

Kollman's Greenhouse Inc.

Our Business is Growing



Spring 2009

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"A flower's appeal is in its contradictions- so delicate in form yet strong in fragrance, so small in size yet big in beauty, so short in life, yet long on effect." ~ Adabella Radici

I always like to begin the front page of my newsletter with something inspirational about the upcoming season. And boy, can we all use a good, positive word right now! It was the last four words of this quote that struck me, and urged me to share with you.

It has been the talk of our industry the last few months as to what choices the consumer will make when it comes time to spending their discretionary money this spring. History has shown us that flower purchases remain steady during tough times. Currently sales in the South and out West are strong. At the California Pack Trials, one of our industry's biggest spring events showcasing upcoming new varieties, the mood is positive and optimistic. Why? I think the answer is found in the quote at the top of the page.

It is true- a flower's appeal is long on effect, especially when planted in a pot by your door or in a bed by your walkway. You see it every day. You water it, you feed it. You watch it grow. It thrives. It puts a smile on your face in the morning, and it can give you peace at night after a long day. It can warm your heart and calm your fears, and even give you hope. You nurture it, and in turn, it nurtures you.

What a great thing flowers are!! From what can you benefit like that for so long, with so little investment? I often hear from customers that they cannot justify buying annuals, when they "leave us" due to the frost at the end of the season. I often respond that fast-food for a family or a dinner for two with a nice bottle of wine costs far more than a flat of flowers, and only lasts an hour or two.

Maybe for some, this would be a good year to skip the wine or MacDonald's one evening, prep your own meal, and buy some flowers. You can plant it, water it, feed it, and watch it grow and thrive, and nurture yourself while you nurture the plant. Because long after the taste of the grape, or two all- beef patties and special sauce is gone, the beauty, fragrance and joy derived from the flower will remain for months. That is value.



FIFTH ANNUAL SPRING DRAWING

Sign-up for a chance to win a designer 12" terra cotta hanging basket. It is custom-planted with some very cool succulent plants that stand tall, short, and cascade over the side. It is ideal for that very hot spot on your deck or patio, and will certainly add interest to your outdoor décor. Send your friends and neighbors over to sign-up, and they will automatically begin to receive our ever-so-interesting bi-annual newsletter! Two freebees in one- Wow!



Happiness Is A Warm Sun..... That Produces Flowers.



Did you know that horticulture is important for good mental, physical and emotional health? Many studies have shown that gardening can provide these multiple benefits.

On the physical side, 45 minutes of gardening burns as many calories as 30 minutes of aerobics. Never trade-off one for the other! Both will benefit you even more during our short gardening season in northeast Ohio.

Participants in a behavioral study conducted by researchers at Harvard University and Massachusetts General Hospital acknowledged they felt least positive in the early hours of the day, confirming that morning "blahs" is very real. These same participants reported being happier and more energetic after looking at flowers first thing in the morning. Without the flowers, the positive moods of happiness, friendliness and warmth would manifest later in the day.

What does this tell us? Place a vase of fresh-cut flowers in your kitchen, or select a site near your door for a patio planter full of bloomers. Start your day with color and fragrance, and blast away the morning "blahs". And don't forget staging interior planters of gorgeous green foliage inside your home. Sharing living space with these plants increases productivity, and reduces stress.



From 4 1/2 pots to gallon containers, we offer-up some of the new and exciting varieties of the season:

Copper Leaf Plant - Bourbon Street
Mezoo - Trailing Red Dorotheanthus
Oxalis - Charmed Wine
Cassius - Popcorn Plant
African Daisy - Flame
Alocasia - Upright Elephant Ears....**full sun/
part sun**

Aloe Vera - various assortments

Return Engagement:

Alstroemeria - Princess Lily
Euphorbia - Diamond Frost
Eucalyptus - Cinerea

Fragrant Follies

Have you ever sniffed a flower, walked into a room with a bouquet of fresh-cuts or a dish of potpourri and felt a strong feeling from your past? Of all the senses, smell most strongly evokes memory, and often a longing for a favorite friend or family member, or garden from the past. Designing a garden for fragrance takes little planning and provides a wealth of memories and warm feelings.

There are many easy - care annuals and perennials that can add fragrance to any garden. As a rule, the more old-fashioned varieties tend to be more fragrant than modern hybrids. In today's world of plant-breeding, fragrance has become, once again, a priority. Either way, fragrances are personal - they can be sweet, citrus, fruity, musky, or heady. Plan for the ones that make you feel the best.

Plant flowers for sweet fragrance during daytime hours in areas such as walkways, entries, and sunny decks. These can be enjoyed often during the day. And don't forget those flowers that show their stuff in the evening hours. These are best planted near patios or screened-in porches where you relax after a long day, or entertain on weekends. Porch boxes outside windows, and flowerbeds underneath bedroom windows are other ideal spots for the evening.

Below are some easy-care annuals that add fragrance to your garden:

Heliotrope- vanilla
Nicotiana- tropical scent, strong in the evening
Stock- old-fashioned scent of spice
Alyssum- sweet fragrance
Petunia- older purple and white varieties, sweet
Eucalyptus- sweet and spicy

Perennials have fragrances that speak (smell) for themselves:

Buddleia Dianthus Lavender Bee Balm
Carnation Garden Phlox Peony Sweet Pea

Herbs are a wonderful addition of fragrance to combination planters and flower beds:

Sweet Annie Patchouli Nasturtium Lemon Verbena
Mints Chamomile Lemon Thyme Tansy



Veggie Vibes

If the industry Gurus are correct, this will be the Year of Growing Vegetables. And Kollman's is ready for you! For the novice in-the-ground gardener, here are a few tips to get you started:

1. Choose A Site- Make sure it is well drained, level, away from the shade of trees, protected from high winds, and close to a water source. A vegetable garden requires a minimum of six hours of sunlight or more, per day.
2. Plan Ahead- Prep your soil in the fall, if possible. Spend the winter deciding on your favorite varieties and draw a map so you space your plants properly. Make sure you group together your perennial vegetables like rhubarb and asparagus.
3. Cool-season crops can be planted as early as March, or early April- lettuces, peas, cabbages and onions
4. Warm season crops are those that are safe when planted after the last frost- beans, corn, cucumber, peppers, tomatoes, squashes.

Many vegetables can be seeded directly into the ground. But remember, Kollman's has a HUGE selection of vegetable plants- such as asparagus, broccoli, brussels sprouts, cauliflower, cabbages, cucumbers, eggplant, peppers, squashes, tomatoes, cantaloupe, and watermelon. The varieties are too numerous to list but can be found on our website at www.kollmans.com.

Some really special tomato varieties we grow, but are not on our list:

Great White	Anna Russian	Hillbilly
Black Prince	Cherokee Purple	Evergreen
San Marzano	Black From Tula	Drusba

Don't forget the Peppers!

Chocolate Bell	Ancho San Martin
Lilac Bell	Mole Mole
Ivory Bell	Habanero



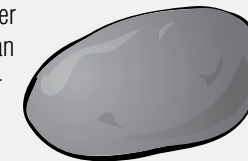
Contain Your Veggies

Container gardens are not just for flowers. Why not try some of the newer patio varieties that promise the great taste of the tried and true varieties, but are smaller in stature and perfect for a pot:

Patio Peppers: Cheyenne Hot, Redskin Sweet
Patio Zucchini: Buckingham
Patio Tomato: Tumbling Tom Red or Yellow, Totem

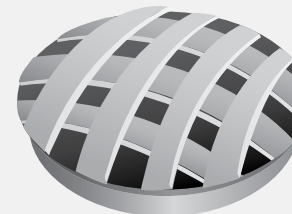
To Go Withs

Have you ever eaten a freshly-dug potato? They are the best! And what could be better mixed with fried potatoes, than freshly-dug onions? It's one-stop shopping at Kollman's where you can select from three varieties of seed potatoes: Kennebec, Katahdin, and Red Pontiac. These are white and red varieties suitable for baking, frying and storing. Fry 'em up with red, white or yellow onions, and add a shallot for good measure.



Happy Endings

Dessert is best served first, like strawberry shortcake, blueberry pie, raspberries over ice cream, grape jelly cookies, or rhubarb cobbler. Plant a patch, and pick your own. There is nothing sweeter than these sweet fruits of the vine, all available in our greenhouses.



Recipe of the Season

Summer harvest is a busy time. Why not treat yourself to a lazy afternoon with an ice-cold drink, taco chips, and....

10-Minute Salsa

4 freshly diced large plum tomatoes
1/4 C chopped onion
3 T chopped fresh cilantro
1-2 tsp minced jalapeno with seeds removed
Juice of 1 lime
1/2 tsp salt
1 minced garlic clove

Combine ingredients, cover and refrigerate until flavors blend.

Kollman's Koupon

Take an
EXTRA 10% OFF
of any single piece of
Malaysian Pottery.

Pottery sale runs May 1 thru June 15.

Early Heirlooms

Heirloom vegetables are growing in popularity by leaps and bounds. But defining an heirloom is tricky, because there has yet to be total agreement on exactly what an heirloom variety is. Experts do agree on one thing - heirloom vegetables are old, open-pollinated cultivars. Open-pollination means the flowers are pollinated by the wind or insects. It also refers to cultivars that can be grown from seed and will produce true to seed the next year. In other words, the next generation will look just like its parent, if you harvest the seed and plant it the following year. This is as opposed to hybrids, which are bred for specific characteristics through controlled pollination. These are not true to seed.

Age is a trait, but opinions differ as to how old a cultivar has to be in order to be labeled heirloom. Some say it is those introduced before 1951, and some say before the 1920's. Many varieties are 150 years and older. Some are traditional Native American crops, and other heirlooms are old European crops. Some can trace their ancestries to Asia and Africa.

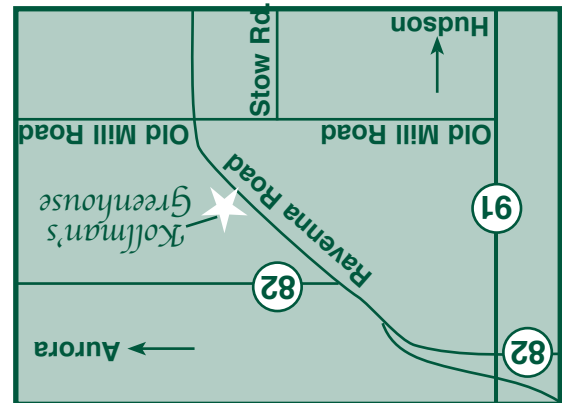
Quality is another trait that is debated. Most believe heirloom vegetables are superior in taste, hence their popularity. However, many varieties are much more susceptible to disease and insects, and can be unreliable producers. While heirlooms are visually more interesting in color and shape, hybrids are showy and very uniform. For successful diversity, it is best to plant both.

So what do you plant, to be an heirloom vegetable grower? Here are some well-known varieties to consider:

- Beans: Kentucky Wonder- introduced in 1864 **Kollman's has the seed!**
- Cabbage: Early Jersey Wakefield- in catalogues since 1872 **Kollman's grows the plants!**
- Corn: Golden Bantam- introduced by Burpee in 1900
- Cucumber: Improved Long Green- introduced in 1872 **Kollman's has the seed!**
- Lettuce: Paris White Cos- introduced in 1834 **Kollman's grows the plants!**
- Melon: Jenny Lind- introduced in 1846
- Radish: French Breakfast- introduced in 1885 **Kollman's has the seed!**
- Squash: Hubbard- introduced in 1842 **Kollman's has the seed!**
- Tomato: Brandywine- Amish, or Burpee introduction in 1886 **Kollman's grows the plants** -also in red, pink and yellow

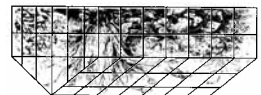


Open for business from Easter through Spring,
 Summer, Fall and Christmas, selling
 seasonal plants: flowers grown in our very own
 greenhouses; decorative fall items and fresh,
 holiday wreaths and greens.
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