

Fleming's approach includes:

- Posting brochures of current and future species available.
- Recommending a retailer selling "Fleming's" trees.
- Receiving orders from retail garden outlets.
- Sourcing a potential new retail outlet customer if the reader has supplied details of his preferred garden outlet.
- Retaining the end-consumers' names on a database list for future mail-outs of leaflets introducing new products.
- Creating a demand for the product.

## CONCLUSION

Australia has often been called "the lucky country" and this applies especially to horticulture. Despite its harsh environment, introduced woody species generally adapt themselves very well.

Australia is indeed lucky in that it is a relatively young country, the population is increasing, and there is an abundance of room in which to spread and of course plant trees of significance. And, with the introduction of exotic species to our temperate regions, the Australian landscape is now being complemented by vibrant autumn coloring.

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## "The World of Propagation" Question-Answer Period

**Bruce Briggs:** We see and hear the recommendation to plant "natives". What are "natives"?

**Bruce Macdonald:** Perhaps we do go overboard sometimes when determining what is a native. Some plants we consider as natives are, in fact, exotics that have been grown for some time and gone wild.

**Bruce Briggs:** How do we change this concept so the whole public understands what is a good, healthy plant, and what should we plant?

**Bruce Macdonald:** Obviously, it's an education process which all of us (university, nursery, extension service) have to work on. When you have a movement for growing native plants, only natives are considered worth planting. Our experience with our native west coast plants is that few of them have been promoted, such as the *Penstemon* 'Purple Haze'. We introduced *Arctostaphylos uva-ursi* 'Vancouver Jade' which is a native but as soon as you put that in a climate with high summer temperatures the plant doesn't do well. A plant that is native to a particular area won't necessarily do well across North America. I think the gardening writers and mail order companies must realize that as well.

**Dick Bir:** I have a book on native plants on the market and I have been involved with programs that have existed in the east to draw attention to our native plants. What we need to do as horticulturists is get to the conferences and have the J.C. Raulston's, Mike Dirr's, and others speak to these conferences and let them know that criteria exist for quality plants in landscapes and understand between re-establishing a marsh and having a home landscape.

**Denise Laycock:** Can you propagate plants while they are in quarantine?

**Rick Eggiman:** Yes. But, you are required to hold onto the plant material that has been propagated until the end of the stock plant quarantine. As soon as your quarantined stock plants are released the vegetative propagation material will be released as well.

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## HortBase: A World-Wide Electronic Information System

### James L. Green

Horticulture Department, Oregon State University, Corvallis, Oregon 97331-7304

### John Matylonek

Kerr Library, Oregon State University, Corvallis, Oregon 97331-7304

### Andy Duncan

Agricultural Communications Department, Oregon State University, Corvallis, Oregon 97331-7304

### Evelyn Liss

Agricultural Communications Department, Oregon State University, Corvallis, Oregon 97331-7304

## INTRODUCTION

HortBase is an innovative, peer-reviewed electronic information system for storage-distribution of horticultural information used in the classroom, in distance education, in life-long learning, and in commercial agricultural production. HortBase will retain the current roles and activities of: (1) Land Grant University agricultural production, communications, and library information science faculty who create and distribute information; (2) national professional societies, such as the American Society for Horticultural Science, who verify quality of information in their respective academic disciplines through peer review; and (3) national organizations such as the U.S.D.A. Cooperative State Research, Education, and Extension Service and National Agricultural Library who provide guidelines, standards, and support on a national level.

There are three innovative concepts in HortBase: (1) national peer review—HortBase includes national peer review of synthesized extension and educational information similar to current peer review applied primarily to reports of original research; (2) nationwide distribution of the workload and costs involved in creation, review/revision, and diffusion of the electronic information will result in the ability to do more than can be done independently by the individual faculty and individual states; and (3) HortBase calls for 3-dimensional team-creation of the electronic information files—a subject author, a communications specialist, and an information science faculty working together to outline and create the file. **The capabilities of the electronic information systems facilitate, indeed require, this new approach to information development and delivery.**