



DEPARTMENT OF
ECOLOGY
State of Washington



Washington State
Conservation
Commission



Metro



OCT. 16

10AM - 3PM

PNW NATIVE

Grower and Buyer

PLANT FORUM

Agenda – Morning Session

10:00am – Welcome from the organizing team

10:10am – Quick around the room – name, business/organization/role

10:30am – PNW Native Plant Industry Overview – Barriers and opportunities to a thriving regional native plant nursery economy

- Dr. Gail Langellotto: Oregon State University College of Agricultural Sciences - Native Plant Producer Survey results, industry observations, barriers to procurement, opportunities for growth
- Don Norman: Go Natives! Nursery - Growing a retail nursery in the PNW, balancing growth and capacity, expansion opportunities
- Cammie Donaldson: Florida Association of Native Nurseries - History, purpose, successes and lessons learned for establishing and sustaining a native plant nursery network

11:15am - Panel and Audience Discussion - *Q&A then instructions for a lunch hour feedback exercise



WHAT DO NATIVE PLANT GROWERS WANT? A SUMMARY OF THE FIRST NATIONAL SURVEY OF THE INDUSTRY

Gail Langellotto, Oregon State University &
Native Plant Connection Team

PNW Native Plant Forum Convening
October 16, 2025

Finding Native Plants is Hard!:

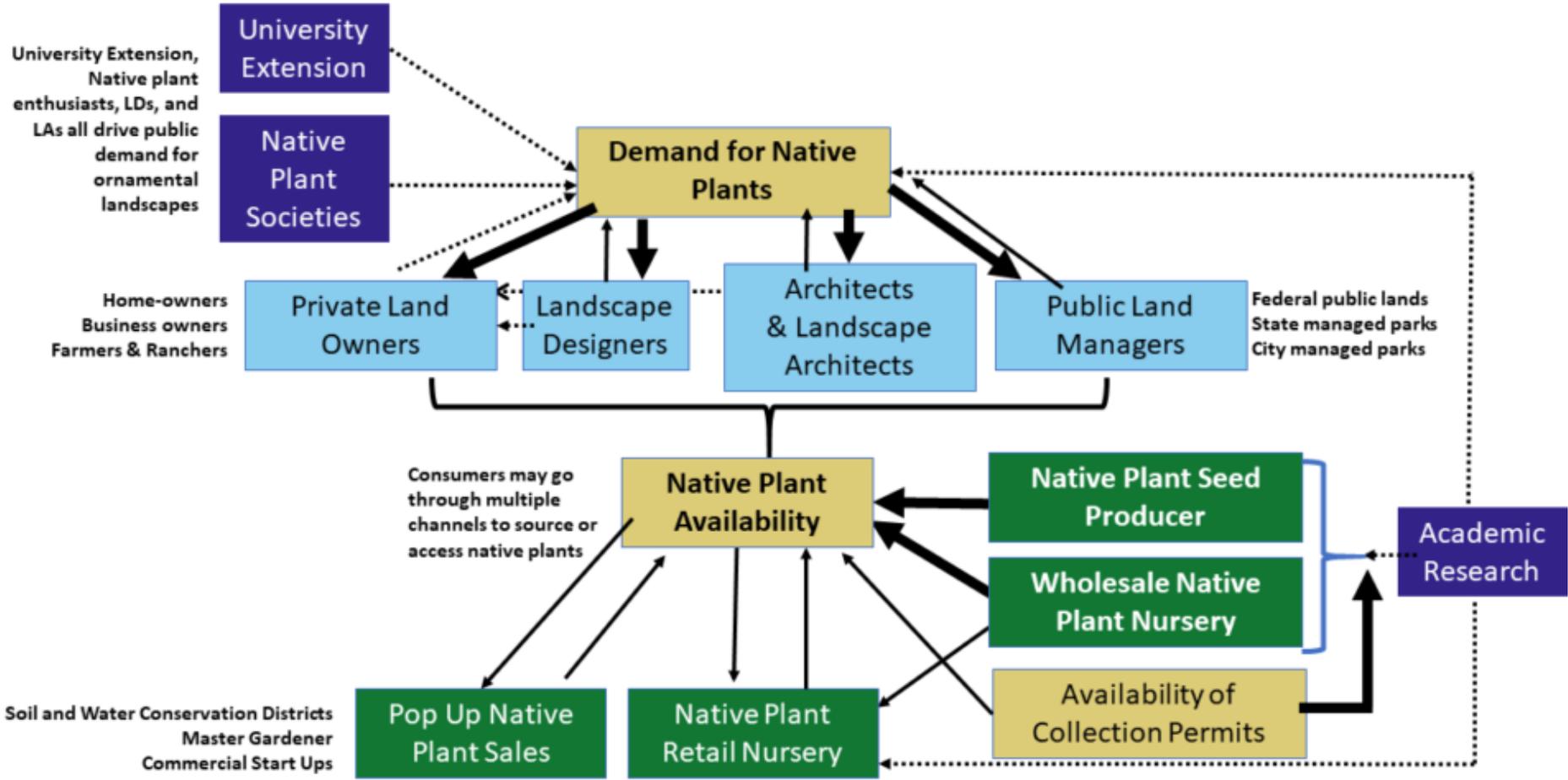
study of insect associations with 23 PNW native wildflowers (Dr. Aaron Anderson)





National Initiative for Consumer Horticulture

*growing a healthy world through the art, science and
business of plants, gardens and landscapes*



An Assessment of Native Seed Needs and the Capacity for Their Supply

Final Report



Consensus Study Report

- National Academies survey of native seed suppliers
 - Survey conducted in 2021
 - Published in 2023
- Our survey of native plant producers
 - Survey conducted in 2023

Who Did We Try to Survey?: Native Plant Nursery Growers & Sellers Serving Ornamental Markets

Native plants in urban landscapes: a biological imperative

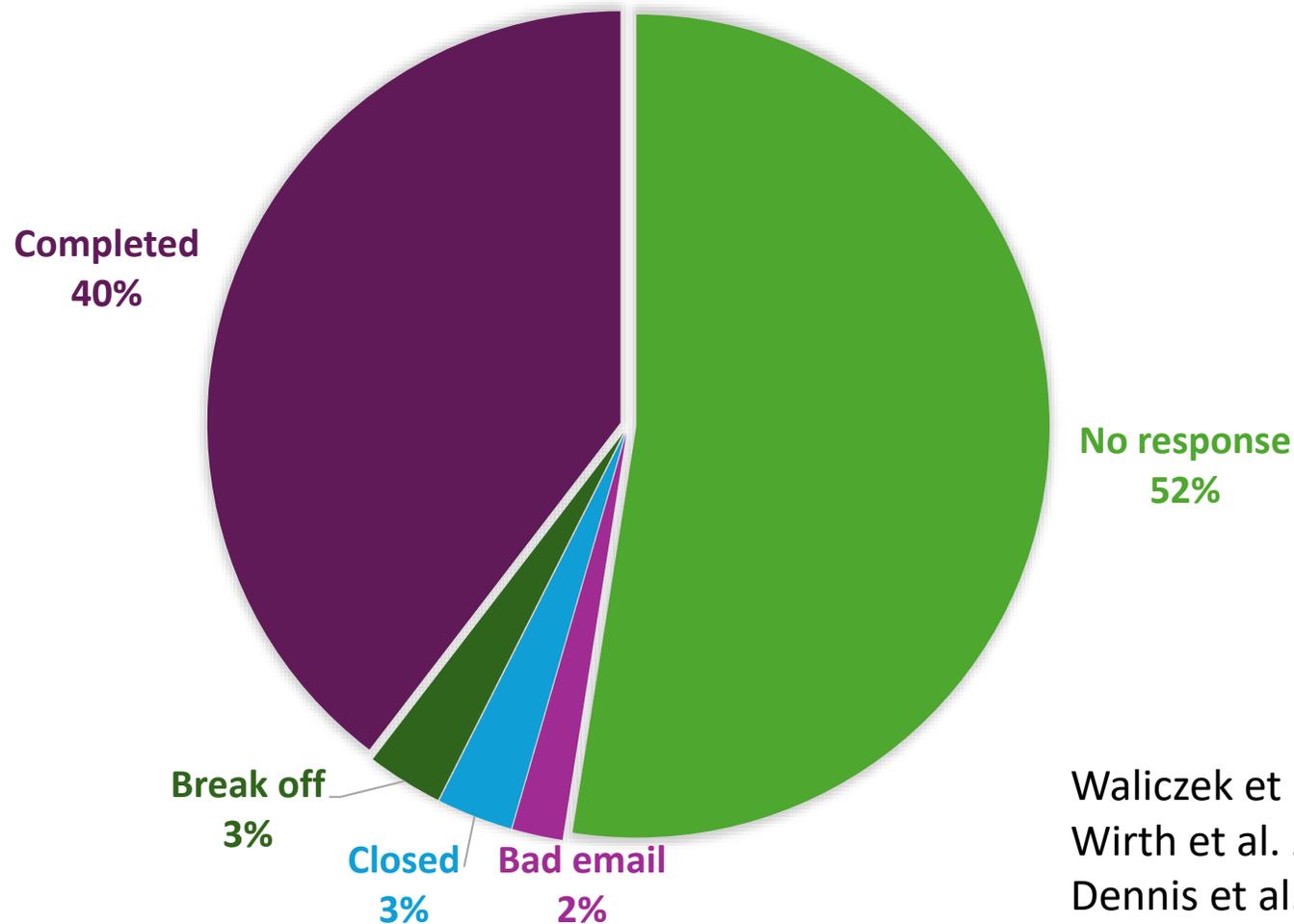
Richard Martinson



- Started with a list of 342 propagation nurseries, provided by Dr. Rick Martinson
- Grew the list to 825 growers/sellers of native plants
- Notably, 66 (19%) of the propagation nurseries on Dr. Martinson's January 2020 list were out of business by February of 2023

A biologically diverse residential landscape in central Oregon, USA. Objectives of the project included providing wildlife habitat, creating pollinator habitat, and aesthetic quality. To meet those objectives, 53 species of native plants were installed.

Response Rate for 825 Native Plant Nursery Growers



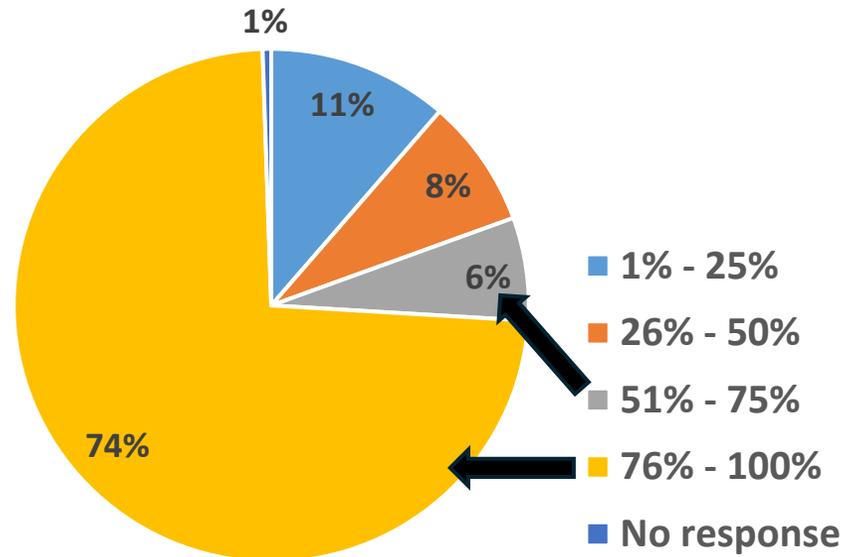
- Unadjusted response rate of 40%
- American Association for Public Opinion adjusted response rate = 43%

Waliczek et al. 2002. HortTech 12: 300-305. response rate **48%**
Wirth et al. 2004. J Environ Hort 22: 12-16. response rate **20%**
Dennis et al. 2010. HortScience 45: 1232-1237. response rate **12%**
Mack et al. 2017. HortTech 27: 386-392. response rate **17%**
Bechtloff et al. 2019. J Environ Hort 37: 9-18. response rate **14%**

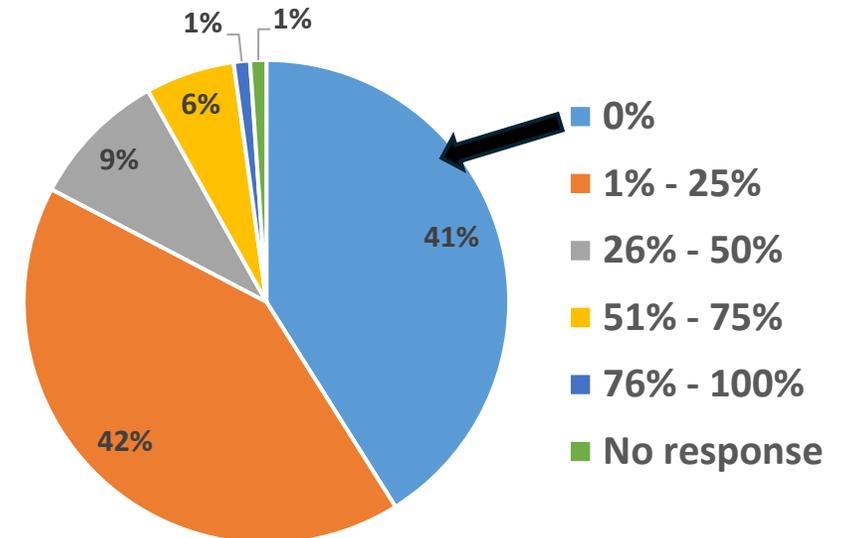
Nursery Characteristics

- 72% retail nurseries
- 42% wholesale nurseries
- For mixed-operations, retail sales generate most sales
- 88% sold to gardeners
- 67% sold to landscape contractors
- 54% sold to restorationists (e.g. BLM)
- 53% sold to municipalities

- **80% HAD A MAJORITY OF INVENTORY IN NATIVE PLANTS (N = 185)**



- **41% HAD NO NATIVE CULTIVARS IN THEIR INVENTORY**
- **7% HAD A MAJORITY OF CULTIVARS IN THEIR INVENTORY (N=185)**



- 54% of native seed suppliers don't sell cultivars (compared to 41% in our survey).
- 40% of native seed suppliers sell some cultivars (compared to 58% in our survey)



Photo from ecological landscape alliance

<https://www.ecolandscaping.org/assessing-interest-in-local-ecotype-native-plants/>

SOURCE IDENTIFIED SEED



Species Name:	Rhus trilobata
Common Name:	Skunkbush Sumac
Germplasm ID, Gen.:	____, G0
G0 County, State, Elev.:	Sanpete, UT, 5000-6000 ft
G0 Indigenous? No	Cert. #: WC-3318
G0 Natural Track? No	Lot #: RHTR-R-SPUT

The seed in this container, with label properly affixed thereto, was produced in compliance with the Seed Certification Requirements and Standards established by the Utah Crop Improvement Association for the SOURCE IDENTIFIED CATEGORY of certified seed. No warranty is expressed or implied as to the fitness for particular purpose or performance of the seed. This tag must be accompanied by a seed analysis label to comply with state and federal seed laws.

• UTAH CROP IMPROVEMENT ASSOCIATION •
• Utah State University, 4855 Old Main Hill, Logan, Utah 84322-4855 (435)797-2082 • www.utahcrop.org

MEMBER OF ASSOCIATION OF OFFICIAL SEED CERTIFYING AGENCIES

Photo from Great Basin Seeds

<https://greatbasinseeds.com/source-identified-seed/>

Do Growers Request or Supply Source-Identified Seed or Plants?

- 21% said 'Yes', always (47% sometimes) request from supplier
- 17% said 'Yes, always (57% sometimes) supply to customer

- 56% sell ecotypes outside of region
- 35% would never sell ecotypes outside of region

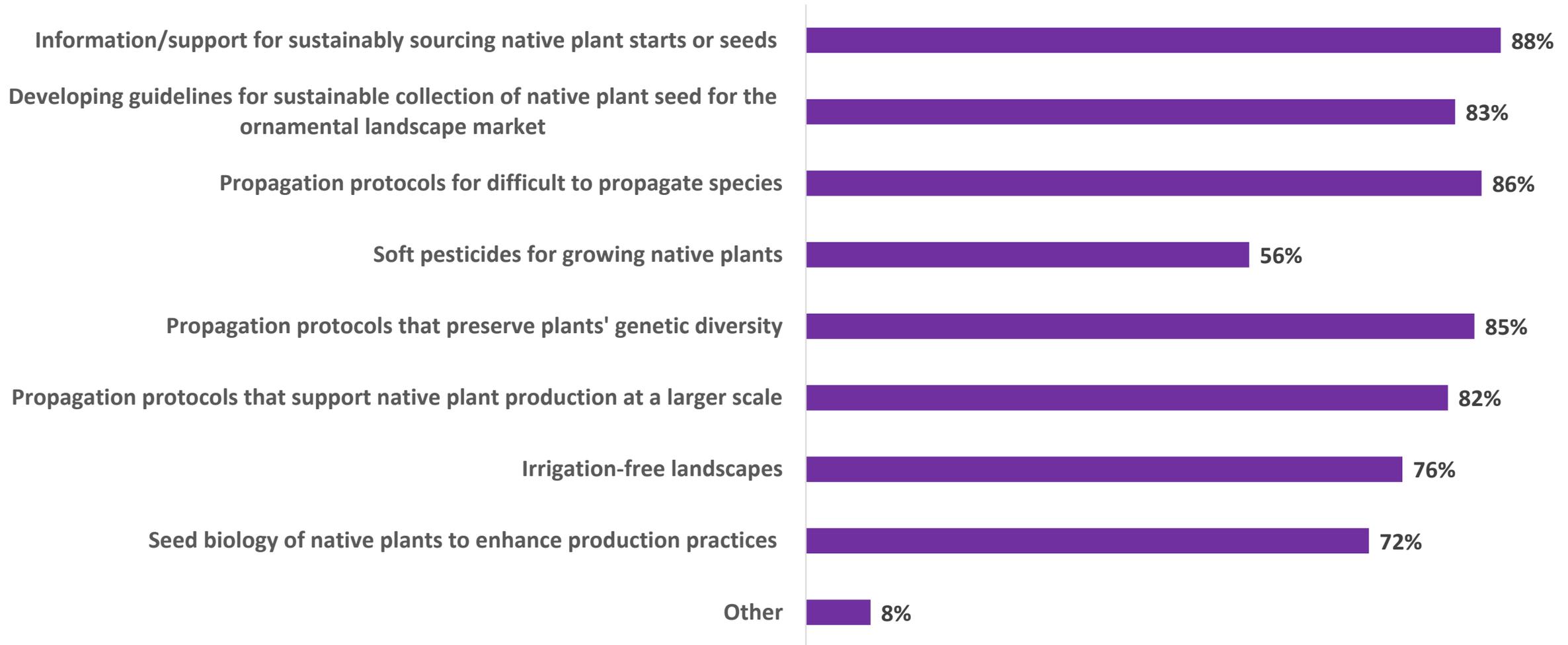
- 58% do not breed native plants for selected features
- 28% breed for aesthetic features

Do Growers Endeavor to Maintain Genetic Variation in Native Plants?

- 83% said 'Yes' for collected seed
 - Collect seed from multiple sites
- 66% said 'Yes' for seed-propagated plants
 - Maintain diverse parent lines on site
- 54% said 'Yes' for plants propagated by cuttings
 - Use cuttings from multiple plants grown on-site

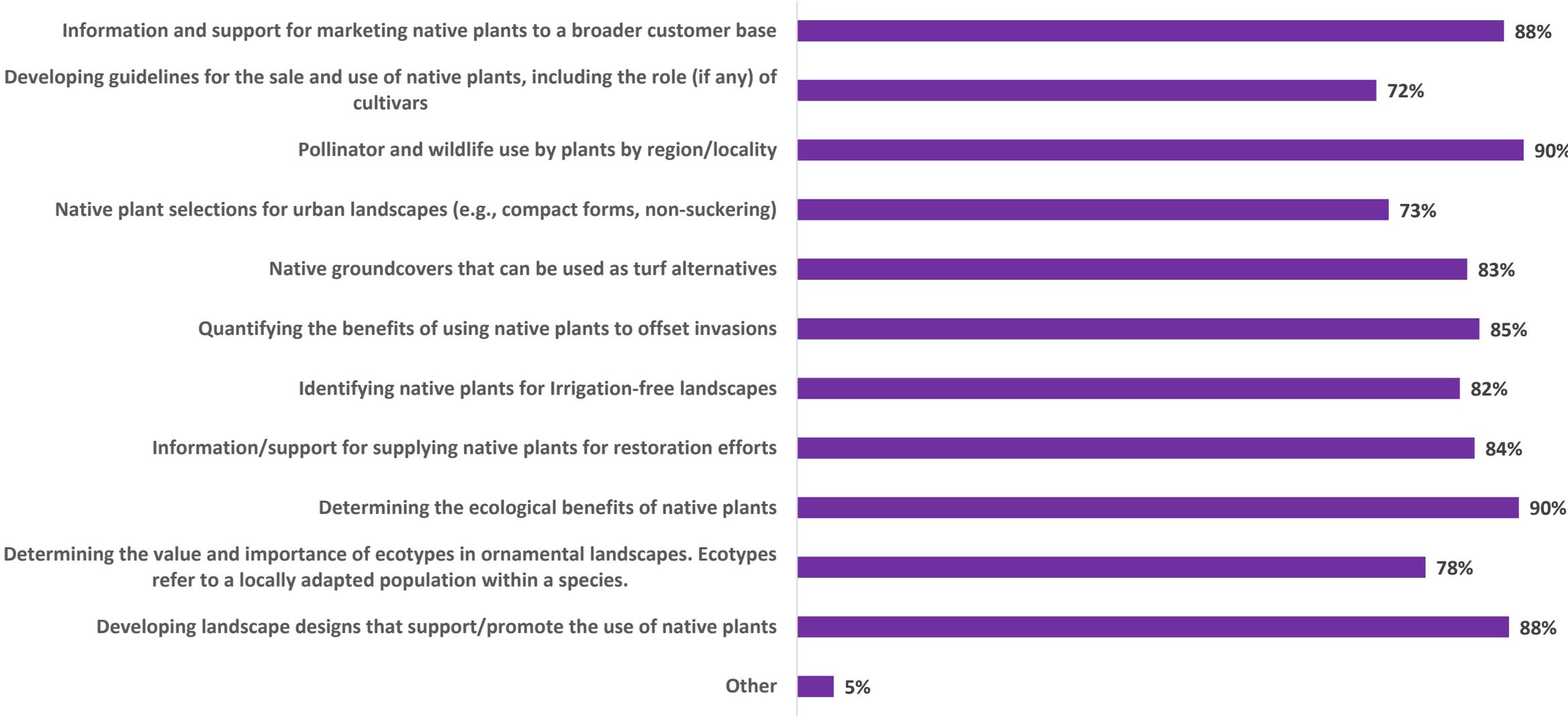
IMPORTANCE OF SOURCING/PRODUCTION STRATEGIES TO EXPAND THE NATIVE PLANT INDUSTRY (N = 328)

Very and moderately important



IMPORTANCE OF MARKETING/END-USE STRATEGIES TO EXPAND THE NATIVE PLANT INDUSTRY (N = 328)

Very and moderately important



The Value of a Native Plant Producers' Network

- “How can this plant be used in ornamental landscapes?”
- “What is the potential demand for the plant?”
- “How can this plant be propagated at scale?”



Growing a Retail Native Plant Nursery in the PNW

Donald Norman, Go Natives Nursery

Oct. 16, 2025

Bringing Nature Home

“There is an unbreakable link between native plant species and native wildlife – native insects cannot or will not - eat alien plants.”

“When native plants disappear, the insects disappear, impoverishing the food source for birds and other animals.

Doug Tallamy

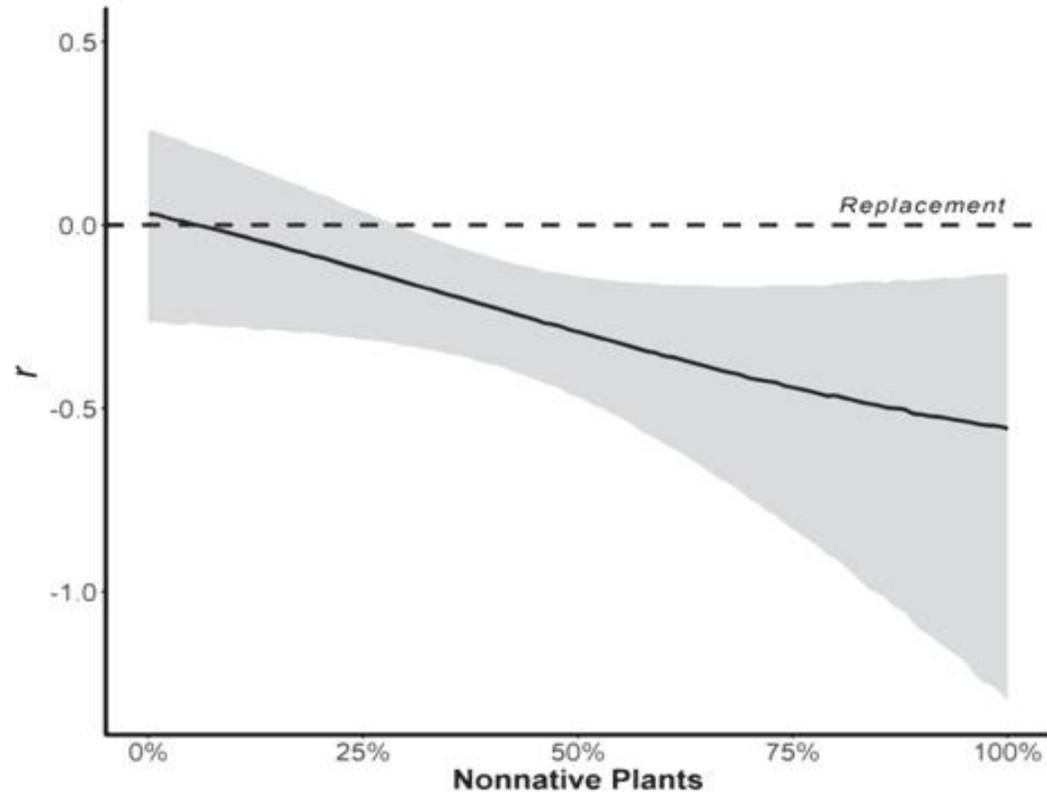


Fig. 3. Population growth of Carolina chickadees over a nonnative plant gradient. Carolina chickadees are primarily insectivorous birds that occupy residential areas across the eastern United States. As nonnative plants increased within the territory, the rate of population growth (r) declined. Mean estimates were below replacement ($r < 0$) when yards were $<6\%$ nonnative plants; however, yards with $<30\%$ nonnative plants had CIs that overlapped replacement, indicating that these locations have the potential to source chickadees to the regional population. Yards with plant communities $>30\%$ nonnative plants are functioning as population sinks.

Issues and Opportunities Facing Retail

- **Changes in the perception of natives.**
- **Integration of Natives into traditional garden design.**
- **Awareness about sustainability**
- **Interest in Pollinators and Perennials**
- **Improved growing of desired natives**
- **Increased availability of species**

A Brief History of Go Natives Nursery

- 2009 Post Cards – A Land Line!

Go Natives! Nursery Is Back in Richmond Beach



Myrica Californica

- New Selections of Native Plants and Great Prices
- Check Website for Sales in Your Neighborhood
- Call for a Visit to Don Norman's Wildlife Friendly Yard

(206) 542-1275
www.gonatives.com



Goatsbeard



Gaillardia in the Greenhouse

- 2010 Hoops Build



Lots of Off-site Sales and Events

- 2011 1st Square



- 2014 Westlake Center Christmas Display



Big Changes at the Nursery

- 2016 Raingarden in Seattle



2017 POS 'Revel' by Sandy



How Have Sales Changed at GN??

COVID

Steady Increase

Fewer Offsite Sales

Buying Strategies

Deliveries

New Sources

- Availability
- Plugs (NATS) and OR Sales
- Open on Sunday
- Improved buying
- Improved quality

Sales Ranking

These plants
have been the
consistently
most sold
plants.

Plant	2016	2018	2019	2024
Sword Fern	1	1	1	1
Salal	2	2	2	2
Kinnickinnick	3	3	3	3
Evergreen				
Huckleberry	8	5	4	6
Beach				
Strawberry	4	4	5	4

Sales Ranking

These plants have had supply or demand issues.

Plant	2016	2018	2019	2024
Creeping OR Grape	20	12	6	20
Deer Fern	18	18	9	7
Wild Ginger	6	8	13	20
Low OR Grape	13	7	18	19
Checkermallows	5	27	19	14

**These plants
have had
consistent
interest and
availability.**

Plant	2016	2018	2019	2024
Fleabanes/ Asters	9	16	7	5
Red Twig Dogwood	24	9	10	23
Bleeding Heart	16	10	8	11
Woodland Strawberry	12	14	14	8
Oxalis Sorrel	10	17	11	13
Columbine	11	11	12	9

Some Opportunities Unique (?) to Retail

Replacement Trees

All Stick – no Carrot

No snag retention

Screens are also an
important



Screening with CA Wax Myrtle (Morella californica)



Yellow-rumped Warblers and CA Wax Myrtle



- How many birds would be fed if we had wax myrtle instead of laurel, Pyramidalis, Photinia.
- This juvenile Audubon's (looks like Myrtle!) warbler at Go Natives. 100's use my garden's bushes each winter.

Stepping Way Back for Newbies to Gardening

- **Updated Basic Handouts**
- OSU Seasonal Flowering
- Basic Soil Prep – Chop Drop
- Raingarden Assistance
- Steep Slope Areas
- Which way is South, West
- Honey I shrunk the lawn



8 Reasons to Get Rid of Your Lawn

1. Esthetics – lawns as a sign of wealth perpetrated from the English.
2. Noise – NO MOW no BLOW!
3. Infiltration – lawns are essentially impervious surfaces, should be charged fees equal to driveways and rooftops.
4. Cost – the illusion of less maintenance of a lawn belies very costly inputs
5. Predator Habitat –habitat for Starlings and Crows
6. Succession – lawns are static and boring
7. Pollution – mower pollution, fertilizer and pesticide runoff.
8. Fear – having a buffer around your house gives people a feeling of security,





**EMPOWERING PROFESSIONALS WHO
GROW, DESIGN AND PLANT NATIVE**

Florida's Native Plant Movement



Institute for Regional
Conservation

NEXT UP: FLORIDA NATIVE SEED
PARTNERSHIP!

Florida's "Green Industry"



Florida-Friendly
Landscaping™ PROGRAM

The graphic for the Florida-Friendly Landscaping Program logo includes a blue water drop, a green plant, a yellow butterfly, and an orange outline of the state of Florida.

What FANN does

- Membership – connect, elevate, advance
- Education – continuing education, micro-credentials
- Outreach - Native Plant Seminar (formerly a Native Plant Show)
- Promote members & plants: websites, publications, social media
- Grower recognition awards

FANN Challenges

- No BHAG at the moment
- Reliant on volunteers & ~1.5 staff
- ~ 200 members, small budget
- Members are very diverse, micro businesses & very independent
- Native plant industry is STILL in its infancy
- Limited data and science-based guidance
- Florida is a big state with crazy politics
- Plants get no respect

FANN Goals

- Keep growing membership
- Develop credentialing program
- Transform for the digital age
- Remain relevant & become financially stable

Success

- Availability
- Books
- Websites
- Seminars, Native Plant Show
- Flip Your Florida Yard TV series
- We're still here

Lessons Learned

- Promoting availability still important
- Big tent is needed
- Don't poke the bears
- Build & protect native plant trust with enviro community
- Horticulture + ecology
- Select brand & structure wisely
- Find visionary strategic thinkers

BENEFITS

Visibility

Recognition

Catalyst

Ripple effect

Unity

Environmental values

Education

Market makers

SALE

Shared purpose

S!

Legitimacy

Improvement

Advocacy

Community

Promotion

Inspiration

Collaboration

Cammiie Donaldson - 321-917-1960

Cammiie@fann.org

executive@nativeplanthort.org

Agenda – Afternoon Session

12:45pm – An Overview of Native Plant Genetics in the PNW - Jeff DeBell: Washington Department of Natural Resources

1:10pm – PNW Nursery Trade Genetics: A Conversation about Climate Adaptation

Facilitated Q&A: trends in buyer requests regarding seed zones, opportunities and constraints for grower experimentation with regard to climate change, buyer expectations and needs

- Panel: Dylan Levy-Boyd: Fourth Corner Nursery, George Kral: Scholls Valley Nursery, Matt Gravel: Bloomsday Natives, Emily Wittkop: Jonny Native Seed, Randy Lawrence, Clean Water Services

1:45 pm - Propagation Panel: Experiences with ‘hard to propagate’ species and more

- Panel: Jo “Cirque” Stormer: Nobody Nursery, Lea Dyga: Oxbow Farm & Conservation Center, Mara Friddle: The Institute for Applied Ecology, Justine Mischka: Center for Natural Lands Management

2:30-3pm: Group discussion - revisit of the lunch hour exercise, feedback on the day

Plant Genetics in the PNW



Jeff DeBell

Washington Department of Natural Resources



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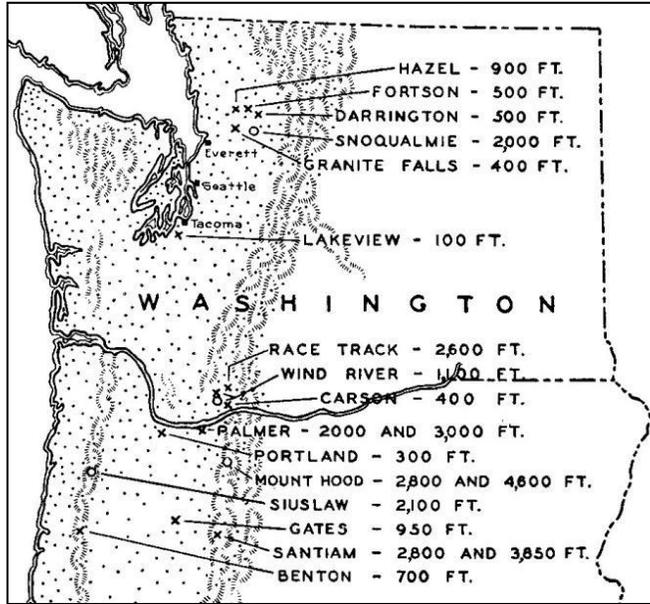
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BEAVER PLASTICS LTD.

PATENT PENDING
MADE IN CANADA

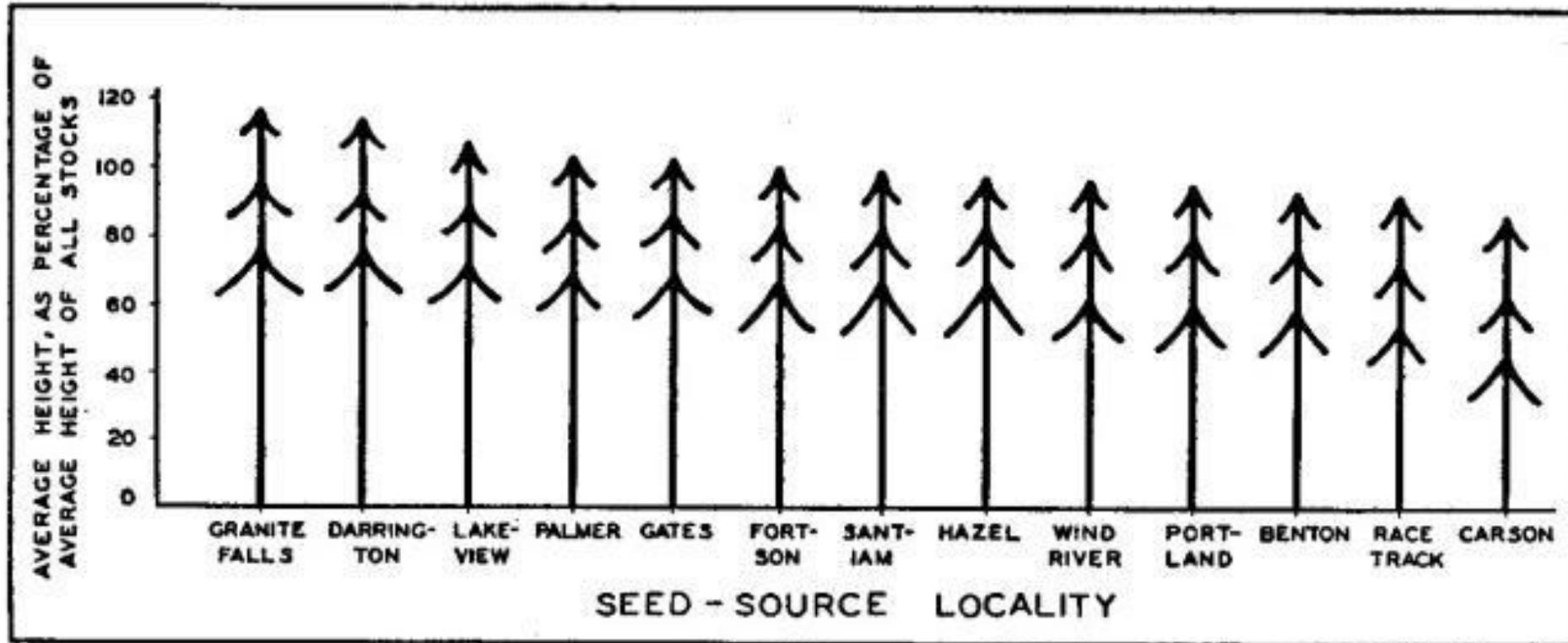
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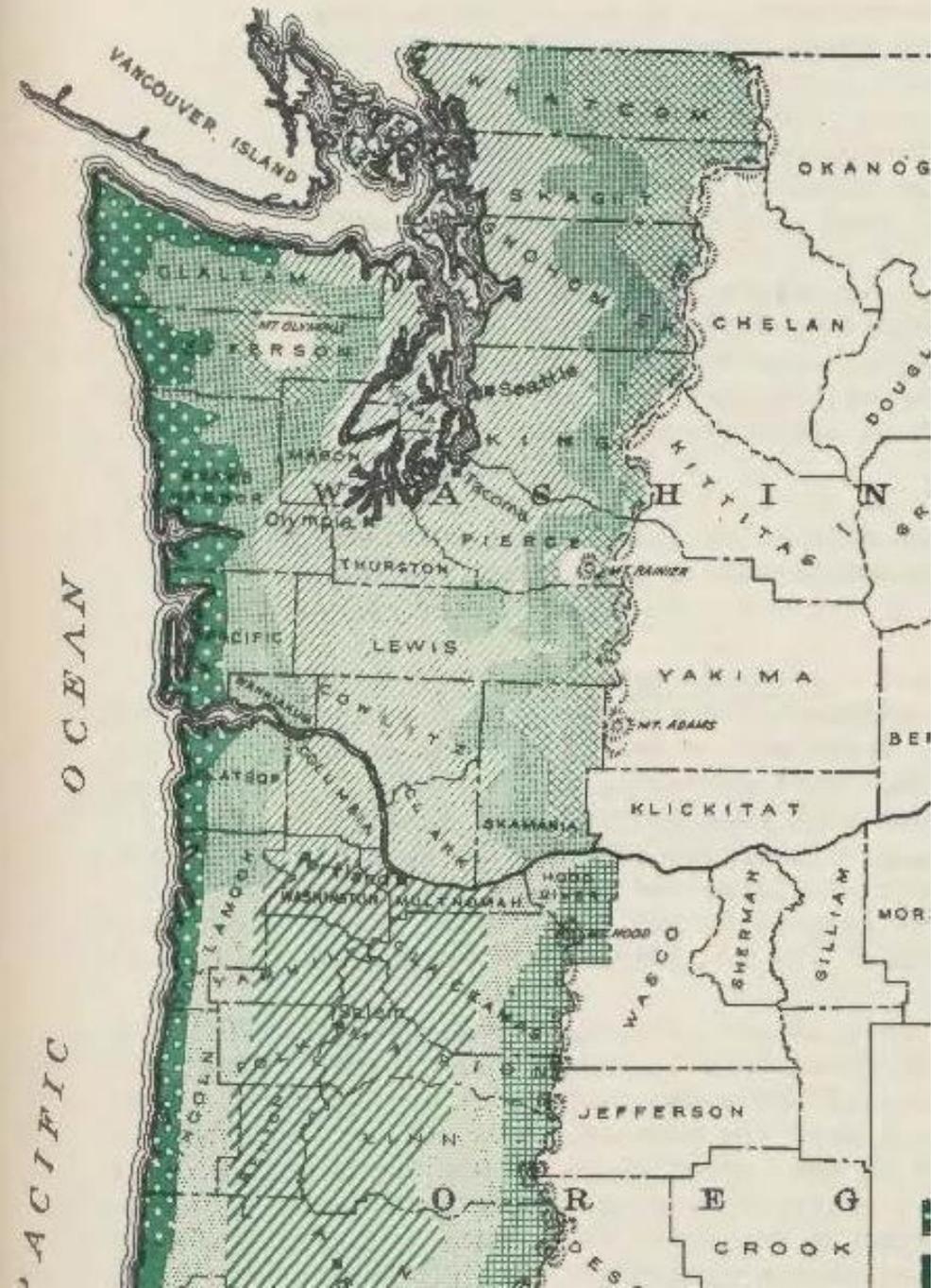
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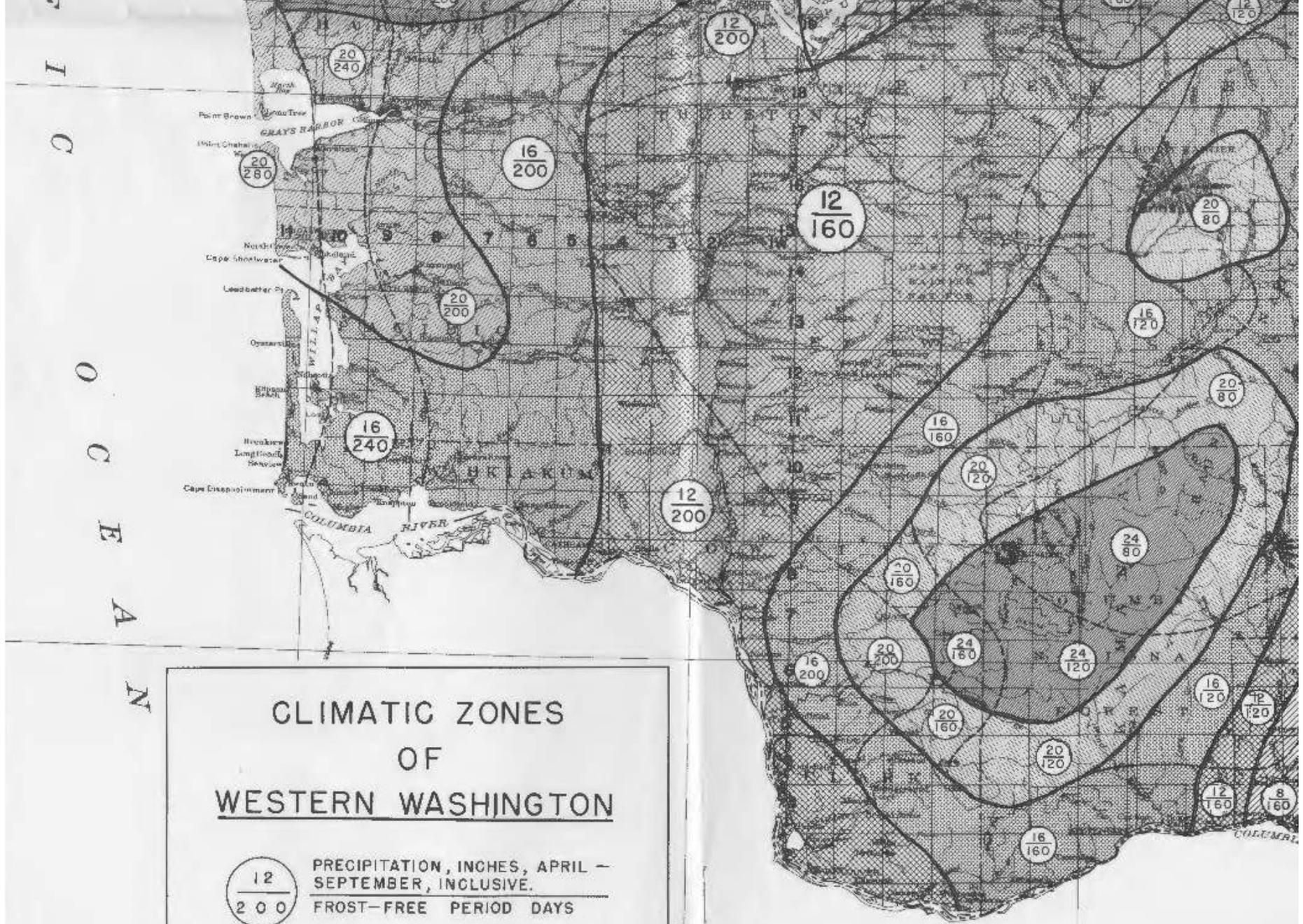


1912 Heredity Study

Munger and Morris. 1936. USDA Tech. Bulletin 537.







CLIMATIC ZONES OF WESTERN WASHINGTON



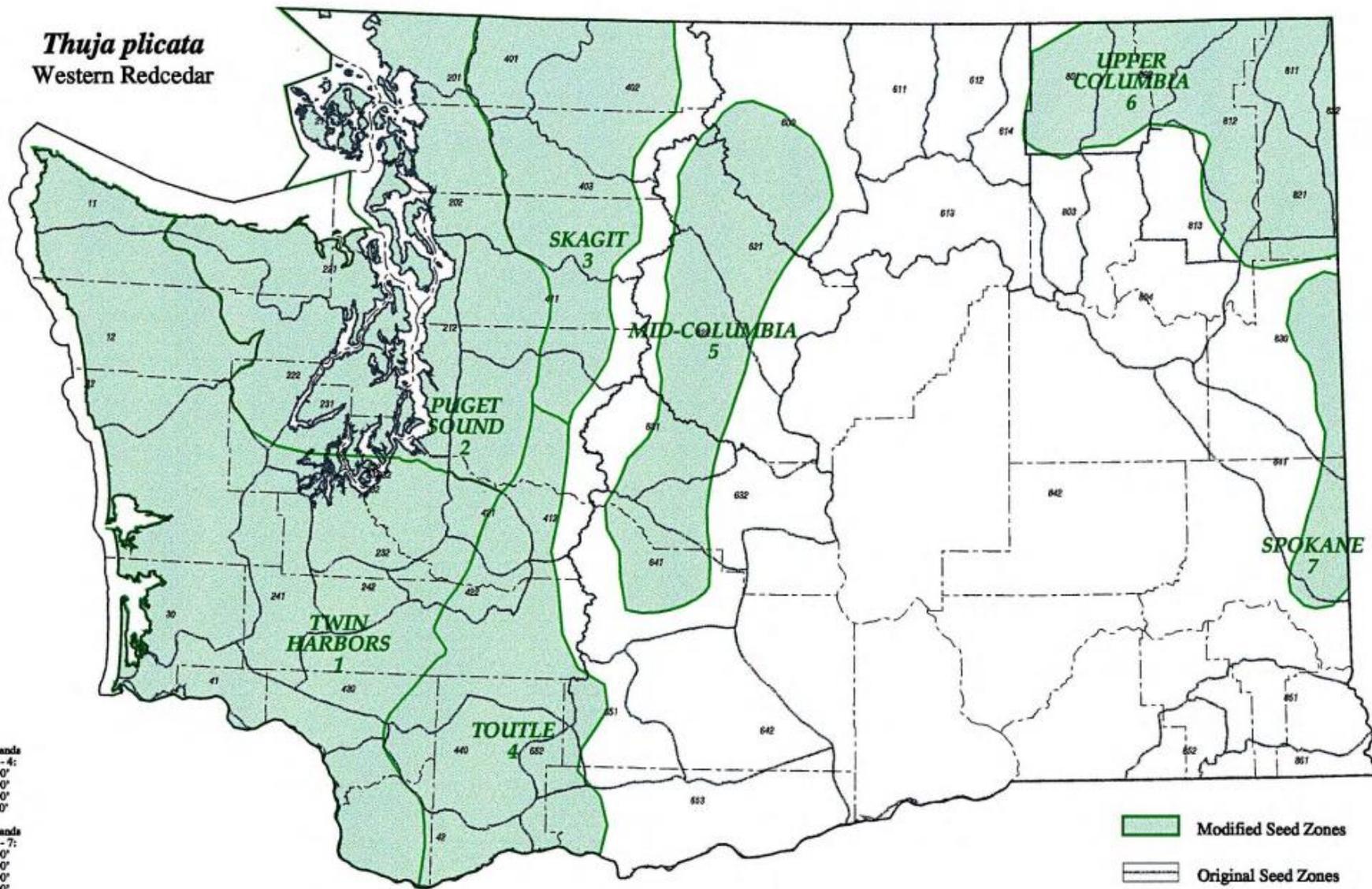
PRECIPITATION, INCHES, APRIL -
SEPTEMBER, INCLUSIVE.
FROST-FREE PERIOD DAYS

WEYERHAEUSER TIMBER COMPANY

Source - 1941 Year Book of Agriculture Prepared by Forestry Department - 1955

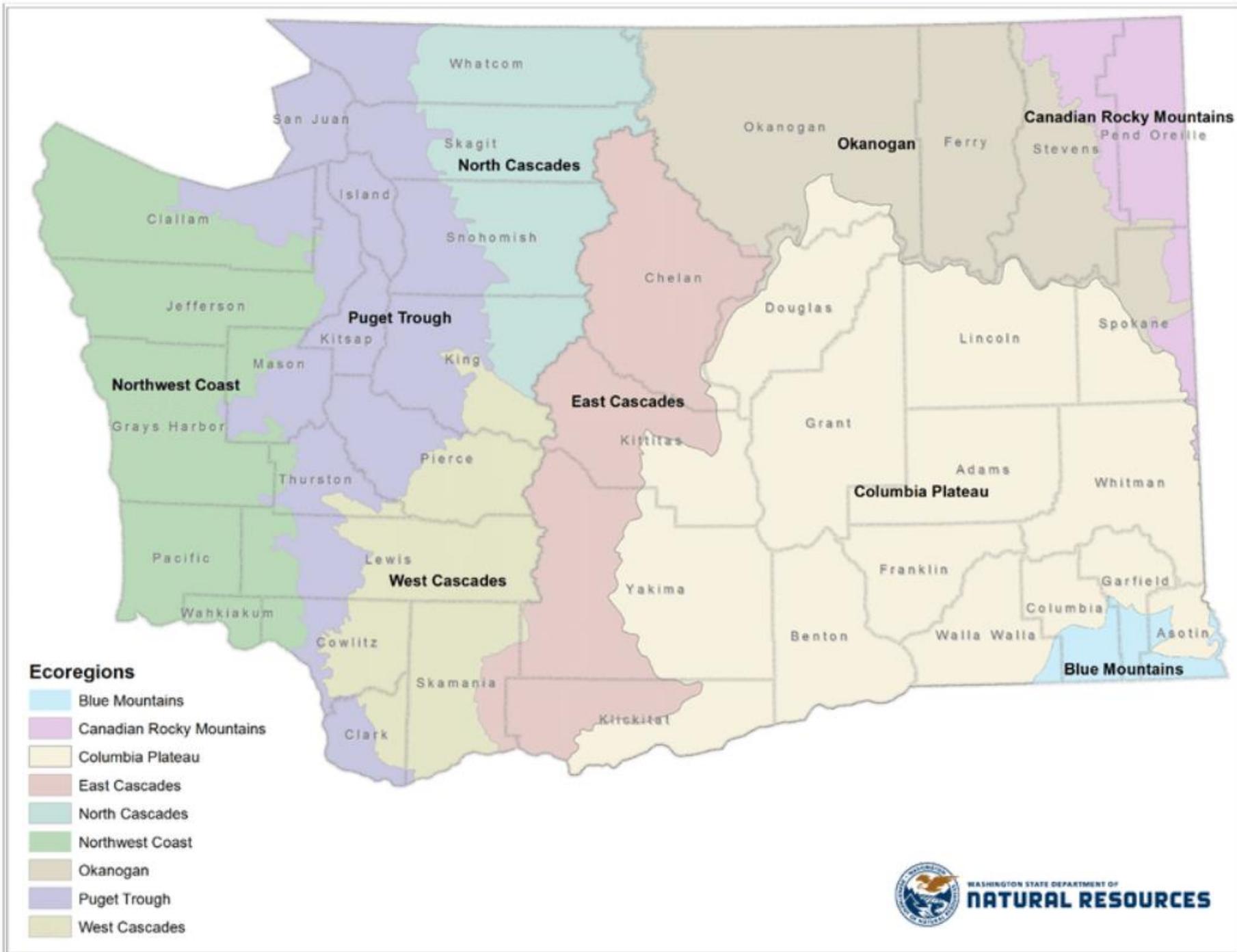
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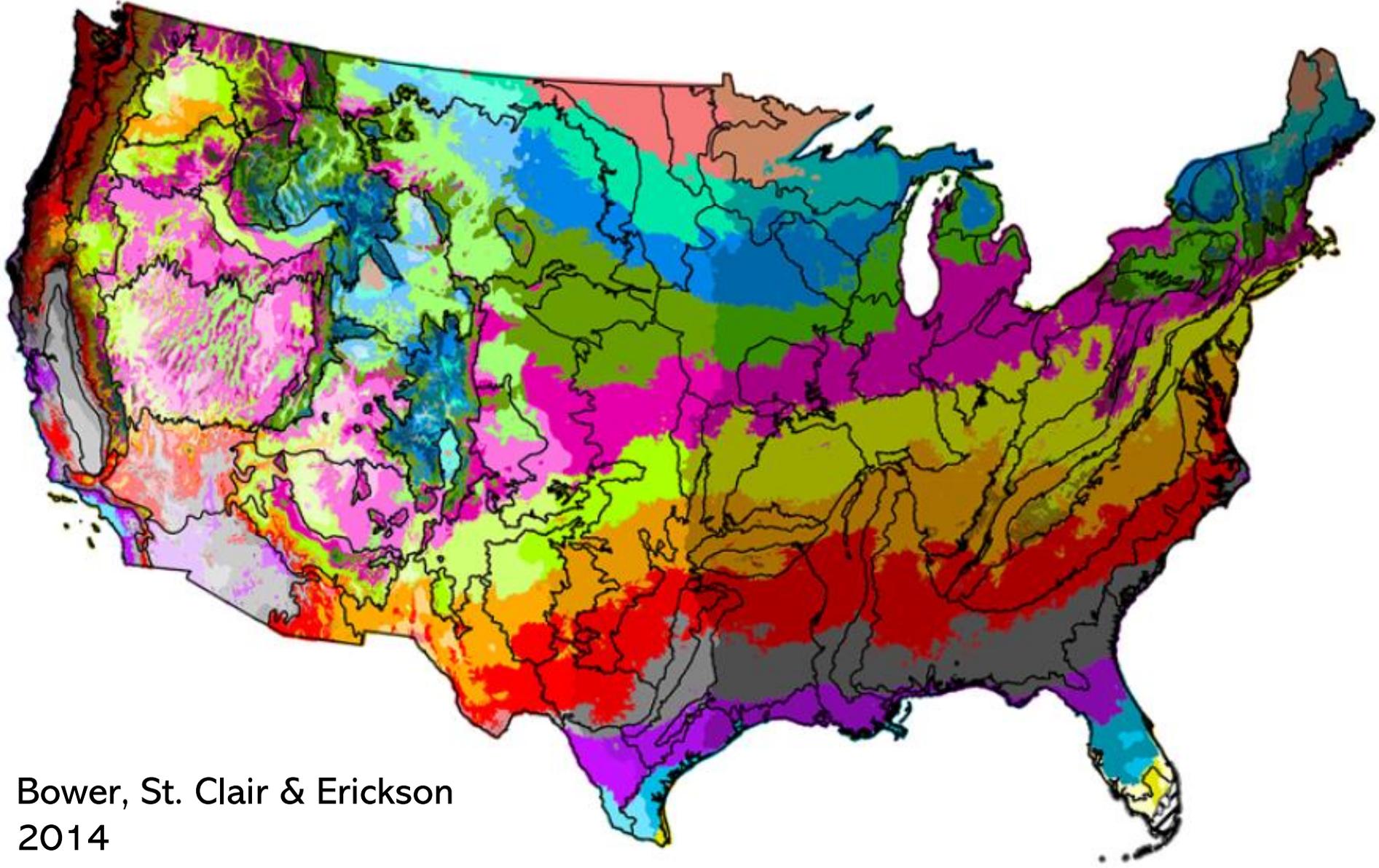
Thuja plicata
Western Redcedar



Modified Seed Zones

- Modified Seed Zones
- Original Seed Zones
- County Boundaries





Bower, St. Clair & Erickson
2014



Planting Healthy Forests

The Seedlot Selection Tool (SST) is a GIS mapping program designed to help forest managers match seedlots with planting sites based on climatic information. The climates of the planting sites can be chosen to represent current climates, or future climates based on selected climate change scenarios.



1. Select Objective

You can find seedlots for your planting site or planting sites for your seedlot



2. Select Location

You can click on the map or enter coordinates to locate your seedlot or planting site



3. Select Region

You can select the geographic region closest to your site or choose from a list of available regions



4. Select Climate Scenarios

You can select historical, current, or future climates for your seedlots of planting sites



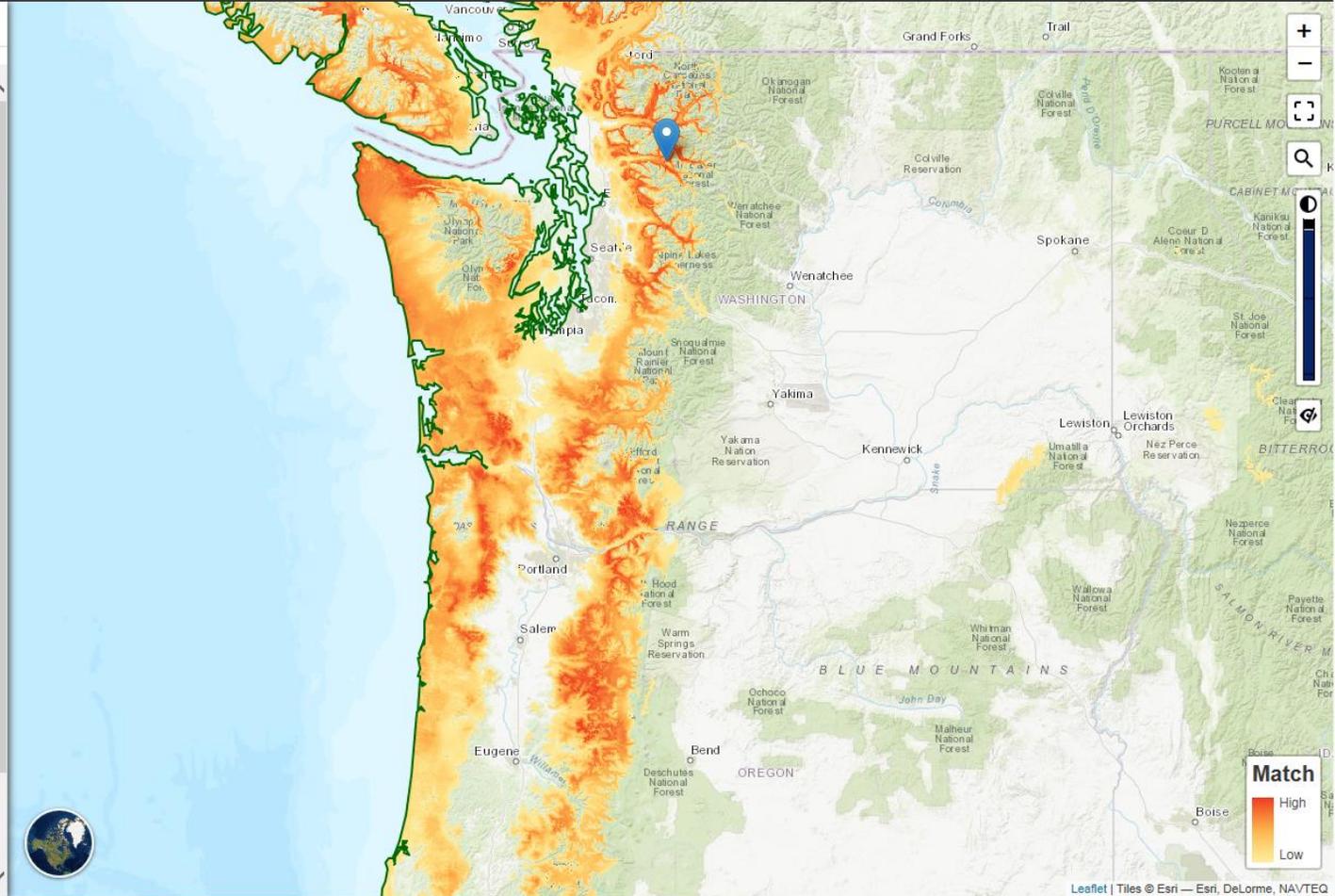
5. Select Transfer Limit Method

You can enter your own custom limit or use an existing zone to calculate a transfer limit



6. Select Climate Variables

You can use a variety of climate variables to match your seedlot and planting site



Zone Matcher (v3.2)

Focal zone

Climate distance threshold: Moderate (0.9)

Zone set: OR66 | Species: GENERIC

Zone unit: 261 | Elevation: 0 - 500

Zone name: OR66_generic_261_0_500 | Recall valid zone

Focal zone climate: 2005 | Hist | Target zone climate: 2005 | Hist

Choose zone sets to search for matches:
 BEC CA EPA4 IDMT OR66 OR96
 R62 WA66 WA02 WDNR

Comparison zone

Zone set: OR66 | Species: GENERIC

Zone unit: 262 | Elevation: 0 - 500

Zone name: OR66_generic_262_0_500 | Recall valid zone

