

PRIVATE *PG* GARDEN

Issue 5

February 2010

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Happy February!

We hope everyone is enjoying the winter season. March is right around the corner, which means spring time. We here at Private Garden are looking forward to warming up and welcoming spring and summer with open arms.

We hope that everyone has a wonderful end to winter.



In Appreciation of our gratitude and 25 years in business.....

"Private Garden is pleased to offer our customers 25% off all Victorian Glasshouse orders placed prior to March 31, 2010."

You better hurry to get one of our Victorian Glasshouses for 25% off. Hurry, orders are coming in and we are booking up our crews for construction quickly. Call today for your very own Private Garden Victorian Glasshouse, 413.566.0277!

Getting ready for spring ...

Private Garden wanted to ask around and find out what our growers and garden centers have been doing to prepare for their busy spring season coming up. This is what we found:

Merrifield Garden Center, Virginia

Kevin Warhurst, President

1) In addition to plowing a lot of snow for the past week or so,

we have been busy getting various projects done around the nursery to get ready for the spring season. This includes the usual tasks of painting, assembling and stocking shelves with spring merchandise, creating new displays and signs and making some changes to one of our parking lots. Before too long we will be bringing plants out of houses and begin filling the nursery beds.

2) A number of our staff members attended the Mid-Atlantic Nursery Trade Show in Baltimore in January, where we had an opportunity to visit with growers and other suppliers, talk to industry representatives and discuss purchasing plans for the year ahead. Some of our staff members also attended other professional shows, seminars and other nursery industry meetings. In addition, some staff members are taking the annual exam to become Virginia Certified Horticulturists.

3) As always, the winter months are a good time for us to have meetings with our staff to discuss plans for the year ahead. Being a slower time of year, it's an ideal time to get together to exchange ideas and brainstorm about the various ways that we can improve. It is also a good time to cover safety training and other tasks before the new season arrives.

56 acre private estate in Westchester County, NY

Jeffrey Waeschle, Property Manager

1) The first thing we do here to get ourselves ready for the upcoming spring season is start placing our plant list orders for the areas that we have discussed over the winter that are going to be cultivated this season. You must get your plant orders in now before you get shut out of all the plants that you've been dying to have in your garden. It always seems that those are the ones that go first for some reason.

2) The second thing we do once the snow has cleared for winter/spring, and the ground has somewhat thawed out, is take soil samples. It is very important to take soil samples in new areas that are going to be cultivated or areas that you just fertilize every year. Knowing what kind of fertility and biological levels your working with in the soil is one of the most important things that we want to know here on the estate. This is a practice that we do religiously every spring which helps us figure out step # 3.

3) The third thing after getting our soil tests back and determine each areas need for nutrients and fertility, we order our fertilizers/microbial foods. We just don't throw down the same amount of the same fertilizer/mircobial foods year in and year

out. By taking soil samples this allows us to order exactly what we need to help feed our soil. Here on the estate we don't feed our plants. We feed our soil in which return feeds the plant. So, that is the last step we do. Order the correct amount of fertilizers you need for the upcoming season without wasting money and time putting down products in areas that don't need it.

Big Announcement Next Month ...

Private Garden is excited to give everyone a sneak peak at our big announcement next month. Private Garden wanted to make this special announcement in March for St. Patricks day, in theme with the color "Green". With the recession slowly ending, Private Garden is in search of ways to help our customers. We are extremely excited for our up coming adventure, and can not wait to share it with everyone. Please keep an eye out for next months newsletter!!

Thank you for reading our newsletter. We are always open to suggestions, please do not hesitate to email me @ jsackrider@private-garden.com or call 413.566.0277 X 30.

Sincerely,

Jennifer

Jennifer Sackrider
Private Garden

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