

Native Plant Materials Directory

By R. Kasten Dumroese

This summer, Native Plants Journal Inc and the Indiana University Press will publish their annual Native Plant Materials Directory. Trying to build a coherent directory of producers of native plant materials in the US and Canada is daunting, especially because directories are out-of-date as soon as they are printed. This directory is the only one updated annually. The *Native Plants Journal* contacts everyone in the directory to ensure only the best data is printed and is published as the summer issue of *Native Plants Journal*.

The directory has three sections:

1. A “professional directory” that lists companies and universities that support anyone producing native plant materials.
2. An alphabetical listing of the more than 1200 entities that produce native plant materials, including private, not-for-profit, tribal, state, and federal organizations.
3. A robust listing of all of the producers by location, subdivided by product type (either plants or seeds).

Any organization that produces native plant materials can be listed. Three types of listings are included. A **basic listing** is free to anyone and includes the nursery name, address, contact person, contact information, and business type. A **standard listing** (Figure 1) is free to subscribers of *Native Plants Journal* and available for a modest fee to nonsubscribers. Besides these basics, additional information about product types, business hours, ordering, and other services can be included

NATIVE PLANTS-R-US
 123 Main Street, Anytown ID 83843
 Contact John Q Public
 Ph 800.555.1212 Fax 800.555.1212
 E-mail plants-r-us@somewhere.com
 URL <http://www.nativeplantnetwork.com>

BUSINESS TYPE: Private, wholesale, retail, mail order, 8-5 M-Sat.
BUSINESS HOURS: since 1985, Bareroot, container, seeds.
PRODUCT TYPES: trees, shrubs, forbs, 350,000/7, 200 tons/yr.
AMOUNT OF PLANTS: 100% native, 85% propagated, 15% wild collected.
% OF ANNUAL PRODUCTION THAT IS NATIVE: Min wholesale \$500, retail none.
% OF ANNUAL PRODUCTION THAT IS PROPAGATED AND (OR) COLLECTED FROM WILD: Services: on-line catalog and ordering.
MINIMUM ORDER: See ad p 45.
OTHER SERVICES OFFERED: View their advertisement.
ADDITIONAL INFORMATION: We offer more than 600 species of plants native to the northern Rocky Mountains, specializing in locally collected, source-identified Palouse Prairie plants. Our staff can help you plan your restoration project, facilitate collection and amplification of local seed sources, and supervise the restoration.

Figure 1—The standard listing contains contact information as well as product types, business hours, ordering instructions, and other offered services.

(Figure 1). This **enhanced advertisement**, available for a modest fee, also includes a bold listing of the nursery name, internet information, and a free paragraph of information about the business.

The USDA Forest Service Reforestation, Nurseries, and Genetics Resources team is working to make the basic directory available in a searchable on-line database at <http://www.rngr.net>. In addition to the directory, anonymous data collected from native plant materials producers will be used to generate the annual Tree Planting in the United States report. This report helps guide development and implementation of national programs dealing with native tree and shrub planting, such as the Conservation Research Program.

To have your company included in the directory, please contact:

Suzy Franko
 Native Plant Materials Directory
 PO Box 8232
 Moscow, ID 83843-0732
 Ph 208.882.2601
sfranko@moscow.com

To purchase copies of Plant Materials Directory or subscribe to *Native Plants Journal*, please contact:

Indiana University Press
 Journals Department
 601 North Morton Street
 Bloomington, IN 47404-3797
 800.842.6796

You can also subscribe, purchase back issues, or purchase the directory on-line at <http://iupjournals.org/npj>