



Tree Seedling Distribution Project SSEA Final Report – August 2010

Prepared by M. Hudolin

Background

Severn Sound Environmental Association (SSEA), North Simcoe Stewardship (NSS), and the Townships of Tay, Tiny, Springwater and the Towns of Midland and Penetanguishene partnered together to provide local residents of the five municipalities with reasonably priced, native tree seedlings for planting in the spring of 2010. The objective of the project was to promote planting native tree species in the Severn Sound area.

SSEA coordinated the program, ordering the seedlings, providing promotional materials to the municipalities, receiving seedling orders and payment from residents, and coordinating the pickup and distribution of tree seedlings.

Results

Nursery Seedling Order

The preliminary bulk tree seedling order was placed with the nursery in early August 2009. The nursery has a large demand for seedlings annually, and some species and quantities pre-ordered were not available.

The nursery required confirmation of the final bulk seedling order in early February 2010, which necessitated an end-of-January tree order deadline for residents. This tree order deadline was earlier than previous years when seedling orders were accepted as late as March; this may have impacted overall tree sales for 2010. Tree pricing was not available from the nursery until December 2009, so it was not possible to set prices for residents and promote the program earlier in the fall.

Promotion

In December 2009, SSEA produced a one-page promotional sheet for each participating municipality (Appendix A) that included a species and price list. Each municipality was responsible for determining how to best distribute the information to residents. Municipalities typically included the promotional sheet with tax bills, or mentioned the program in a newsletter or newspaper; information was also posted on municipal and SSEA web-sites. In addition, SSEA produced a media release that was picked up by Springwater News, and placed a paid advertisement in the Midland Mirror (Appendix A). SSEA also directly emailed past project participants to notify them the program was being offered again in 2010.

SSEA prepared more detailed information, including answers to 'Frequently Asked Questions' to assist landowners in selecting species, planning for tree planting, and handling and planting trees. This information (Appendix B) was posted on the SSEA web-site; most municipal web-sites also provided a link to this page.

The prices charged to residents for seedling trees varied according to species, but were reasonable (Appendix A).

Landowner Seedling Orders

SSEA accepted seedling orders by email or by telephone, to allow verification that the seedlings would be available from within our bulk seedling order.

Response to the 2010 Tree Distribution Project was generally good, despite the short time lines for promotion. In total, 125 participants purchased 7,800 trees and shrubs of ten different species (Table 1). Many of the species offered sold out just before the tree order deadline of January 29th, 2010. General information on demand for additional species and quantities was tracked to help estimate seedlings that should be preordered in the future.

When seedling orders were placed, approximately 90% of the participants provided an email address for correspondence about the program. Having email addresses enabled SSEA to quickly provide order confirmation information to participants, as well as send out reminders about the pick up day.

Generally, larger orders of 100 trees or more were primarily composed of conifer species (pine, spruce, fir and cedar), which are likely being used for reforestation efforts. Smaller orders usually contained a larger proportion of hardwood trees and shrubs, which the landowner may be using for ornamental and/or wildlife habitat enhancement purposes.

In March, SSEA generated receipts and pickup instructions for each order, which were mailed to participants by the municipalities in early April.

Promotion of the program was focused in participating municipalities. Although the Townships of Severn, Oro-Medonte and Georgian Bay did not participate in the 2010 Tree Distribution Program, residents from these municipalities were permitted to order trees, provided they were willing to pick up their seedlings on distribution day from a location in one of the participating municipalities. Approximately 14% of 2010 tree orders were from residents in non-participating municipalities, most of these being from Oro-Medonte where the program was offered in 2009.

Demand for tree seedlings continued for weeks following the order deadline; email addresses were tracked for disseminating information on the 2011 Tree Distribution Program.

Seedling Pickup, Sorting & Distribution

The bulk tree seedling order was picked up in the afternoon on Thursday, April 29th. SSEA coordinated the order pick up, and one pickup truck each from North Simcoe Stewardship, the Town of Penetanguishene, and the Townships of Tay, Tiny and Springwater were sufficient to pick up the seedlings in one trip.

Volunteers, SSEA, and NSS staff sorted the seedlings into individual landowner orders at the Township of Tay Roads Garage in Victoria Harbour in the morning on Friday, April 30th. Orders for each municipality were then transported to the designated pickup locations by SSEA and NSS staff.

The distribution day was Saturday, May 1st. Although there was a warm spell of weather in late April, the timing of the distribution day was good – the nursery was able to harvest the trees to meet the deadline, and the majority of the hardwood species had not leafed out, which is optimal for handling, transportation and planting.

A joint pickup location for Midland and Penetanguishene residents was used, which alternates between the two municipalities each year; Springwater, Tiny, and Tay each used a facility in their own municipality for distribution (Table 2).

On distribution day, participants were provided with *Tree Planting Tips* sheets (Appendix C).

Expenses Compared to Revenue

The main expenses SSEA incurred for the 2010 project were staff time (processing seedling orders and project coordination), tree seedlings, mileage/vehicle costs, printing and advertising expenses, and materials (i.e., tree bags for packaging individual orders); sources of revenue included NSS funding, and proceeds from tree sales (Table 3).

In-kind contributions by municipalities included project promotion (printing, postage, and media costs), staff time, and use of vehicles and facilities.

In 2010, the revenue generated from tree sales and partner funding was sufficient to cover the cost of trees as well as all of the project expenses (Table 3).

Conclusions and Recommendations

The pilot project in 2007 and expanded program from 2008 to 2010 confirm that there continues to be a large demand by local residents for a native tree distribution program. In 2010, demand for seedlings continued for weeks after the order deadline, and many participants in all municipalities expressed an interest in purchasing trees again in 2011. This is a popular program that encourages private landowners to become involved in tree planting, improving environmental health at the local scale and beyond; to date, 42,880 seedlings have been distributed and planted by participants. It is recommended that the program be offered again in 2011.

- ♦ The preliminary tree seedling order for 2011 has already been placed with the nursery. The provincial government's *50 Million Tree Program* (large-scale tree planting) has increased demand for seedlings from nurseries, which necessitates placing the order well before autumn.

- ♦ Longer time-frames would be beneficial for dissemination of promotional materials and providing residents with ample time to consider participating in the program. Municipalities have varied deadlines for tax bills and other municipal mailings, and longer time-frames would allow for a variety of promotion options to be utilized. SSEA is working with the nursery to establish seedling pricing earlier, to allow for fall promotion of the 2011 program.
- ♦ A large bulk tree seedling order requires a considerable amount of vehicle space to transport. Bare-root seedlings are fragile and need to be handled carefully. Several of the trucks sent by the municipalities in 2010 were practical and convenient, having covered truck beds that helped to keep the trees cool and reduce wind stress on hardwood seedlings. When possible, depending on the size and type of vehicles the municipalities have available, SSEA will alternate which municipalities are requested to assist with tree seedling pickup.
- ♦ Municipal staff and/or representatives assisting with seedling sorting and distribution works well, providing a visible partnership, and helping to keep implementation costs low; this should be continued in future years.
- ♦ Picking up the seedlings from the nursery and sorting the bulk order the following day worked well because it adds flexibility to the schedule, however it requires that the seedlings are stored for an extra day and a cool storage area is required.
- ♦ A joint seedling distribution location for Midland and Penetanguishene participants continues to work well.

Recommendation #1: Continue the tree distribution program in 2011.

Recommendation #2: Follow the suggested schedule of activities and responsibilities outlined in Appendix D.

Table 1: Trees Distributed for the 2010 Tree Distribution Project Compared to Previous Years

Tree/Shrub Species		Quantity Distributed in 2010					2009 Total	2008 Total	2007 Total	
Common Name	Scientific Name	Tay	Tiny	Springwater	Midland/ Penetanguishene	2010 Total				
White Pine	<i>Pinus strobus</i>	780	320	100	200	1,400	1,950	1,220	2,950	
Red Pine	<i>Pinus resinosa</i>	60	190	0	50	300	not available	560	1,050	
White Spruce	<i>Picea glauca</i>	760	380	370	90	1,600	2,430	1,180	2,820	
White Cedar	<i>Thuja occidentalis</i>	630	1,120	50	350	2,150	3,380	2,330	3,490	
Balsam Fir	<i>Abies balsamea</i>	210	250	160	130	750	520	not offered	not offered	
Green Ash	<i>Fraxinus pennsylvanica</i>	110	90	20	30	250	not offered	not offered	not offered	
Red Oak	<i>Quercus rubra</i>	170	170	20	40	400	720	440	620	
Silver Maple	<i>Acer saccharinum</i>	140	70	70	120	400	750	660	660	
Black Cherry	<i>Prunus serotina</i>	100	140	0	60	300	310	510	not offered	
Staghorn Sumac	<i>Rhus typhina</i>	120	60	40	30	250	not offered	not offered	not offered	
Bur Oak	<i>Quercus macrocarpa</i>	Bur Oak not offered in 2010						not offered	270	not offered
White Birch	<i>Betula papyrifera</i>	White Birch not available in 2010						650	not available	970
Black Walnut	<i>Juglans nigra</i>	Black Walnut not offered in 2010						not offered	not offered	450
Nannyberry	<i>Viburnum lentago</i>	Nannyberry not available in 2010						330	740	300
Red-osier Dogwood	<i>Cornus stolonifera</i>	Red-osier Dogwood not available in 2010						not available	730	770
Highbush Cranberry	<i>Viburnum trilobum</i>	Highbush Cranberry not offered in 2010						not offered	not offered	1,170
TOTAL NUMBER OF TREES		3,080	2,790	830	1,100	7,800	11,040	8,640	15,400	

Table 2: 2010 Distribution Details

Municipality	Distribution Location	Distribution Day & Pickup Times
Midland/ Penetanguishene	Town of Penetanguishene Works Yard, 22 Centennial Drive, Penetanguishene	May 1, 2010 9:00 a.m.-11:00 a.m.
Tay	Township of Tay Roads Garage, 450 Park Street, Victoria Harbour	May 1, 2010 9:00 a.m.-12:00 p.m.
Tiny	Township of Tiny Roads Complex, 220 Concession 9 East, Tiny	May 1, 2010 9:00 a.m.-12:00 p.m.
Springwater	Township of Springwater Works Yard 11 William Street, Elmvale	May 1, 2010 9:00 a.m.-11:00 a.m.

Table 3: Tree Distribution Project – Expenses Compared to Revenue (2010)

SSEA Expenses	
Staff time	\$3,435.00
Mileage/Vehicles	\$160.00
Translation costs	\$0.00
Advertising	\$179.00
Printing	\$11.66
Trees (from nursery, incl. extra/contingency trees)	\$6,193.26
Materials (tree bags)	\$189.00
Accounting expense*	\$90.00
Total SSEA Expenses	\$10,257.92
SSEA Revenue	
NSS funding	\$2,250.00
Tree sales	\$8,244.32
Total SSEA Revenue	\$10,494.32
REVENUE MINUS EXPENSES	\$236.40

* estimate of accounting expense

Notes:

- GST is not included in the above expenses or revenues
- Additional in-kind contributions provided by municipalities included promotion (printing, mailing), staff time, and use of vehicles and facilities

2010 Tree Seedling Distribution Program

Severn Sound Environmental Association (SSEA), North Simcoe Stewardship and the Township of Tay are working together to provide residents with reasonably priced, native tree seedlings for planting in early spring 2010.

Tree/shrub seedling species and prices are listed for landowners interested in purchasing and planting trees. Seedlings are bare-root plants (i.e., not potted stock) and are being sold in bundles of 10. The age and size of seedlings varies by species – seedlings are 1 to 4 years old, and approximately 15 to 40 cm (6 to 16”) in height with a stem diameter of ½ cm (1/4”).

Species	Price per bundle (includes tax)
White Pine	\$11.00
Red Pine	\$14.00
White Spruce	\$11.00
White Cedar	\$11.00
Balsam Fir	\$17.00
Green Ash	\$12.00
Red Oak	\$14.50
Silver Maple	\$12.00
Black Cherry	\$17.00
Staghorn Sumac	\$12.00

The deadline for ordering trees is Friday, January 29th, 2010. Orders received after this date will not be accepted. A limited number of trees are available – order early to avoid disappointment. **Seedling orders must be placed by phone or email to allow SSEA staff to verify that the stock is available and to confirm your payment amount. If ordering by email, please visit our web-site (www.severnsound.ca/trees.htm) for instructions before placing your order, to ensure you include all required information.**

Payment is due by Friday, February 5th, 2010. Tree orders will not be processed unless payment is received by this date. Payment options include personal cheque or money order (payable to: Severn Sound Environmental Association). Post-dated cheques will NOT be accepted.

Note: There are no refunds on orders less than \$40.00, and no refunds on orders cancelled after January 29th, 2010.

To place a tree order, call or email:

Michelle Hudolin,
Severn Sound Environmental Association
Phone: (705) 527-5166 ext. 202
Email: mhudolin@midland.ca

Send payment to:

Severn Sound Environmental Association
Tree Distribution Program
67 Fourth Street
Midland ON L4R 3S9

The pick-up day for tree orders will be a Saturday in either late April or early May 2010 (dependent on weather conditions and the nursery's schedule). Receipts and pick-up instructions will be mailed in early April 2010. **Your receipt will be required as proof of purchase on the pick-up date.**

For more information, including on guidelines on site preparation and species selection, visit: www.severnsound.ca/trees.htm



2010 Tree Seedling Distribution Program

Severn Sound Environmental Association (SSEA), North Simcoe Stewardship and the Township of Tiny are working together to provide residents with reasonably priced, native tree seedlings for planting in early spring 2010.

Tree/shrub seedling species and prices are listed for landowners interested in purchasing and planting trees. Seedlings are bare-root plants (i.e., not potted stock) and are being sold in bundles of 10. The age and size of seedlings varies by species – seedlings are 1 to 4 years old, and approximately 15 to 40 cm (6 to 16”) in height with a stem diameter of ½ cm (1/4”).

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2010 Tree Seedling Distribution Program

Severn Sound Environmental Association (SSEA), North Simcoe Stewardship and the Township of Springwater are working together to provide residents in the Severn Sound watershed (Orr Lake/Elmvale/Hillsdale area) with reasonably priced, native tree seedlings for planting in early spring 2010.

Tree/shrub seedling species and prices are listed for landowners interested in purchasing and planting trees. Seedlings are bare-root plants (i.e., not potted stock) and are being sold in bundles of 10. The age and size of seedlings varies by species – seedlings are 1 to 4 years old, and approximately 15 to 40 cm (6 to 16”) in height with a stem diameter of ½ cm (1/4”).

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2010 Tree Seedling Distribution Program

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For more information, including on guidelines on site preparation and species selection, visit: www.severnsound.ca/trees.htm



Programme de distribution d'arbres 2010

L'Association environnementale du bras Severn, le réseau d'intendance North Simcoe Stewardship et la ville de Penetanguishene travaillent en collaboration pour fournir aux résidents des semis d'arbres indigènes à prix abordable aux fins de semence en début de printemps 2010.

La liste des espèces d'arbres ou d'arbuste figure ci-contre pour les propriétaires de terrain intéressés à acheter et à planter des semis. Ces semis, vendus en groupes de dix, sont à racine nue (et non en pot). L'âge et la taille des semis varie selon l'espèce – en général les semis ont entre un à quatre ans et mesurent environ 15 à 40 cm (6 à 16 po) en hauteur alors que le diamètre du tronc est de 0,5 cm (1/2 po).

Espèces	Prix par groupe (taxe comprise)
Pin blanc	11 \$
Pin rouge	14 \$
Épinette blanche	11 \$
Cèdre blanc	11 \$
Sapin baumier	17 \$
Frêne vert	12 \$
Chêne rouge	14.50 \$
Érable argenté	12 \$
Cerisier tardif	17 \$
Sumac vinaigrier	12 \$

La date limite pour commander les arbres est le vendredi 29 janvier 2010. Nous ne traitons aucune commande reçue après cette date. Le nombre d'arbres est limité – commandez tôt pour éviter d'être déçu. **Placez votre commande par téléphone ou courrier électronique pour permettre au personnel de l'Association environnementale du bras Severn de vérifier la disponibilité des stocks et de confirmer le montant à payer.**

Le paiement est à remettre au plus tard le vendredi 5 février 2010. Toute commande d'arbre dont le paiement n'a pas été reçu avant cette date ne sera pas traitée. Nous offrons deux choix de paiement : chèque personnel ou mandat poste (libellé au nom de : Severn Sound Environmental Association). Nous n'acceptons PAS les chèques postdatés.

Nota : Les commandes de moins de 40 \$ ne sont pas remboursables, aucun remboursement de commandes annulées après le 29 janvier 2010.

Pour commander des arbres, appeler ou expédier un courriel à :

Michelle Hudolin, Association
environnementale du bras Severn
Téléphone : 705 527-5166 poste 202
Courriel : mhudolin@midland.ca

Expédier le paiement à :

Severn Sound Environmental Association
Programme de distribution d'arbres
67 Fourth Street
Midland (Ontario) L4R 3S9

Vous pourrez passer prendre votre commande d'arbres vers la fin avril, début mai 2010. *Veillez adresser toute correspondance ou communication au programme en anglais.* Les reçus et directives pour la cueillette des commandes seront expédiés par la poste en avril 2010. **Vous devez avoir votre reçu en main comme preuve d'achat le jour où vous passerez prendre votre commande.**

Pour de plus amples renseignements, y compris les lignes directrices sur la préparation du terrain et les choix d'espèces, visitez : www.severnsound.ca/trees.htm (en anglais).



Media Coverage of 2010 Tree Distribution Project

Springwater News, 7 January 2010

Tree Seedling Distribution Program

Severn Sound Environmental Association, North Simcoe Stewardship and the Township of Springwater are working together to provide residents in the Severn Sound watershed (Orr Lake/Elmvale/Hillsdale area) with reasonably priced, native tree seedlings for planting in early spring 2010.


Tree seedlings must be pre-ordered. The deadline for ordering trees is Friday, January 29, 2010.

For a price list and more information, visit www.severnsound.ca/trees.htm or phone Michelle Hudolin, Severn Sound Environmental Association (705-527-5166 ext. 202).



Each bundle contains 10 white spruce seedlings which will grow to look like the picture attached.

Midland Mirror (paid advertisement), 21 January 2010



Have you ordered your trees yet?

Severn Sound Environmental Association is once again working with North Simcoe Stewardship and local municipalities to distribute tree seedlings.

Residents of Tay, Tiny, Penetanguishene, Midland and the Severn Sound portion of Springwater (Orr Lake, Elmvale, Hillsdale area) can purchase reasonably priced, native tree seedlings for planting in early spring.

Tree seedlings must be pre-ordered. **The deadline for ordering trees is Friday, January 29, 2010.**

Visit www.severnsound.ca/trees.htm for full program details, including a price list, species selection guide and instructions on ordering seedlings, or call Michelle Hudolin, Severn Sound Environmental Association (705-527-5166 ext. 202).

2010 Tree Seedling Distribution Program



[General Information](#)

[Frequently Asked Questions](#)

[Species Selection Guide](#)

[Site Preparation Information](#)

[Tree Planting Tips](#)

General Information

Severn Sound Environmental Association, North Simcoe Stewardship, the Townships of Tay and the Severn Sound portion of Tiny (Orr Lake/Elmvale/Hillsdale area), and the Towns of Penetanguishene and Midland are working together to provide residents with reasonably priced, native tree seedlings for planting in early spring 2010.

The deadline for ordering trees is Friday, January 29th, 2010.

Orders received after this date will not be accepted.

A limited number of trees are available – order early to avoid disappointment.

Seedling orders must be placed by phone or email to allow us to verify that the stock will be available and to confirm the total cost of your order. Before ordering by email, please [click here](#) for instructions – incomplete orders will not be processed.

When you place your order, we require the following information:

- 🌲 Your municipality
- 🌲 Your First and Last Name
- 🌲 Your Daytime Phone Number
- 🌲 Your Home Phone Number
- 🌲 Your Email Address (if applicable)
- 🌲 Your Home Mailing Address (where your receipt will be sent)
- 🌲 And the number of bundles of each species you would like to order (trees are sold in bundles of 10).

To place an order contact:

Michelle Hudolin, Severn Sound Environmental Association

Phone: (705) 527-5166 ext. 202

Email: mhudolin@midland.ca

Frequently Asked Questions

[Who can participate in the 2010 Tree Seedling Distribution Program?](#)

[How much do the seedlings cost?](#)

[What does “bare-root” mean?](#)

[How big will the tree seedlings be?](#)

[Where can I learn more about selecting species suitable for my property?](#)

[When is the deadline for ordering trees?](#)

[How do I place an order for tree seedlings?](#)

[How do I pay for my tree seedling order?](#)

[What should I do to prepare for tree planting?](#)

[Where can I find details about the pick-up date, times and location?](#)

[What if I can't pick up my trees on the designated date?](#)

[How will my tree seedling order be packaged on pick-up day?](#)

[How should I transport my seedlings home from the pick-up location?](#)






[How do I handle, plant, and care for the seedlings?](#)

[How long will it take me to plant my trees?](#)

[Should I fertilize my tree seedlings?](#)

Who can participate in the 2010 Tree Seedling Distribution Program?

The 2010 Tree Seedling Distribution Program is open to residents of the following municipalities:

-  Tay
-  Tiny
-  Penetanguishene
-  Midland
-  Springwater - Severn Sound watershed (Orr Lake/Elmvale/Hillsdale area)

Residents of other North Simcoe municipalities can purchase seedlings through the program, however these residents will be required to pick up their trees at a designated location in one of the municipalities listed above.

How much do the seedlings cost?

For the 2010 Tree Distribution Program, all species are being sold in bundles of 10 seedlings. The price per bundle varies by species; all applicable taxes are included.

2010 Price List

Species	Price per bundle (includes tax)	Seedling Age (years)	Approximate Height [stem diameter is approx. ½ cm (1/4")]
White Pine	\$11.00	3	15-25 cm (6-10")
Red Pine	\$14.00	4	20-40 cm (8-16")
White Spruce	\$11.00	4	20-40 cm (8-16")
White Cedar	\$11.00	4	20-40 cm (8-16")
Balsam Fir	\$17.00	4	20-40 cm (8-16")
Green Ash	\$12.00	1	25-40 cm (10-16")
Red Oak	\$14.50	1	20-40 cm (8-16")
Silver Maple	\$12.00	1	25-40 cm (10-16")
Black Cherry	\$17.00	1	25-40 cm (10-16")
Staghorn Sumac	\$12.00	1	20-35 cm (8-14")

What does “bare-root” mean?

Bare-root plant material is sold with the roots exposed and bare of soil (i.e., seedlings are not potted). The stock is grown in fields, and is harvested in early spring when the plant is dormant. Bare-root stock is perishable, and must be handled carefully and planted as soon as possible. Buying bare-root stock is considerably cheaper than purchasing container-grown plants.

How big will the tree seedlings be?

In general, seedlings are 1 to 4 year-old bare-root plants (i.e. not potted). Seedlings are approximately 15 to 40 cm (6 to 16") in height, and ½ cm (1/4") in stem diameter. The age and size of seedlings varies by species (for details, see our [2010 price list](#)).

For the 2010 Tree Distribution Program, all species are being sold in bundles of 10 seedlings. Bundles of pine, spruce, cedar and fir will appear larger than hardwood trees and shrubs because the evergreen seedlings have needles, making the bundles bushier.



White Spruce (10 seedlings)



Red Oak (10 seedlings)

Where can I learn more about selecting species suitable for my property?

For more information on species characteristics, see our [Species Selection Guide](#).

When is the deadline for ordering trees?

The deadline for ordering trees is **Friday, January 29th, 2010**. Orders received after this date will NOT be accepted because we have to confirm our bulk order with the nursery. A limited number of trees are available, and we usually sell out of many species – order early to avoid disappointment.

How do I place an order for tree seedlings?

Seedling orders must be placed **by phone or email** to allow us to verify that the stock will be available, and to confirm the total cost of your order.

When you place your order, we require the following information:

- 🌲 Your municipality
- 🌲 Your First and Last Name
- 🌲 Your Daytime Phone Number
- 🌲 Your Home Phone Number
- 🌲 Your Email Address (if applicable)
- 🌲 Your Mailing Address (where your receipt will be sent)
- 🌲 And the number of bundles of each species you would like to order (trees are sold in bundles of 10).

Instructions for Ordering by Email

Ensure all required information is included (see list above). Incomplete orders will not be processed.

You will receive an email indicating if the stock you requested is available, and confirmation of your payment amount. **If you do not receive a response acknowledging your email within one week**, assume we did not receive your message and contact our office by telephone (705-527-5166).

NOTE: Incoming messages from addresses using web-based email (e.g., Hotmail) are blocked by our system's firewall and will not reach us.

To place an order contact:

Michelle Hudolin, Severn Sound Environmental Association
Phone: (705) 527-5166 ext. 202
Email: mhudolin@midland.ca

How do I pay for my tree seedling order?

- **Payment is due by Friday, February 5th, 2010.** Tree orders will not be processed unless payment is received by this date.
- Payment options include personal cheque or money order (**payable to: Severn Sound Environmental Association**). Post-dated cheques will NOT be accepted.
- Sorry, we do not accept credit card payments.
- There are no refunds on orders less than \$40.00 and no refunds on orders cancelled after January 29th, 2010.
- Send payment to:
SEVERN SOUND ENVIRONMENTAL ASSOCIATION
TREE DISTRIBUTION PROGRAM
67 FOURTH STREET
MIDLAND ON L4R 3S9

What should I do to prepare for tree planting?

For more information on preparing for tree planting, read the information on [Site Preparation](#). Tree seedlings are perishable, and must be handled carefully and planted as soon as possible, ideally the same day they are picked up.

Where can I find details about the pick-up date, times and location?

The pick-up day for tree orders will be a Saturday in late April or early May 2010. The date depends on spring weather conditions, which influence when the nursery can harvest the seedlings. The pick-up date and location may vary by municipality. Receipts and pick-up instructions will be mailed in early April 2010, as soon as the details are finalized. **Receipts will be required as proof of purchase on the pick-up date.** You are responsible for seedling pick-up on the designated date.

What if I can't pick up my trees on the designated date?

If you are unable to pick up your seedlings on the designated date, you are required to make arrangements to have someone pick up your order on your behalf (please send them with your receipt). We do not have the appropriate facilities available to store or distribute seedlings after the pick-up day.

How will my tree seedling order be packaged on pick-up day?

Individual orders of tree/shrub seedlings will be packaged in tree bags. Tree bags are large paper bags with a plastic liner, similar in size to a large curbside garbage bag. Depending on the type and size of the trees and the quantity of trees in the order, more than one tree bag may be required. Generally, one tree bag will hold approximately 200-300 trees, therefore only large orders will require more than one bag.

How should I transport my seedlings home from the pick-up location?

A trailer is not generally needed for picking up seedlings. Tree orders containing several hundred trees and/or a large proportion of evergreen seedlings will be bulkier than small orders of hardwood/shrub seedlings. Large orders may require a pick-up truck, but many smaller orders will fit in a van or in the trunk of a car. It is important to handle seedlings gently, and keep the seedlings cool and well ventilated at all times. Travel time should be minimized to prevent the seedlings from overheating in your vehicle, so plan to take your seedlings directly home once you pick them up.

How do I handle, plant, and care for the seedlings?

Tree seedlings are perishable, and must be handled carefully and planted as soon as possible, ideally the same day they are picked up. For more information on handling, planting and caring for seedlings, read our [Tree Planting Tips](#) and [Careful Handling of Nursery Stock](#).

How long will it take me to plant my trees?

Tree seedlings should ideally be planted the same day they are picked up. Inexperienced tree planters should plan on planting approximately 400 trees per person in an eight-hour day. Experienced tree planters will usually plant 1000 trees or more per person in a day.

Should I fertilize my tree seedlings?

If the right tree was selected for the planting site, fertilizer should not be needed to produce healthy trees. Be aware that fertilizer can harm tree seedlings if used improperly:

- Never add fertilizer to the hole before planting seedlings - fertilizer can damage the delicate roots.
- Too much nitrogen causes above-ground seedling growth at the expense of root development.

To help your seedlings grow, keep the area around the tree free from grass or weeds that will compete for moisture and nutrients, and water the seedlings during dry periods for the first few years.

2010 Tree Distribution Program - Species Selection Guide

Species	Site Suitability	Species Characteristics/Uses
Evergreen Trees - easier to establish and maintain		
White Pine (<i>Pinus strobus</i>)	Average to moist, well-drained sands or clay/loam soils. Avoid extremely dry or exposed sites.	Used primarily for reforestation. Will tolerate some shade. Moderate growth rate.
Red Pine (<i>Pinus resinosa</i>)	Deep well-drained sands or sandy loams. Avoid poorly drained soils.	Used for reforestation. Requires full sunlight. Moderate growth rate.
White Spruce (<i>Picea glauca</i>)	Average to moist sands, sandy loams, clay loams or well-drained clay soils. Avoid very dry or very wet sites.	Used for reforestation, shelterbelts and windbreaks. Will tolerate some shade. Moderate growth rate.
White Cedar (<i>Thuja occidentalis</i>)	Will tolerate a wide range of soils, from moderately dry to very moist conditions. Avoid very dry sites.	Used for windbreaks. Will tolerate some shade. Slow growing.
Balsam Fir (<i>Abies balsamea</i>)	Will tolerate a wide range of soils, but requires moist soils.	Used as a Christmas tree. Will tolerate some shade.
Deciduous Trees - require more protection in seedling stages from extreme weather & animals (mice, rabbits & deer)		
Green Ash (<i>Fraxinus pennsylvanica</i>)	Moderately drained loams and clays. Commonly found in river valleys and along stream banks.	Fast growing. Will tolerate some shade. Can withstand several weeks of flooding in the dormant season.
Red Oak (<i>Quercus rubra</i>)	Rich, well drained sandy loams and loams. Avoid planting in heavy clays or on wet sites.	Provides food and cover for wildlife. Requires full sunlight. Moderate growth rate.
Silver Maple (<i>Acer saccharinum</i>)	Most deep soils including silts or clays found along watercourses.	Used for restoration projects along watercourses. Fast growing. Will tolerate some shade. Do not plant near or on septic beds.
Black Cherry (<i>Prunus serotina</i>)	Rich, well drained sandy loams and loams.	Requires full sunlight. Moderate growth rate.
Shrubs		
Staghorn Sumac (<i>Rhus typhina</i>)	Moderately drained soils; will grow in a range of conditions, including open fields and river banks.	Commonly planted to attract birds and other wildlife. Moderate growth rate.

Site Preparation Information

A variety of fact sheets about trees and tree planting are available from the LandOwner Resource Centre:

Planning for Tree Planting

http://www.lrconline.com/Extension_Notes_English/pdf/plng_tr_plnt.pdf

Species Information

White Pine: http://www.lrconline.com/Extension_Notes_English/pdf/wht_pn.pdf

Eastern White Cedar:

http://www.lrconline.com/Extension_Notes_English/pdf/cdr.pdf

Red Oak: http://www.lrconline.com/Extension_Notes_English/pdf/rd_oak.pdf

White Spruce:

http://www.lrconline.com/Extension_Notes_English/pdf/wht_sprce.pdf

Preparing a Site for Tree Planting

http://www.lrconline.com/Extension_Notes_English/pdf/clrng.pdf

Careful Handling of Nursery Stock

http://www.lrconline.com/Extension_Notes_English/pdf/crflhnd.pdf

The complete list of Forestry Extension Notes

http://www.lrconline.com/Extension_Notes_English/forestry/for_index.html

Tree Seedling Distribution Project

Tree Planting Tips

- 🌲 Handle trees with care, and plant as soon as possible, keeping roots moist until planted.
- 🌲 Handle seedlings by the base of the stem, taking care not to bruise the bark.

- 🌲 Plant the tree in a hole large enough to accommodate the roots spread out in a natural position.
- 🌲 Do not bunch, spiral, double-over or bend roots.
- 🌲 Do not bury live branches or foliage, or leave any roots exposed to air.
- 🌲 Cover roots with soil and tamp soil firmly to remove air pockets.
- 🌲 Spacing: trees should generally be planted 2-3 m (6-10') apart.

- 🌲 At the time of planting, only prune broken or damaged branches or roots.

- 🌲 For the first year or two, after a week of hot or dry weather, water the trees well and slowly, if possible.
- 🌲 Keep the area around the tree free from grass or weeds that compete for moisture.

- 🌲 Fertilizer is not needed for newly planted trees.



Tree Distribution Project Tree Planting Tips

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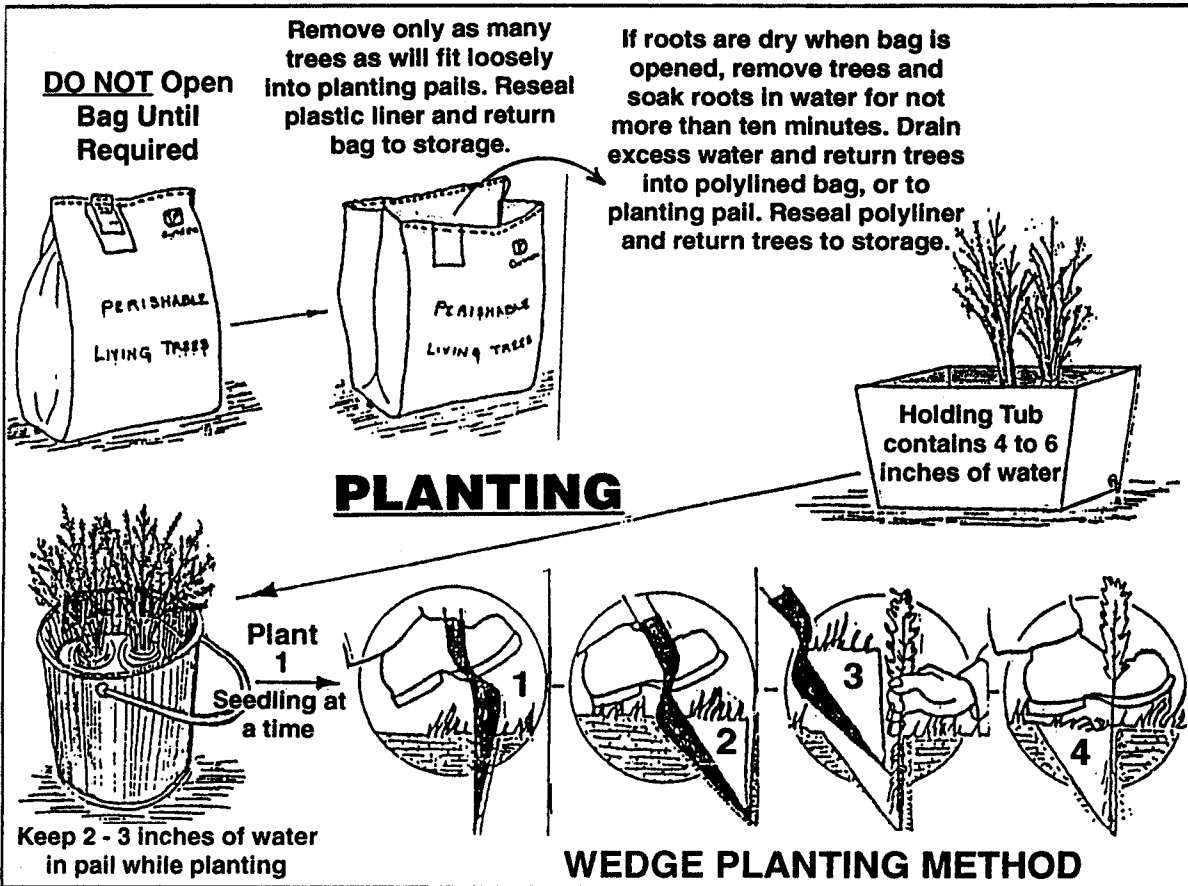
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CONTENTS EXTREMELY PERISHABLE

1. Plant Immediately If Possible



2. Bags can be stored in a **COOL SHADED PLACE** for **NO LONGER THAN 2 DAYS**

- DO NOT OPEN BAGS UNTIL READY TO PLANT

3. For longer storage, Heel trees in a trench. (As below)

NOTE: Heel in all hardwoods if not planted immediately!

WATER "HEELED IN" TREES AS REQUIRED

Appendix D– Suggested Schedule of Activities & Responsibilities for 2011 Tree Distribution Project

Task/Activity	Time Frame*	Responsible Partner(s)
Submit preliminary order to nursery (estimate number of trees)	Jul. 2010	SSEA
Determine municipalities/partners to participate in project, and formalize responsibilities and contributions of each	Aug. 2010	SSEA, NSS, municipalities
Select species to be offered & determine landowner pricing	Sep./Oct. 2010	SSEA
Produce species selection guide for landowners (modify 2010 guide)	Sep./Oct. 2010	SSEA
Develop promotional materials (electronic and hard-copy formats) & deliver to participating municipalities	Sep./Oct. 2010	SSEA
Produce spreadsheet for receiving orders (modify 2010 version)	Sep./Oct. 2010	SSEA
Promote program (web-sites, municipal offices, mailings, media, etc.)	Sep./Oct. 2010	SSEA, NSS, municipalities
Receive and compile tree orders from landowners	Oct. 2010-Jan. 2011	SSEA
Process payment for tree orders	Oct. 2010-Feb. 2011	SSEA
Finalize order with nursery (based on total from orders plus extras)	Feb. 2011	SSEA
Purchase supplies for sorting/distribution (e.g. tree bags, etc.)	Feb./Mar. 2011	SSEA
Establish distribution location(s)	Feb. 2011	municipalities
Finalize distribution date (<i>late Apr or early May</i>)	Mar. 2011	SSEA, NSS, municipalities
Generate receipts for tree orders for landowners	Mar. 2011	SSEA
Mail receipts and pick-up instructions to landowners	Mar./Apr. 2011	municipalities
Solicit & coordinate volunteers for sorting and distribution days	Mar. 2011	SSEA, NSS, municipalities
Produce 'tree planting tips' sheet for landowners (modify 2010 guide)	Mar. 2011	SSEA
Coordinate pick-up or delivery date(s) and times for trees	Mar./Apr. 2011	SSEA
Generate and print tree order labels and master spreadsheet	Apr. 2011	SSEA
Prepare sorting/distribution facilities (i.e. space, tables)	Apr./early May 2011	municipality
Pick-up tree order from nursery & sort/package individual landowner orders	Apr./early May 2011	SSEA, NSS, municipalities, volunteers
Distribute tree orders at distribution location(s)	Apr./early May 2011	SSEA, NSS, municipalities, volunteers
Produce a report on the results of the project	Jun./Jul. 2011	SSEA

* some activities are influenced by the nursery's schedule and therefore some time frames may be subject to change