



BTA

BROOKDALE TREELAND

NURSERIES LIMITED



Welcome to BTN

- Mark Endicott – Sales Manager
- One of the largest Nursery Stock growers in the country
- 6 Locations from Coast to Coast
- More than 1,000 acres of land in production
- Sales of more than 3 million plants per year

Our Current Inventory

- We grow more than 70 varieties of trees including;
- Flame Amur Maple
- Kentucky Coffee Tree
- Amur Maple
- Sunburst Honeylocust
- Robin Hill Serviceberry
- Shademaster Honeylocust
- Crimson King Maple
- Skyline Honeylocust
- Columnar Maple
- Skyline Honeylocust
- Deborah Maple
- Columnar Siberian Crabapple
- Emerald Queen Maple
- Indian Magic Crabapple

Royal Red Norway Maple	Louisa Crabapple
Autumn Blaze Red Maple	Profusion Crabapple
Red Maple	Prairifire Crabapple
Northwood Red Maple	Radiant Crabapple
October Glory Red Maple	Red Jewel Crabapple
Red Sunset Red Maple	Red Jade Crabapple
Green Mountain Sugar Maple	Red Splendor Crabapple
Legacy Sugar Maple	Royalty Crabapple
Sugar Maple	Snowdrift Crabapple
Silver Queen Maple	Spring Snow Crabapple
Tatarian Maple	Thunderchild Crabapple
Himalayan Birch Clump	London Plane Tree
Heritage River Birch Clump	Amur Cork Tree
Pyramidal European Hornbeam	Chanticleer Flowering Pear
Common Hackberry	Redspire Flowering Pear
Autumn Purple Ash	Upright Trembling Aspen
Patmore Green Ash	Trembling Aspen
Summit Green Ash	Shubert Chokecherry
Autumn Gold Maidenhair Tree	Midnight Schubert Chokecherry
Maidenhair Tree	Swamp White Oak

Kentucky Coffee Tree	Bur Oak
Sunburst Honeylocust	Green Pillar® Pin Oak
Shademaster Honeylocust	Pin Oak
Skyline Honeylocust	Pyramidal English Oak
Skyline Honeylocust	English Oak
Columnar Siberian Crabapple	Regal Prince® Oak
Indian Magic Crabapple	Red Oak
Louisa Crabapple	Golden Eclipse Lilac
Profusion Crabapple	Ivory Silk Japanese Lilac
Prairifire Crabapple	Lincoln Linden
Radiant Crabapple	Redmond Linden
Red Jewel Crabapple	Glenleven Linden
Red Jade Crabapple	Greenspire Littleleaf Linden
Red Splendor Crabapple	Brandon Elm
Royalty Crabapple	Green Vase Zelkova
Snowdrift Crabapple	
Spring Snow Crabapple	
Thunderchild Crabapple	
London Plane Tree	
Amur Cork Tree	
Chanticleer Flowering Pear	
Redspire Flowering Pear	

Upright Trembling Aspen

Trembling Aspen

Shubert Chokecherry

Midnight Schubert Chokecherry

Swamp White Oak

Bur Oak

Green Pillar® Pin Oak

Pin Oak

Pyramidal English Oak

English Oak

Regal Prince® Oak

Red Oak

Golden Eclipse Lilac

Ivory Silk Japanese Lilac

Lincoln Linden

Redmond Linden

Glenleven Linden

Greenspire Littleleaf Linden

Brandon Elm

Choosing What We Grow

By:

- a) Sales History – we use a 5 year sales history to help guide us for the coming year
- b) Trends – we collect trend information from 2 sources:
 - 1) Bid Lists for future projects
 - 2) Liner supplier availabilities

Risk Factors Affecting our Decisions

1) PESTS!!!

This has been a major issue recently. Both the Long-Horned Asian Beetle and the Emerald Ash Borer have devastated our sales in certain varieties

2) Market Trend Changes

As tree varieties come in and out of popularity, this can have a major impact on our profitability – examples are Norway Maples and Shubert Chokecherries

What is “HOT” today

1) Native Trees

Both on commercial job sites and within municipalities, the hottest trend over the past decade has been the move to native tree species

2) Small Stature Ornamentals

Through retail channels, the hottest trend has been the move to smaller ornamental trees to match with smaller residential lot sizes

Where we can go from here...

Ideally, we would all love to see the urban canopy made up of a greater percentage of native tree species. This can be done, but it must be a collaborative effort from all of the stakeholders...

The 2 Distribution Channels...

- 1) The Commercial Business – the 3 stakeholders (Municipalities, Landscape Architects and Growers) must work together to create the ideal mix of trees. Ideally, municipalities would enter into long-term supply contracts which would give the growers time to source and grow the trees with their risk mitigated.

2) The Retail Channel – This market is tougher to control, and does make up a relatively small amount of the overall urban canopy. That being said, a collaborative effort between municipalities, retailers and growers is the way to move forward. We believe that the way to drive demand is to incentivize the consumer to get involved. A financial incentive (coupon, tax incentive etc...) could be offered to those who plant the “Right Tree in the Right Place”.

Thank-you for your
time!!!