



Association Position Statements & Resolutions

Position on Nursery Sales Practices

The Montana Nursery & Landscape Association (MNLA), is dedicated to belief in and support of members' efforts to distinguish themselves as plant experts in the horticultural industry. The sale of suitable, quality plant material and the provision of horticultural education and expertise by MNLA members to the public are essential to the industry's success and longevity. Nursery sales practices and conditions that do not foster consumer confidence and success are harmful to the industry and considered unethical by the Association.

Passed by the MNLA Board of Directors August 22, 2002 at a meeting held in Red Lodge, Montana.

Rationale

MNLA encourages member firms to adopt the concept of "the Right Plant for the Right Place" and to provide customers with the information and education needed to install and maintain healthy plants in appropriate landscapes. We realize that occasionally customers can not be dissuaded from plant materials that may not be appropriate for the intended location and that clients may not always be receptive to outside expertise. But, wherever possible, we encourage members to engage in sales practices that maximize customer satisfaction and plant success. Sales practices and conditions that foster failure reflect poorly on the firm that engages in them and erodes consumer confidence in the industry. The following are just a few of the good nursery practices the MNLA encourages:

- Guarantees of plant materials
- Quality plant stock from hardy sources
- Instructions or tags which identify plant hardiness and special needs
- Promotion of disease resistant cultivars
- Sales of bareroot plant materials before they break bud