

Merry Christmas

Bill Moore & Co., Inc.



Inside this issue:

Poinsettias	1
Featured Plants	2
Local growers assoc.	2

Catalogs currently available:

- Adenium
- Agonis
- Brugmansia
- Cajun Hibiscus
- Celebrated Plants
- Dahlia
- Daylilies
- Liriope
- Sun Parasol Mandevilla
- Thai Aglaonema
- Thai Bulbs
- Thai Croton
- Thai Curcuma
- Thai Euphorbia
- Thai Orchids
- Thai Plumeria
- Thai Plants
- Thailand Plants

Just click on the catalogs above to open them. If you would like to receive our catalogs in print, please let us know and we would be happy to send them to you.

Poinsettias!-New varieties



Ice Punch PPAF

*Available starting Summer 2010

This variety has highly stable patterned bracts that contrast the rich cranberry with frosty white centers, that are framed by dark green leaves. It has great flower uniformity, strong branching and good vigor. It adapts to a range of product forms and pot sizes.



Tapestry™ (PER14606) PPAF *Available starting Summer 2010

This newest variety offered from Ecke Ranch™, this red variety has variegated leaves. It has vibrant green leaves with creamy yellow margins to set off the dark red bracts. Transitional bracts bring in a touch of red.



Winter Blush™

*Available starting Spring 2010

The pink and white color on this variety offers a higher visual appeal than other marbled varieties. It has large, showy bracts and strong cyathia clusters. With an upright branch position, it allows for higher density production without compromising quality.

Information/pictures provided by Ecke Ranch™

Poinsettia Ordering

We all know that when the holiday season is here that we will be surrounded with those beautiful Poinsettias. You can't escape them! Though it is too late to order for this season, its never too early to order for next year.

We have numerous suppliers who offer Poinsettias in both unrooted and rooted cuttings. Shipping begins in late February, so make sure to get your orders in now so that you can get the varieties that you want. Please let us know if you

have any questions or need any information on the Poinsettias you are interested in.

Bill Moore & Co., Inc.
 PO Box 1587
 Brandon, FL 33509
 800.237.7794
 813.689.6706
 813.684.5856 (Fax)

Previously featured plants:

Agave Desmettiana variegata
 Begonia bipinnatifida
 Cajun Hibiscus
 Celebrated Plants
 Croton 'King of Siam'
 Edible Plants
 Epidendrum 'Sunset'
 Ferns
 Gaillardia 'El Fuego'
 Liriope
 Mandevilla 'Stars & Stripes'
 Pennisetum 'Fireworks'
 Pink Home Run Roses
 Sunny Cities Hibiscus
 Sunny Cities Pico Hibiscus
 SunPatiens

Click on the name of the plant to be brought to the original newsletter that it was featured in.

Featured Plants—Anigozanthos 'Velvet™ Range'

The Velvet Range™ Kangaroo Paw series is a line of mid-sized, landscape hardy Anigozanthos hybrids. They have improved drought and frost tolerance as well as being more disease tolerant. The Regal Velvet and Gold Velvet are more suitable for a mass planting landscape while the Amber Velvet and Ruby Velvet are best for a flowering garden. These Kangaroo Paws also attract hummingbirds!



Gold Velvet



Amber Velvet



Regal Velvet



Ruby Velvet

Information provided by First Step Greenhouses

If you would like to receive our newsletter by e-mail, or have questions/comments; e-mail jillian@billmooreco.com

Support your local grower's association

Becoming a member of your local grower's association is a great way to connect and network with others in the industry. Not only could it bring potential business, it could also help to build successful and useful relationships.

They also offer great resources for you and your business. Many organizations offer events and publications to keep you informed with what is going on in the industry. From trade shows to local charity events, these organizations contribute sub-

stantially to the industry. Grower's associations are also looked at as a source of information for regulations/laws for government committees. They really can make a difference in the industry.
www.ahs.org American Horticultural Society