Native Plant Production & Sales
Bloom California: A unique marketing opportunity
Liv O'Keeffe (CNPS, Sacramento, CA USA), Jessica Woodard (CNPS, Sacramento, CA USA), Ann-Marie Benz (CNPS, Sacramento, CA USA), Maya Argaman (CNPS, Sacramento, CA USA)

Large-scale propagation of ethically grown Liveforevers (Dudleya spp.) to prevent poaching and extinction
Kevin Alison (Tree of Life Nursery, San Juan Capistrano, CA, USA)

Native Plants & Mental Health: An Introduction to Growing Works
Jenn Rodriguez and Laura Bauer (Camarillo, CA, USA)

Bringing California native wildflowers indoors: Growing wildflowers for bouquets
Joanna Gomes (Jo’s Posies & Bouquets, El Cerrito, CA, USA)
2022 CNPS Conference

Native Plants for a Bright Tomorrow
Introductions

Liv O’Keeffe
Senior Director, Public Affairs

Jessica Woodard
Calscape Product Manager

Maya Argaman
Horticulture Program Senior Coordinator

Ann-Marie Benz
Horticulture Program Manager
There’s a disconnect between **the number of people** wanting native plant landscapes and **the sales of** native plants.

CNPS set out to find out more and to support native plant nurseries & growers.
THE ISSUE

According to the 2017 State of the Industry Report conducted by Garden Center, native plants comprised only 3% of nursery sales across the state.
THE OPPORTUNITY

83% of people are interested in native plants for their gardens.
THE GRANT

CNPS received a first-of-its-kind Specialty Crop Block Grant to build a campaign promoting specialty crop native plant gardening.
THE GOAL

Increase the sale of 11 selected California native plants by 20% over the three-year life of the campaign.
## Sales Tracking

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<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>Q1 2021</th>
<th>Q2 2021</th>
<th>Q3 2021</th>
<th>Q4 2021</th>
<th>Q1 2022</th>
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<td>Bouteloua gracilis</td>
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<td>Bromus carinatus</td>
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<td>Elymus condensatus</td>
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<td>Deschampsia cespitosa</td>
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CAMPAIGN APPROACH

Strategy 1: Industry Partnership
CNPS works directly with nurseries in designing and evolving the campaign, listening to nursery needs and providing support as needed.

Strategy 2: Accessible Beauty
The campaign leverages the beauty of native plants and real life applications to inspire consumers.

Strategy 3: Integrated Marketing
Multi-channel digital campaign driving consumers to in-person point of sale. Once at the POS, consumers will find more inspiration and education.
Campaign Components

- Fun visual brand
- Point of sale materials
- Dedicated website
- Email marketing
- Social media content calendar
- Creative assets
- Consumer education videos and handouts
- Ongoing B2B communication and support for partners

Sara Bandali
“Approachable Beauty”
Through A Defined Campaign Brand

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<tr>
<th>Primary Logo</th>
<th>Primary Logo Variation</th>
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<td><img src="image1" alt="Bloom Logo" /></td>
<td><img src="image2" alt="Bloom Logo Variations" /></td>
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<td><strong>Recoleta</strong></td>
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<tr>
<td>Native Plants for a Bright Tomorrow</td>
<td>Native Plants for a Bright Tomorrow</td>
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<td>Native Plants for a Bright Tomorrow</td>
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</table>

Native Plants for a Bright Tomorrow
ABOUT THE PLANTS
Meet the Plants

Clarkia  Currant  Iris  Manzanita
Mint  Oak  Ornamental Grass  Phacelia
Sage  Yarrow  Toyon

Ready to get growing?
Discover designs using these plants and tips for success here.
Why these plants?

- Met funder requirements
- **Availability:** strong grower supply keep plants readily available for consumers
- **Consumer friendliness:** basic maintenance to keep gardens hassle-free
- **Habitat power:** support regional pollinators, while being low risk to wild plant populations (disease or genetics)
- **Statewide success:** suited for the varying regions of California’s diverse ecosystem
RECRUITMENT
Join the California Native Plant Society in an exciting campaign to promote native plants statewide!

The California Native Plant Society (CNPS) is proud to introduce Bloom! California—a 3-year campaign to transform California’s landscapes while increasing your revenue! We are currently recruiting industry partners—nurseries, growers, and other retailers—for points of sale and supply, and invite you to be a part of it.

The campaign is designed to help you:

- Boost sales of California native plants
- Showcase attractive displays and educational material
- Build customer loyalty
- Support ecologically-friendly gardening practices

The native plant revolution is happening! Together, we can help Bloom! California.

Learn more at: BloomCalifornia.org
Offering Nursery Support

- CNPS-provided **marketing material and promotion** via blog posts, social media graphics, photo library and digital toolkits with **webinar tutorials**
- Free CNPS-led **public workshops**
- **On-site employee support** to set up points of sale
- Provide nursery teams with **custom Employee Binder training session**
- A monthly partner newsletter
Dear Nursery Partner,

You’re probably seeing a surge of shoppers this month who are getting a head start on fall planting season. As customers make their selections, now is a great time to let them know that Bloom! California’s wide array of ornamental grasses can fill in the space between their new 1- and 5-gallon plants or create a soothing wave-like pattern that changes with wind and light. Bloom’s ornamental grasses are more than just a pretty face; they also support butterflies, moths, and other wildlife in your garden.

Share social media posts to help customers find the right Bloom! ornamental grasses to fit their needs. 

Click here to find social media posts that you can easily share on your Facebook, Instagram, and Twitter accounts to drive related Bloom! sales.

What events do you have for the fall planting season? Share them with Bloom!

Bring even more customers to your nursery! Submit your Bloom! related events via the Partner Portal (scroll down to “Submit Your Event”) and we’ll share them on bloomcalifornia.org/public-events. Be sure to share your Bloom! events as soon as they’re scheduled to give us time to get them onto the site and promoted through social media.
Directional Signage

Reconnect to the earth through gardening.

Grow your own climate solutions.
Display Materials
Ornamental Grasses

Native ornamental grasses are great as an alternative to lawns, added along pathways, used as groundcover, planted among wildflowers, and as understory plants. They offer both ornamental and restoration value in gardens, are hardy and versatile, and are a great addition to summer-dry gardens.

**Height:** 1-2 feet  
**Width:** 1-2 feet  
**Sun Exposure:** Part shade to full sun  
**Water Requirements:** Low  
**Soil:** Tolerates a variety of soils as long as adequate drainage is provided  
**Bloom Period:** Spring, Summer

**Highlights**
- High wildlife value  
- Winning lawn replacement  
- Year-round beauty
Growing Tips for Customers

Know Before You Grow

- Scale: Define the scope of your planting project. Will it be a few plants? A narrow strip next to the sidewalk? An entire yard?
- Sun conditions: Observe sun and shade on your site throughout the day. Keep in mind, the sun is at its highest angle during summer and lowest during winter, so exposure will vary across seasons.
- Wet spots: Identify low points (if any) where water might accumulate.
- Zones: Based on your observations, divide your site into smaller zones of like conditions.
- Cost: What is your budget for the project? Adjustments to plant sizes/plant quantities or a phased approach to the design can help keep costs manageable.
- Involvement: How much time and energy are you willing to spend taking care of your plants? Some plants don’t need as much attention as others, but all plants require some basic maintenance.

Tips & Tricks

- Include a dense shrub like Toyon, which provides cover and shelter for birds.
- Use the quantity of flowers by growing annuals like Caltrop and Fuchsia. You can also start the seeds in pots and then transplant them for more control.
- Consider including a decorative pond or birdbath to provide birds and other wildlife with water as well as food.
- Plant species that flower at different times of the year to provide a longer blooming period for pollinators.

R. Stony Pollinator Patch

A series of full sun areas perfect for drought-tolerant native flowering plants, which also serve as important sources of food and shelter for pollinators and birds.

- 01-140 TOTAL PLANTS (plus seed)
  - Purple oat grass
  - 100 violets
  - 100 blue daisies
  - 100 California fuchsia
  - 100 common marigold

Native Plants for a Bright Tomorrow
100+ nurseries, growers, and retailers joined **Bloom! California.**

And that number continues to grow!
“As a nursery and nonprofit with a mission to bring sustainable, ecologically beneficial landscapes to the built environment, Bloom! California is a natural fit. This campaign will set California on a path where beautiful, water saving and life supporting gardens are the norm rather than the exception.”

- Evan Meyer | Executive Director of the Theodore Payne Foundation
INTEGRATED MARKETING
AN INTEGRATED MARKETING STRATEGY

- Traditional public relations efforts
- **Paid digital advertising** with a focus on diverse demographics across targeted regions
- **Organic digital promotion** via social media, website, and email campaigns from CNPS and participating partners
- Native plant social media ambassador program
- Leveraged messaging from statewide nurseries with plug-and-play sharing toolkits
Learn about native plants

Clarkia | (Clarkia spp.)

Clarkias are easy-to-grow annuals with charismatic flowers. The spring blooms range in color from white, pale pink, salmon, and magenta on stems 1–3 feet tall. They typically bloom at the end of the wildflower season, hence their common name “Farewell-to-Spring”. While drought-tolerant, give it moderate water for the best flowering display. Expect it to reseed.

- **Height**: 1–3 feet
- **Width**: 1–3 feet
- **Sun Exposure**: Full sun to part shade
- **Water Requirements**: Low
- **Soil**: Tolerates sandy and clay soils
- **Bloom period**: Spring

**Highlights**
- Showstopping flowers
- Easy to grow
- Insta-wildflower meadow

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Caring for your native garden through the seasons

It’s easy to care for your native plants through California’s varying seasons with this maintenance advice!
Connect with local nurseries
WEBSITE OFFERS VISITORS A WAY TO...

And get practical inspiration

D. Pots + Planters

You can create a native plant oasis on your patio or balcony by using pots and planters!

What You’ll Need

1 White Sage
1-3 Purple Clarkia
1-3 California Fescue
1-3 Common Yarrow
1-3 Douglas Iris
1-3 Coyote Mint

1-5 TOTAL PLANTS
A. Shady Refuge

Planting in shade is all about choosing plants that are suited to low-light conditions.

Tips & Tricks
- Hummingbird Sage thrives in dry shade.
- Masses of Currant bring early spring color to the understory.
- Plants like California Fescue and Coyote Mint can take part-shade as well as full sun.

What You’ll Need
- 1 Valley Oak
- 3–4 Red Flowering Currant
- 10–20 California Fescue
- 15–25 Common Yarrow
- 15–25 Douglas Iris
- 15–25 Hummingbird Sage
- 15–25 Coyote Mint

75–125 TOTAL PLANTS

Credit: Miridae Landscape Architecture and Construction
### Partner Portal

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<th>Employee Binder</th>
<th>Nursery Agreement</th>
<th>Sales Tracking Sheet</th>
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<tr>
<td>An overview of the campaign with helpful information for nursery employees (PDF)</td>
<td>A copy of the agreement between participating nurseries and Bloom! California (PDF)</td>
<td>Template for sales tracking, due each quarter of the campaign (XLSX)</td>
<td>Don’t know where to source Bloom plants for your nursery? Please check this list of Bloom inventory and the growers that have them currently in stock.</td>
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### Recorded Webinars

- **Partner Marketing Kit: Website**
  Bloom! California marketing teammate Alyssa walks partners through how to use the “Website” section of the Partner Marketing Toolkit.

- **Partner Marketing Kit: Newsletter**
  Bloom! California marketing teammate Alyssa walks partners through how to use the “Newsletter” section of the Partner Marketing Toolkit.

- **Partner Marketing Kit: Social Media**
  Bloom! California marketing teammate Alyssa walks partners through how to use the “Social Media” section of the Partner Marketing Toolkit.

- **Calscape and Tracking Sheets Tutorial**
  Bloom! California nursery manager Ann-Marie walks partners through how to update their sales tracking sheets with quarterly...
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<td></td>
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<td>(or link in bio) to discover beautiful, vibrant native flowers and grasses you can plant for a bright tomorrow</td>
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<td>California water restrictions amid our megadrought are turning green lawns brown — making it clear that we need to rediscover the natural beauty of California plants. These #BloomCalifornia native grasses sure know how to spruce up a landscape!</td>
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<td>Considering ditching your lawn this fall planting season? Learn more about native grasses at bloomcalifornia.org (link in bio)</td>
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<td>Keeping a beautiful garden in California's drought IS possible. Here's how to replace your lawn with #BloomCalifornia native flowers and grasses!</td>
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<td>Looking for more resources to get your #droughtfriendly garden started this fall planting season? Visit bloomcalifornia.org</td>
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<td>#DroughtTolerant #WaterWise #NativePlants</td>
<td>#DroughtTolerant #WaterWise #NativePlants</td>
<td>#DroughtTolerant #WaterWise #NativePlants</td>
</tr>
</tbody>
</table>

---

**INSTAGRAM**

- [Image]

**FACEBOOK**

- [Image]

**TWITTER**

- [Image]
THAT GENERATED THOUSANDS OF LIKES AND DOZENS OF COMMENTS PER POST.

Hey California,

It’s time to ditch your water-thirsty lawn.

4 water-conserving, native grass alternatives:

1. California Fescue
2. Kentucky Bluegrass
3. Ryegrass
4. Bentgrass

Steps to a successful drought-tolerant garden:

1. Choose the right plants
2. Proper watering
3. Mulch
4. Use native plants
5. Irrigation system
6. Soil preparation
7. Maintenance

California Native Plant Society

Keeping a beautiful garden in California’s drought is possible. Here’s how to replace your lawn with #BloomCalifornia... more
THAT GENERATED THOUSANDS OF LIKES AND DOZENS OF COMMENTS PER POST.

Keep it cool by planting these California native trees

KNOW BEFORE YOU GROW

1. Scope
2. Light conditions
3. Wet spots
4. Zones
5. Cost
6. Involvement

SAVE THIS FOR FALL PLANTING SEASON!
Paid Advertising

1/3 BUDGET SPENT SO FAR:

- 1.6 million California residents reached
- 261k website hits
- 25k post responses
Ambassador Program

Native sages bring the aroma of wild California to the garden. The #BlooomCalifornia Ambassador Program has selected six sages that are easy to grow and have beautiful, long-lasting flowers. These versatile plants offer a wide range of forms, textured foliage, and bold blossoms that combine well with many other plants in the landscape.

Here I’m featuring four of the six sages. (Frame 1) White sage and Black sage blossoms. (Frame 2) Hummingbird sage blossoms. (Frame 3) Cleveland sage blossoms. (Frame 4) White sage and Black sage foliage color.

Visit blooomcalifornia.org to learn more about these and other campaign plants, and to find your local nursery that supplies them.

One of my favorite parts of landscape design is seeing how plants interact with one another. Companion planting can be both beneficial aesthetically (texture, color, shape) and for the health of the plant (water/ light/nutrient requirements). Our California native iris is an amazing plant to plant en masse, as a companion plant for alone in a pot or container. It loves low- moderate water and dappled sun conditions just like Catalina Perfume or Western Columbine. These iris look like an unassuming ornamental grass most of the year with their strappy leaves until they come alive in Spring with beautiful purple, yellow or white flowers. A California native iris is a part of #BlooomCalifornia - a collaborative/innovative/education hub that shares California native plant education, gardening resources and a nursery locator. Visit blooomcalifornia.org to learn more. #BlooomCalifornia #Farbarfaralsla

The horticulturally savvy are already bewitching, but we can’t stop thinking about this whopping we saw on Friday at Orthodoxyme. It’s a hybrid of Salvia splana (white sage) and Salvia leucophylla (purple sage) and its name is almost too perfectly, Salvia ‘Desperado.’ Because it’s a heartstealer 😚

“We also sell them in the nursery,” a volunteer said when I asked for an ID on this bruiser planted in the landscape. “No...it’s okay,” I said (???) because my cart was already full and I’d been on a salvia buying spree all spring.

But when there was a delay at checkout, I ran...run-on through the airport style — to find my 1- gallon pot. Guess what, just one left. This desesperado did not get away.
In-Person Events
RESULTS & IMPACT
Marketing Scope

- **End-to-end brand build**, from the soil up
- **11 native plant groups** reinvigorating California’s gardens, parks, and natural spaces
- **10 gorgeous point-of-sale collateral pieces** to educate and inform the general public
- **10 California native plant and gardening social media influencers** recruited to double our campaign reach in 2022 (and growing!)
- **100+ statewide nursery partners** to promote the campaign and sell its included plants to California’s varied geographic regions
- **200,000+ digital hits** on campaign website and socials in the campaign’s first quarter
Results: Sales increased 67%.

Based on our reference nurseries for 2021 over the baseline average.
LESSONS LEARNED
Nurseries are slammed!

Nurseries need capacity support to take full advantage of marketing and coordinated campaigns.
### "Easy" Sales Tracking?

<table>
<thead>
<tr>
<th>Crop</th>
<th>Included Scientific</th>
<th>Included Common</th>
<th>Baseline Previous Years</th>
<th># of Plants Sold (Proxy Nurseries Only)</th>
<th>Quarterly 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>2018</td>
<td>2019</td>
<td>2020</td>
</tr>
<tr>
<td>Currants</td>
<td></td>
<td></td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ribes aureum</td>
<td>Golden Currant</td>
<td>661</td>
<td>767</td>
<td>636</td>
<td>1,916</td>
</tr>
<tr>
<td>Ribes Californicum</td>
<td>Hillside Gooseberry</td>
<td>147</td>
<td>79</td>
<td>103</td>
<td>411</td>
</tr>
<tr>
<td>Ribes malvaceum</td>
<td>Chaparral Currant</td>
<td>407</td>
<td>483</td>
<td>197</td>
<td>97</td>
</tr>
<tr>
<td>Ribes sanguineum</td>
<td>Red Flowering Currant</td>
<td>1,922</td>
<td>2,116</td>
<td>1,443</td>
<td>2,102</td>
</tr>
<tr>
<td>Ribes speciosum</td>
<td>Fuschiaflower Gooseberry</td>
<td>1,929</td>
<td>751</td>
<td>1,092</td>
<td>638</td>
</tr>
<tr>
<td>Ribes viburnifolium</td>
<td>Catalina Currant</td>
<td>3,583</td>
<td>2,329</td>
<td>1,465</td>
<td>2,664</td>
</tr>
<tr>
<td>Medicinal Herbs</td>
<td></td>
<td></td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yarrow</td>
<td>Achillea millefolium</td>
<td>Yarrow</td>
<td>27,754</td>
<td>25,509</td>
<td>15,496</td>
</tr>
<tr>
<td>Floriculture/Nursery—Potted herbaceous perennials</td>
<td></td>
<td></td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ornamental grasses</td>
<td></td>
<td></td>
<td>Total</td>
<td>159,115</td>
<td>83,775</td>
</tr>
<tr>
<td>Bouteloua gracilis</td>
<td>Blue Grama</td>
<td>31,090</td>
<td>12,118</td>
<td>14,811</td>
<td>110,947</td>
</tr>
<tr>
<td>Bromus carinatus</td>
<td>California Brome Grass</td>
<td>135</td>
<td>156</td>
<td>207</td>
<td>652</td>
</tr>
<tr>
<td>Elymus condensatus</td>
<td>Giant Wildrye</td>
<td>6,397</td>
<td>4,923</td>
<td>19,513</td>
<td>4,981</td>
</tr>
<tr>
<td>Elymus glaucus</td>
<td>Blue Wildrye</td>
<td>1,116</td>
<td>5,077</td>
<td>1,175</td>
<td>1,766</td>
</tr>
<tr>
<td>Aristida purpurea</td>
<td>Purple Three Awn</td>
<td>8,069</td>
<td>13,178</td>
<td>10,254</td>
<td>19,242</td>
</tr>
<tr>
<td>Festuca californica</td>
<td>California Fescue</td>
<td>13,775</td>
<td>5,132</td>
<td>14,675</td>
<td>6,643</td>
</tr>
<tr>
<td>Festuca idahoensis</td>
<td>Idaho Fescue</td>
<td>1,486</td>
<td>1,107</td>
<td>2,454</td>
<td>2,717</td>
</tr>
<tr>
<td>Hordeum brachiargyrum</td>
<td>Meadow Barley</td>
<td>287</td>
<td>501</td>
<td>80</td>
<td>54</td>
</tr>
<tr>
<td>Calamagrostis foliosa</td>
<td>Leafy Reed Grass</td>
<td>4,280</td>
<td>2,003</td>
<td>3,389</td>
<td>5,388</td>
</tr>
<tr>
<td>Calamagrostis nutans</td>
<td>Pacific Reedgrass</td>
<td>1,020</td>
<td>600</td>
<td>1,252</td>
<td>758</td>
</tr>
<tr>
<td>Deschampsia cespitosa</td>
<td>Tufted Hairgrass</td>
<td>3,178</td>
<td>2,085</td>
<td>4,001</td>
<td>4,044</td>
</tr>
</tbody>
</table>
Small marketing budgets demand ingenuity and collaboration.
This is how the “little guys” win

- Shared resources
- Strong use of social media toolkits
- Cross-linking
People are interested!

And they want specific guidance.
### WHICH PAGES AND SCREENS GET THE MOST VIEWS?

<table>
<thead>
<tr>
<th>PAGE TITLE AND SCREEN CLASS</th>
<th>VIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bloom! California...bright tomorrow</td>
<td>101K</td>
</tr>
<tr>
<td>Nurseries - Bloom! California</td>
<td>42K</td>
</tr>
<tr>
<td>Garden Inspirat...om! California</td>
<td>35K</td>
</tr>
<tr>
<td>Meet the Plant...om! California</td>
<td>29K</td>
</tr>
<tr>
<td>Resources - Bloom! California</td>
<td>6.1K</td>
</tr>
<tr>
<td>Ornamental Gra...m! California</td>
<td>5.1K</td>
</tr>
<tr>
<td>Sage - Bloom! California</td>
<td>4.6K</td>
</tr>
</tbody>
</table>

### Users by City

<table>
<thead>
<tr>
<th>CITY</th>
<th>USERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>14K</td>
</tr>
<tr>
<td>San Jose</td>
<td>4.9K</td>
</tr>
<tr>
<td>Sacramento</td>
<td>4.2K</td>
</tr>
<tr>
<td>San Francisco</td>
<td>4K</td>
</tr>
<tr>
<td>San Diego</td>
<td>3.9K</td>
</tr>
<tr>
<td>Oakland</td>
<td>1.3K</td>
</tr>
<tr>
<td>Long Beach</td>
<td>1K</td>
</tr>
</tbody>
</table>

### New users by First user source

<table>
<thead>
<tr>
<th>FIRST USER SOURCE</th>
<th>NEW USERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>(direct)</td>
<td>25K</td>
</tr>
<tr>
<td>m.facebook.com</td>
<td>22K</td>
</tr>
<tr>
<td>instagram</td>
<td>10K</td>
</tr>
<tr>
<td>facebook</td>
<td>9.2K</td>
</tr>
<tr>
<td>l.facebook.com</td>
<td>7.8K</td>
</tr>
<tr>
<td>google</td>
<td>5.1K</td>
</tr>
<tr>
<td>cnps.org</td>
<td>4.3K</td>
</tr>
</tbody>
</table>
It’s going to take more . . .

- time
- money
- data
- trust
WHAT’S NEXT?
A Bloom! Evolution

Questions:

Could this be the new brand for California native plants?

How do we merge the best of our experiments?

What does this tell us for the next generation of Calscape?
CALSCAPE
New: Regional Garden Planner – Bay Area
Ember Resistant Zone

- No vegetation within 5 ft of the house, except for moveable pots
- Use non-combustible mulches (like crushed rock) near the house

Home Defense Zone

- Use non-combustible mulches (like crushed rock) near the house
- Hydrate plants with a water-wise irrigation system
- Plant shrubs twice as far apart as they are tall

Reduced Fuel Zone

- Don’t cut grasses to bare dirt, to keep viable vegetation in place for erosion control
- Prune plants to provide horizontal and vertical space throughout the garden
- Break up vegetation with paths and walkways
- Keep garden free from dry and dead wood, dry grasses, and leaf litter, especially near structures and within 30 ft of the home

Calscape - California Native Plant Society
Come test it out!

Calscape table

In the Exhibit Hall during breaks
Slides to delete here but save for another time
CAMPAIGN APPROACH

1. **Get a baseline** with 3 years’ of sales and marketing data to learn what appeals to customers + what’s realistic for nurseries.

2. **Recruit nurseries and retailers** to participate in a unified campaign

1. **Deploy an integrated campaign** with a suite of consumer-facing assets to drive sales.
WEBSITE OFFERS VISITORS A WAY TO...

Learn about native plants

Clarkia

Clarkias are easy-to-grow annuals with charismatic flowers. The spring blooms range in color from white, pale pink, salmon, and magenta on stems 1–3 feet tall. They typically bloom at the end of the wildflower season, hence their common name “Farewell-to-Spring”. While drought-tolerant, give it moderate water for the best flowering display. Expect it to reseed.

Height: 1–3 feet
Width: 1–3 feet
Sun Exposure: Full sun to part shade
Soil: Tolerates sandy and clay soils
Bloom period: Spring

Highlights
- Showstopping flowers
- Easy to grow
- Great in wildflower meadow
THAT GENERATED THOUSANDS OF LIKES AND DOZENS OF COMMENTS PER POST.
CNPS
2022 CONFERENCE
ROOTING TOGETHER
Preventing Poaching & Extinction:
Conservation Strategies for *Dudleya*

Kevin Alison, M.Sc.
What are Liveforevers?

- Genus *Dudleya*
- Family *Crassulaceae* (Stonecrop)
  - CAM photosynthesis
  - Succulent (New world)
- Rosette or “Finger”-like forms

Photos: Calflora.org
Dudleya distribution

- Approximately 45 species of *Dudleya*
- California, Arizona, Baja
- Primarily found on Coastal Bluffs and Slopes.

SEINet, 2022
Dudleya cymosa

Photo: Brent Miller
Dudleya pulverulenta
Dudleya arizonica
Dudleya attenuata ssp. orcuttii
Santa Catalina Island
Dudleya virens ssp. hassei
Dudleya Rarity

9 taxa are Federally listed as “Endangered” or “Threatened”

40 taxa CNPS Inventory of Rare Endangered Plants

Dudleya stolonifera
State and Federally listed “Threatened” California Rare Plant Rank: 1B.1

Photo: Ron Vanderhoff
Dudleya farinosa

Photos: CDFW
Dudleya pachyphytum

Cedros Island, Baja

Photo: Steve McCabe
CalTIP - CDFW’s confidential secret witness program

Call: (888) 334-2258

Text: tip411
Supply
Conservation though Cultivation
Demand $\$
Challenges Propagating *Dudleya*

- Traditionally done by seed.
- Scant resources.
  - Rarity
  - Ability to supply demand.
- Ease of hybridization.
Dudleya stolonifera

State & Federal Status: Threatened

CNPS: 1B.1

Photo: Ron Vanderhoff
Exclusion tents

Preventing Hybridization
Hand Pollination
Traditional Cuttings
Potential tool: Plant Tissue Culture
University of Hawai‘i

Harold L. Lyon Arboretum-
Hawaiian Rare Plant Program
- Nellie Sugii

• Restoration

• Germplasm storage
  • Rare species
  • Heritage plants
What is Plant Tissue Culture?

• Method of *in-vitro* culture

• Growing plants in test tubes
  • “*In-vitro*” = In Glass

• Nutrient Agar

• Light & Temperature
Stages of Plant Tissue Culture

Source Plant → Sterilization → Establishment → Multiplication

- Chlorine Solution
- + Hormones
Rapid Exponential Cloning
Rapid Exponential Cloning

$1 \times 10 = 10$ new individuals
Rapid Exponential Cloning

\[ 10 \times 10 = 100 \text{ new individuals} \]
Rapid Exponential Cloning

1
10
100
1,000
10,000
100,000
1,000,000
Callus Tissue

D. gnoma
Organogenesis

D. stolonifera

D. gnoma
Multiplication

D. verityi
D. gnoma
Final Stages of Plant Tissue Culture

- **Multiplication**
- **Rooting**
- **Acclimatization**
Acclimatization
Munchkin Liveforever – Dudleya gnoma
Dudleya pachyphytum
Dudleya anthonyi
Next Steps

Distribution where it counts.

• Horticultural Trade
• International Markets
Thank you!
AN INTRODUCTION TO GROWING WORKS

Jenn Rodriguez & Laura Bauer
GW: OUR PROGRAM

• Since 2018
• Members & Supported Employees
• Three Phases; 108 Hours
  • WRAP
  • Job Preparedness
  • Supported Employment
GROWING WORKS

All of GW’s employees are:
- Securely housed
- Receiving services from VCBH, Ventura County Behavioral Health
- Clean & sober
- In compliance with court orders and the law
- Consistent in attendance
- Participating in weekly WRAP: Wellness Recovery Action Plan
- Making a significant impact to the success of GW’s nursery business
TURNING POINT FOUNDATION

- Growing Works’ Parent Organization
- Ventura County
- Healing, Haven & Hope
- Fourteen programs in eleven locations
- “compassionate and proactive treatment for adults struggling with mental illness”
RECOVERY SERVICES: COPING SKILLS

Distracting Activity

- Physical Activity
  - Listening to music
  - Teamwork

- Mindfulness practices
  - Practice Stress Management: Yoga, Tai Chi, exercise, journal, et.

Coping Skills

- Get enough sleep
- Talk with a friend
- Get dressed
- Ask for help
- Find an enjoyable activity
- Go to work
- Drink plenty of water
- Learn a new skill
- Take a shower
- Do something new
- Enjoy nature
- Humor
MORNING CIRCLE
CHORES, AKA ADL OR ACTIVITIES OF DAILY LIVING
WHY GROWING WORKS
WHY GROWING WORKS WORKS

• Coping Skills
  • Fun, humor & music!
• Stigma-free & Safe Community
• Beauty
• Personalized approach
• Conscious & corporate celebration of achievements & milestones
Outcomes

<table>
<thead>
<tr>
<th>Promotion to other TPF programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independent employment</td>
</tr>
<tr>
<td><strong>Independent nursery functions</strong></td>
</tr>
<tr>
<td>• Watering</td>
</tr>
<tr>
<td>• Inventory</td>
</tr>
<tr>
<td>• Orders</td>
</tr>
<tr>
<td>• Truck Loading</td>
</tr>
<tr>
<td>Education</td>
</tr>
<tr>
<td>Restoration</td>
</tr>
</tbody>
</table>
GW: THE NURSERY
CAMARILLO
STATE MENTAL
HOSPITAL
FINISHED PRODUCT

- 4”
- 1 gallons
- Limited Other Sizes
CONTACT

Growing Works
1736 South Lewis Road
Camarillo, CA 93012
805-586-9900

growingworkssales@turningpointfoundation.org
jenn.Rodriguez@turningpointfoundation.org
lbauer@turningpointfoundation.org
Bringing California Native Wildflowers Indoors

Growing Wildflowers for Bouquets

CNPS 2022 Conference
Rooting Together

Joanna Gomes, Jo’s Posies & Bouquets
October 21, 2022
Growing Native Wildflowers

- Lay gardener
- Grow cut flower garden
- Try flower farming
- Sell bouquets
- Share what I have learned
From Backyard to Flower Farm

**Goal:** Use California native plants in bouquets for sale

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Grow lots of blooms in small area</td>
<td>- Try flower farmer techniques!</td>
</tr>
<tr>
<td>- Grow straight, long stems</td>
<td>- Experiment with hydration!</td>
</tr>
<tr>
<td>- Focus on ease of harvesting</td>
<td>- Think outside the bouquet!</td>
</tr>
</tbody>
</table>
Wildflower Growth Habits

- Floppy or prostrate growing habit
- Short stems
- Hard to pick
- Longer prep time for bouquets
Swathes

Types grown together

Promotes longer stem growth

Easier to harvest
Planting Techniques

Rows & Spacing

Flower farmer spacing

Longer stems

Many blooms in small area

Easiest for harvesting

3’ x 5’ @ 9” spacing
33 plants

3’ x 5’ @ 6” spacing
70 plants
Growing Tips

**Pinching**

- Increases numbers of blooms
- Snip when seedling is 6” to 8” tall
- Snip at leaf junction
- Not all plants benefit from pinching
Growing Tips

Netting

Fosters upright growth

Slide netting up posts as plants grow

Add second net layer for extra floppy plants

3 ½” squares 6” squares
Growing Tips

**Corralling & Staking**

- Keeps stems upright
- Protects from wind
- Useful for shrubs
Harvesting

Clean containers!
Strip lower leaves
Put in water immediately
Harvest time of day matters for some species
Hydration

Hydrate before flower arranging

3+ hours or overnight

In cool place
Hydration Help

**Wimpy drinkers**

- Sear stems for 10 seconds in boiling water
- Immediately place in cool water
- and/or
- Try flower food

---

Dip 10 seconds boiling water

**Flower Food Recipe**

- 1 cup warm water
- 2 tbsp lemon juice
- 1 tbsp sugar
- 1/4 tsp bleach
Hydration Help

Woody stems

Cut lengthwise up the stem

Increases water intake

Good for shrubs and branches

Snip lengthwise
Bouquet Ingredients

Focal
Secondary
Filler
Texture
Spikes
Whimsy/sparkle
Hand-tied Bouquet Demonstration
Hand-tied Bouquet

1. Hold stems in one hand at an angle
2. Other hand turns stems 90 degrees
3. Add more stems, turn bunch, add, turn...
4. Adjust
5. Tie bouquet
Closing Thoughts

- Any size container or garden can grow wildflowers for cutting
- Don’t be limited to varieties identified as “cut flower”
- Try hydration tips to see what works
- If hydration tips don’t succeed, enjoy short vase life
- Everyone is creative – give flower arranging a try!
Resources

- Larner Seeds (www.larnerseeds.com)
  - California wildflower seeds

- Floret Flower Farm (www.floretflowers.com)
  - “Cut Flower Garden” by Erin Benzakein
  - Fantastic resource for all things floral

- Johnny’s Selected Seeds (www.johnnyseeds.com)
  - Grower’s Library – Cut Flower Garden Planning

- Jo’s Posies & Bouquets (www.josposies.com)
  - Questions or to chat: josposies@gmail.com
## List of flowers presented

<table>
<thead>
<tr>
<th>Scientific Name</th>
<th>Common Name</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Achillea millefolium</td>
<td>Yarrow</td>
<td>Corral</td>
</tr>
<tr>
<td>Calandrinia ciliata</td>
<td>Redmaids</td>
<td>Net, double net, can be pesty and smother seedlings, short vase life but continues to bloom</td>
</tr>
<tr>
<td>Camassia quamash</td>
<td>Common Camassia</td>
<td>Corral</td>
</tr>
<tr>
<td>Clarkia amoena</td>
<td>Farewell to Spring</td>
<td>Net, corral, pinch</td>
</tr>
<tr>
<td>Clarkia amoena 'the wild form'</td>
<td>Farewell to Spring, wild</td>
<td>Net, corral</td>
</tr>
<tr>
<td>Clarkia bottae</td>
<td>Punchbowl Godetia</td>
<td>Net, double net</td>
</tr>
<tr>
<td>Clarkia concinna</td>
<td>Red Ribbons</td>
<td>Net, double net</td>
</tr>
<tr>
<td>Clarkia unguiculata</td>
<td>Mountain Garland</td>
<td>Net, corral, pinch, pick during cool of morning</td>
</tr>
<tr>
<td>Eriogonum grande var. rubescens</td>
<td>Red-flowered buckwheat</td>
<td></td>
</tr>
<tr>
<td>Eschscholzia californica</td>
<td>California Poppy</td>
<td>Pick with buds as individual flowers have short vase life. Buds will open</td>
</tr>
<tr>
<td>Festuca rubra</td>
<td>Molate Blue Fescue</td>
<td></td>
</tr>
</tbody>
</table>
### List of flowers presented

<table>
<thead>
<tr>
<th>Scientific Name</th>
<th>Common Name</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gilia capitata</td>
<td>Globe Gilia</td>
<td>Sticky stems, may need quick water bath</td>
</tr>
<tr>
<td>Gilia tricolor</td>
<td>Bird’s Eye Gilia</td>
<td>Net, double net</td>
</tr>
<tr>
<td>Helianthus annus</td>
<td>Sunflower</td>
<td>Stake</td>
</tr>
<tr>
<td>Layia platyglossa</td>
<td>Tidy Tips</td>
<td>Net, double net</td>
</tr>
<tr>
<td>Malva assurgentiflora</td>
<td>Island Mallow</td>
<td>May need staking, wimpy drinker so sear stems</td>
</tr>
<tr>
<td>Nemophila maculata</td>
<td>Calico Five Spot</td>
<td>Net, double net</td>
</tr>
<tr>
<td>Nemophila menziesii</td>
<td>Baby Blue Eyes</td>
<td>Net, double net</td>
</tr>
<tr>
<td>Penstemon heterophyllus 'Blue Springs'</td>
<td>Penstemon 'blue springs'</td>
<td></td>
</tr>
<tr>
<td>Phacelia tanacetifolia</td>
<td>Bee’s Friend</td>
<td>Net, corral</td>
</tr>
<tr>
<td>Satureja douglasii</td>
<td>Yerba Buena</td>
<td></td>
</tr>
<tr>
<td>Sphaerlcea 'newleaze coral'</td>
<td>Globe Mallow 'Newleaze coral'</td>
<td>Corral, woody stem cut lengthwise</td>
</tr>
<tr>
<td>Stipa pulchra</td>
<td>Purple Needlegrass</td>
<td></td>
</tr>
<tr>
<td>Symphoricarpos albus</td>
<td>Snowberry</td>
<td>Woody stem, cut lengthwise</td>
</tr>
</tbody>
</table>