

July 1st , 2015

Blooming of Beloit

Newsletter



Blooming of Beloit:

By its nature, July is our most diversified and rich selective month of the year. In addition, the current “tropical” weather conditions around southern WI provides us with optimal climates for an exceptional large selection of specialty cut flowers, ornamental berries and decorative foliage.

In the **ornamental berries** section we have started noticing the change of color on the Viburnum Opulus & Trilobum from green to its mature tone. In a short matter of time our Dentatum Bittersweet, Rosehips, Eunymus & Crabapple will change colors similarly as well.

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.

The new comers are Blooming Grevillea in red and yellow in addition to our famous Gold Grevillea foliage.

For a short period we our out of Green Bell and Trachilium. To our regret the



Viuburnum red cranberry

As for the **specially cut flowers**, we began harvesting the Drumstick Allium and by next week we plan to harvest white & pink Annabelle Hydrangea, followed by Sedum, Tansy Yarrow, Cone Flowers & Eupatorium. By the end of the month our we will harvest our leading Hydrangea – limelight.



Eliza Lisianthus and Blue Agapanthus have reached the end of their season.

A full list of greenery is available upon request.



Double Lisianthus



Gold Grevillea

Allium Drumstick



Hydrangea Annabelle White



Hydrangea Annabelle White

In the **foliage** section we are currently harvesting Variegated Willow & Viburnum Trilobum. By the second week of July we will begin with the long lasting Physocarpus Diablo & Cotinus.



1 Variegated Willow

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

Happy 4th of July holiday
my best
Shlomo