

Welcome Address for the International Plant Propagators Meeting

Tony DiGiovani

Executive Director, Landscape Ontario, Canada

Good Morning and welcome to Toronto, Ontario, Canada, for the I.P.P.S. Eastern Region conference. My name is Tony DiGiovani, Executive Director of Landscape Ontario Horticultural Trades Association.

Landscape Ontario represents the horticultural industry. Our membership is comprised of over 1500 horticultural firms who derive their livelihood from working with plants. Many of our members are also members of your Society.

It gives me great pleasure as a representative of the horticultural industry to welcome you.

Your work confers immense and immeasurable benefit to the entire horticultural industry and even more to the generations of society whose quality of life is improved by the plant material that surrounds them. The work you do forms the root and is largely responsible for the growth and nurturing of an entire industry.

Plant propagation is one of those special pursuits which has been practiced since time began. It is only fitting that a special activity would attract special people who have formed a special organization. Recently our publisher, Rita Weerdenburg, wrote an article in Landscape Trades magazine which pays tribute to your august group.

I.P.P.S. is truly a remarkable Society. The principles and attributes of unselfish information exchange, commitment, enthusiasm, focus, scholarship, research, networking, sharing, and camaraderie set your group up as a role model not just for associations but for living in general.

Yours is important work. Your activities contribute economic, societal, aesthetic, spiritual, and therapeutic benefits; yet so often your role is not properly acknowledged.

There is a popular Canadian artist who in one of his songs has a line "If you stare at too much concrete you forget the earth is alive". Your activities remind us that the earth breathes.

It is with great pride as a representative of Ontario's horticultural industry that we thank you publicly for the important role your activities play in the continued health of our industry and environment. We are proud to be associated with your visit.

In the next few days we hope you will learn and see a great deal and trust that along with plants you will also propagate many fruitful relationships.

Thank you for coming to Ontario.