

Subject: The Seed Sower—Where Your Flowering Annuals Get Their Start

Summary: The housing boom and interest in gardens and landscaping are causing demand for bedding plants to grow. Production greenhouses have been turning to plug growers to start the plants they need.

Suggested Lead: The annual bedding plants that millions of people are enjoying around the home this summer got their start as tiny plugs. Stewart Truelsen reports from Winter Garden, Florida.

TRT: 1:46

Suggested Supers: Monty Knox
Knox Nursery, Inc., Florida
@ :19

Stewart Truelsen
Reporting
@ 1:32

Anchor Tag: Knox Nursery is a family operation. It began forty years ago as a 4 by 8 foot box for cuttings in Monty's parent's backyard. The Winter Garden greenhouse covers more than seven acres.

**Florida Seed Sower (where your flowering annuals get their start)
Stewart Truelsen Reporting
August 21, 2003**

<p>Seed trays/ Medium shot of seed planting operation/ Watering/ Tray down conveyor/</p>	<p>VO/ THESE ARE NOT COOKIES FRESH FROM A BAKERY OVEN. LOOK AGAIN. THEY ARE TRAYS OF SOIL MIX AND SEEDS THAT WILL GERMINATE AND GROW INTO BEAUTIFUL ANNUALS. BUT YOU WON'T FIND PLANTS IN BLOOM HERE. THIS TECHNOLOGICALLY ADVANCED GREENHOUSE IS ONLY FOR GIVING PLANTS THEIR START.</p>
<p>Sound bite Monty Knox Knox Nursery Inc., Florida Plant plug in hand/ Pansies from another greenhouse/</p>	<p>SOT/ THIS IS A PANSY THAT IS READY TO BE SHIPPED FROM OUR LOCATION TO GO TO ANOTHER GROWER THROUGHOUT THE UNITED STATES AND WHAT HE'LL DO IS SIMPLY POP THE FINISHED PLANT OUT. HE POPS IT INTO A CELL PACK, A FOUR INCH POT, 10 INCH HANGING BASKET, GROWS IT OUT AND PROBABLY IN FOUR TO EIGHT WEEKS FOR HIM HE'LL HAVE IT IN COLOR AND BE READY TO BE SHIPPED TO YOUR LOCAL RETAIL GARDEN CENTER WHERE PEOPLE CAN BUY IT AND PLANT IT IN THEIR YARDS.</p>
<p>Plant trays moving along automated line to germination room/ Verbena trays/ Germination rooms misters/</p>	<p>VO/ SOUNDS SIMPLE ENOUGH, BUT THERE ARE ONLY A FEW MAJOR PLUG GROWERS IN THE NATION STARTING THE PLANTS THAT WE COUNT ON FOR SPRING AND SUMMER COLOR. THIS FACILITY HAS ROOM FOR 58-MILLION ANNUALS TO GERMINATE AND GROW FOR SEVEN WEEKS OR MORE. WITH THAT COMES AN</p>

	<p>AWESOME RESPONSIBILITY— CHOOSING THE SEEDS TO GROW.</p>
<p>Seed room/ 2:09:21 to 2:09:53 Sound bite with edit, come back to Monty for last line. Sprinkler system /</p>	<p>SOT/ TWENTY-FIVE YEARS AGO THERE WERE 15 DIFFERENT SHADES OF IMPATIENTS FROM RED TO PURPLE TO PINK TO WHITE. THERE'S NOW HUNDREDS OF SHADES. WE HAVE TO FORECAST WHAT THE AMERICAN CONSUMER IS GOING TO WANT. WHETHER IT'S GOING TO BE A SOFT-PASTEL YEAR OR IS IT GOING TO BE A BRIGHT PASTEL YEAR. YOU DON'T HAVE TO GO TO VEGAS TO ROLL CRAPS IN THIS BUSINESS.</p>
<p>Pan of bedding plants/ Poinsettias getting watered/ Monty inspecting trays/</p>	<p>VO/ THE PLANTS IN THESE TRAYS ARE FOR TEXAS AND OTHER STATES WITH LONGER GROWING SEASONS. THESE POINSETTIAS GROWN FROM CUTTINGS WILL BE IN HOMES BY CHRISTMAS. IN WINTER GARDEN, FLORIDA, I'M STEWART TRUELSEN.</p>