



Australian Institute of Horticulture Inc.

'Promoting Horticulture - the Profession of the 21st Century'

Insight into e-book publishing

John Mason FAIH, whose education and publishing business is helping educate and inform horticulturists, says e-books have some great benefits.

John Mason runs ACS Distance Education, a specialist long-distance education provider with subjects that include horticulture and agriculture. He now also publishes print books and e-books (electronic books) on horticulture and other topics.



John Mason

John Mason says he decided to start developing and publishing his own e-books more than a decade ago as he believed the availability of good quality, specialised gardening books was declining. Over the past three years John has built an e-book publishing business alongside his school. In doing so, he is guaranteeing a supply of texts to his students and providing readers with e-books that cover specialist topics that not well covered in mainstream publishing.

ACS publishes e-books on specialist topics

providing valuable information and great pictures. He has published more than 70 titles that range from books on landscaping, to all types of plant cultivars, hydroponics and business titles. Recent books include *Growing and Using Capsicums and Chillies*, *Growing and Knowing Nuts*, *Marketing Psychology*, *Landscaping with Australian Plants* and *Landscaping and Gardening in the Shade*.

A lot of people are still getting used to the idea of e-books, but there are plenty of others who have converted. According to John Mason, e-books have distinct advantages over printed books.

- You can carry a library of dozens of books on an iPad or a tablet device. E-books allow you to walk around a garden or plant nursery and refer to photos and descriptions of the plants you see. This would be impossible with carrying a heavy pile of printed books.
- When viewing the coloured images in an e-book on your device you can zoom in to see



John Mason has an extensive online catalogue of e-book titles.

the picture in great detail.

- You can search an e-book for a particular item, by searching the PDF, which is handy if you want to find an item quickly.
- Nurseries could sell e-books to customers on CDs or as downloads – as add-on sales.

More information

Information about ACS e-books is available at www.acsbookshop.com

AIH winter fruit tree and pruning workshop

Members of AIH and other industry people gathered in mid July for a workshop on fruit trees. The day began at Engall's Nursery at Dural, NSW. Mark Engall, a third-generation citrus grower, kindly gave his time and considerable expertise to explain the finer details of producing a saleable citrus plant from scratch. Mark explained it takes approximately three years to produce a saleable 12L plant. He demonstrated the techniques of grafting and budding while explaining the importance of good rootstock material for producing a good quality plant.

Mark demonstrated the t-bud method, which he said is preferred for grafting citrus. On a good day and with someone taping behind him, a veteran like Mark can bud 800 plants.

Following the citrus production demonstration,

we were taken on a tour of the nursery and viewed well-tended batches of citrus in various stages of production as well as roses and other fruit trees.

Mark Engall's high level of quality control at all stages of production clearly shows commitment to produce a superior product. We as an industry should bear in mind the amount of work taken to produce citrus and other grafted plants when purchasing and selling these products.

Over morning tea, Steve Falcioni – the General Manager of Organic Crop Protectants – presented the group with some new products and popular existing products.

Alpine Tree Removals

The final stage of the workshop was hosted by Morrie Maait at Alpine Tree Removals. Over

lunch, horticulturist Ian Gaston spoke about pruning tools and techniques. He covered the topics of pruning timing, fruiting wood, formative pruning to promote scaffold branching, heading back, thinning out and crotch angles, in addition to a practical demonstration of chip budding.

Following lunch, Morrie Maait took workshop attendees on a tour through the nursery. The variety, condition and impressive size of some of the specimens are a credit to Morrie and family.

For more details of this workshop, go to www.aih.org.au/WinterFruitWorkshop2014. For more workshops, go to www.aih.org.au/AIHevents

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