

American Peony Society Annual Meeting, Raleigh, North Carolina

Commercial Members Meeting, 5:30 pm Friday June 2, 2017

American Peony Society Commercial Committee Members Present: Don Hollingsworth, Chairman; Piet Wierstra. Not attending, Harvey Buchite

Other attendees: Nate Bremer, Solaris Farms; Donald R. Smith, Newton, Massachusetts; and, three guests representing the peony research project on florist production and marketing underway at Virginia Technological University.

Purpose of the Meeting: To seek responses of commercial members to the Commercial Committee's proposal the American Peony Society (APS) establish a commercial member category setting apart those which provide a class of customer services consistent with the best interest of the non-commercial members of the Society. This would include especially cultivar guarantee, providing cultural information favoring success by new recruits to peony growing, but also including use of APS standard vocabulary, standard rules of nomenclature consistent with the Society role as International registration Authority, for example. The original proposal suggests a class name such as American Peony Society Specialty Grower for use in publication by both APS and the qualified members. It was and is expected the Specialty category would be primarily earned by entities which grow the plants they sell, both retail and wholesale growers expected.

Meeting Notes:

Although there was a very small participating group, discussion was animated, eventually leading to the agreement qualification for the special title should require applicants sign a prepared commitment stating they intend to adhere to a set of standards set forth by the Society. Once accepted, the commitment might come up for renewal periodically. Denial of renewal or cancellation rights during membership term by the Society would be limited to evidence of repeated failure to adhere to the items set forth in the application commitment.

Example Items agreed to by the Commercial Meeting Attendees:

- 1.** Cultivar guarantee – replace or refund upon complaint. APS support is available by way of exhibitions and at the APS web site, where is included the current historical list of precedent cultivar names, soon to be ready for adding cultivar photographs. These assist growers and customers researching do they have the correct name for the plants being grown and supplied.
- 2.** New cultivars will be introduced to commerce under precedent name, established by registration and publication with the APS as the International Cultivar Registration Authority (ICRA) for peonies provided for under the International Code of Nomenclature for Cultivated Plants (NCICP) of the International Society for Horticultural Science (ISHS).
- 3.** Offering lists descriptions and associated cultural support documents to be written using standard APS vocabulary.
- 4.** Descriptions include enough information for end users that they can know before purchasing of possible problems which may require special care, such as mechanical support if to be flowered in the viewed landscape.
- 5.** Photo illustrations in offering lists should offer views representative of cultivar mature performance.
- 6.** Descriptions should cite APS awards, especially the Gold Medal and Award of Landscape Merit as appropriate for the cultivar being described.
- 7.** Use of commercial synonyms is discouraged, but if used, then follow the commercial synonym in print with the established name and origin in parentheses as specified in the ICNCP.

The motion was made and passed by those in attendance: It is recommended that APS **restrict commercial membership** to applicants who sign that they intend to follow the standards as set forth in the commercial membership application.

The meeting adjourned.