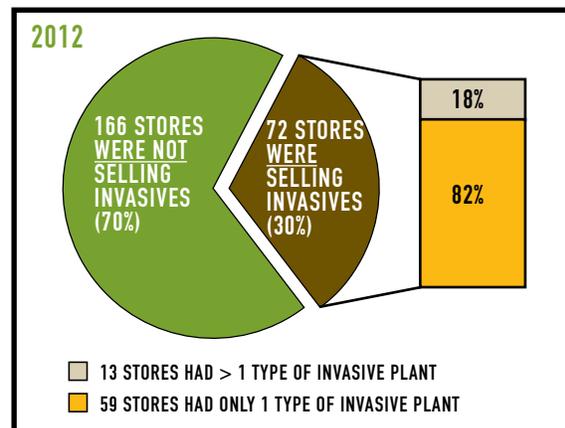
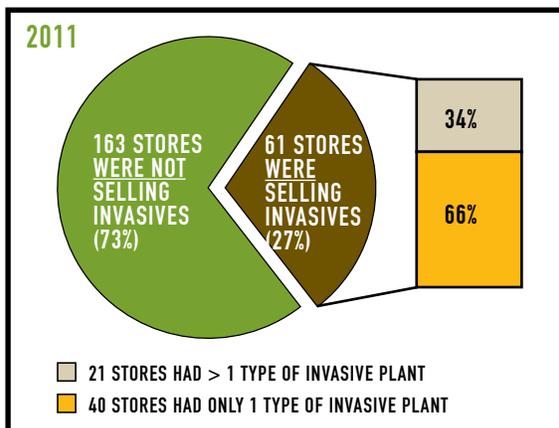
- 70% of the nurseries were not selling invasive plants. Of the stores selling invasive plants, most (82%) only sold one type of invasive. This is roughly similar to what was found in 2011, and therefore the proportion of stores with invasive plants for sale should be thought of as essentially stable from 2011 to 2012.
- As was the case in 2011, Independent Retailers are the most likely type of store to sell an invasive species. However, the percentage of Box Store Retailers selling an invasive rose a statistically significant amount, from 9% in 2011 to 18% in 2012. This increase is entirely due to increased sales of periwinkle (*Vinca major*).
- Periwinkle (*Vinca major*) was the most commonly found invasive plant, and represents a growing share of the invasives found for sale.

PLANTRIGHT'S LIST OF 19 INVASIVE PLANTS

SCIENTIFIC NAME	COMMON NAME
<i>Arundo donax</i>	Arundo, giant reed
<i>Arctotheca calendula</i>	Capeweed
<i>Carpobrotus edulis</i>	Highway iceplant
<i>Cortaderia jubata</i>	Jubata grass
<i>Cortaderia selloana</i>	Pampas grass
<i>Cytisus scoparius</i>	Scotch broom
<i>Cytisus striatus</i>	Portuguese broom
<i>Elaeagnus angustifolia</i>	Russian olive
<i>Eucalyptus globulus</i>	Blue gum
<i>Genista monspessulana</i>	French broom
<i>Mesembryanthemum crystallinum</i>	Crystalline iceplant
<i>Myoporum laetum</i>	Myoporum
<i>Pennisetum setaceum</i>	Green fountain grass
<i>Retama monosperma</i>	Bridal veil broom
<i>Sapium sebiferum</i>	Chinese tallow tree
<i>Sesbania punicea</i>	Scarlet wisteria
<i>Spartium junceum</i>	Spanish broom
<i>Tamarix ramosissima</i>	Saltcedar
<i>Vinca major</i>	Big leaf periwinkle

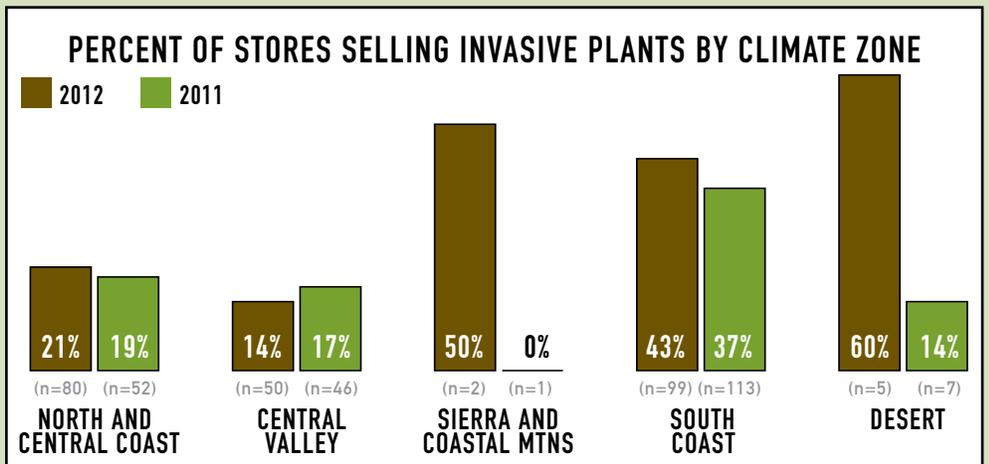


Survey volunteers found the following plants on store shelves during the 2012 survey (listed left to right): Scotch broom, periwinkle, green fountain grass, and capeweed.



RESULTS BY CLIMATE ZONE

As only a few stores were surveyed in the Desert and Sierra & Coastal Mountain climate zones (five and two stores respectively), it is unwise to consider all stores in these regions to be represented by the survey results. Excluding those two climate zones, the invasive plants on PlantRight's list continue to be most prevalently sold in the South Coast region.



RESULTS BY RETAIL TYPE

The proportion of Chain Retailers selling an invasive species went down, from 38% in 2011 to 20% in 2012 – although that decline was not statistically significant. In contrast, the proportion of Box Stores selling invasives rose a statistically significant amount, from 9% in 2011 to 18% in 2012. This increase is entirely due to the increased sales of periwinkle (*Vinca major*). The percentage of Independent Retailers selling invasive species remained roughly constant.

Note: This survey looks at whether invasive plants were for sale at stores and does not focus on sales volumes.

RESULTS BY PLANT SPECIES

Eleven of the 19 listed invasive plants were found for sale in California. Eight of the listed plants were not found at any surveyed store, including: arundo, blue gum (which was found in 2011), bridal veil broom, jubata grass, myoporum (also found in 2011), Portugese/striated broom, saltcedar, and scarlet wisteria.

