

July 15<sup>th</sup> , 2015

# *Blooming of Beloit*

## *Newsletter*



### **Blooming of Beloit:**

To our satisfaction the weather pattern in southern WI has played in our favor. Mild temperatures and frequent precipitation keeps our plants happy and as a result the production and quality are far above average.

The only one disadvantage of course is weed problems, however due to our sustainable prevention method (i.e. using fabric to protect the plant) the most that we have to do is mow between the rows in order to keep the farm clean.

As mentioned in our previous edition, July is our most diversified month of the year, and at the moment we are harvesting from our entire 3 botanical groups:

- 1) Specialty cut flowers and blooming tress & shrubs
  - Annabelle Hydrangea (pink & white)
  - Pink Eupatorium
  - Allium Siculum (White Cloud & Drumstick)

### **Israel Line:**

We continue with our summer plan of two shipments per week to New York

landing Monday night for Tuesday delivery (order Thursday) and Thursday night landing for Friday delivery (order by Monday)

Our main item continues to be the double Lisanthus in all colors.

Blooming Grevillea is available in red and yellow in addition to our famous Gold Grevillea foliage.

Greenbell is back to full production , and a newcomer - Celosia is available as well.

## 2) Decorative green and foliage

- Variegated Willow
- Physocarpus Diabolo
- Viburnum Trilobum
- Cotinus
- Compass Grass

## 3) Ornamental Berries

- Green berry (Aronia/Dentatum)
- Yellow Viburnum Trilobum
- Red Seedpod Physocarpus
- Red Wing Acer
- Red Berry Viburnum Opulus (Cranberry)
- Rumex Seedpod (green & bronze)
- Green Bell Button Bush (Sputnik)

In the field we are pleased to see that the following crops are looking promising.

- Malus: (crabapple) with abundant fruit, currently green & ready to ripen to its natural red color in red sentinel and red jewel and already fully ripe and red in the Adams.
- Rosehips: We changed our pruning method from last season and the affect is now seen by having relatively long stems with lots of hips in our Lucy and Fantasy. At the moment the color is starting to turn red and we hope to have the first harvest by the second week of August.
- Hydrangea (Limelight, Pee Gee, Tardiva): Plant has already reached is optimal height and we are beginning to see the flower buds bloom. We hope for the first harvest to be by the first week of August.
- American Bittersweet: last year's cleanup and pruning has proved itself; a large amount of flowers have turned into berries. At the moment they are still green and we believe that by the second week of August we can start offering you yellow & orange Bittersweet
- Viburnum Dentatum: our designated area for purple Dentatum is at its highest peak of the green stage and all that we are waiting on is for the berries to turn purple. We believe that by the second- third week of August we will start offering you on a consistent basis between 5-6 weeks.
- Aronia Black: We hope that we can offer you in two weeks from now.
- Euonmus Europaeus (pink cardinal hat / Mitre) : At the moment fruit is in green color and we hope that will change within three to four weeks in to it's natural pink color.
- Tansy Yarrow & Sedum: hope to start harvest by the first week of August as well

A full list of greenery is available upon request.



Double Lisianthus



Gold Grevillea

For the mid September – October period we plan to offer you:

- Illex (winter berry) in orange and red
- Dogwood (cardinal, native, yellow & arctic)
- Curly Willow ( red & green)
- Fantail Willow



Viburnum red cranberry



Allium Drumstick



**Hydrangea Annabelle White**



**Hydrangea Annabelle Pink**



**Variegated Willow**



**Red Wing Acer**

**We continue to run a truck 3 times a week to our depot at Floral Express in Chicago, and direct delivery to all airlines and trucking companies. In addition, we also offer daily service from the farm with Fedex, UPS & Speedie. Pick-up at the farm is available 7/24.**

**For local and truck service customers we offer to deliver the product in water cases with its quality advantages. For our long distance customers dry pack is available in 4 different case sizes.**

**Please note that all of our products are completely post harvest treated before packing for shipping. In case you have a special need for a particular product we recommend that you pass the order a day in advance to confirm available quantities.**

**Most of our product is graded and bunched in three categories, subject to its nature, with a precise stem count and length per bunch. With a pre-alert notice we can adjust the bunch size to your specific needs. We can pack for you solid or mixed cases, including drop shipment services.**

[Please click here to view our updated picture album from the farm](#)

Please also open the attached Excel sheet to view our July-August production plan

office:

287 Crestwood Village

Northfield, IL 60093

Tel: [847441-8074](tel:847441-8074)

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Farm:

2220 W.Creedy Road

Beloit, WI53511

Tel: [608- 368- 0772](tel:608-368-0772)

Fax: [608- 368- 0780](tel:608-368-0780)

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