

# Bill Moore & Co., Inc.

## Tim's Trip to Louisiana



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### Catalogs currently available:

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

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.



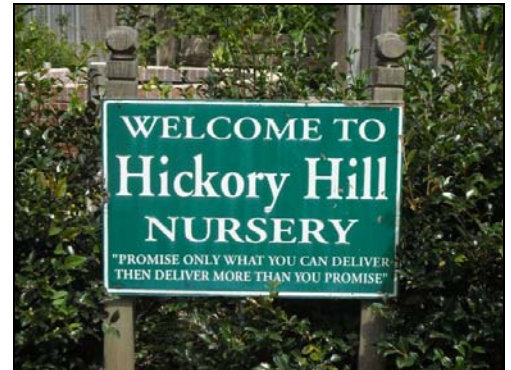
Agave 'Quadricolor' from our Indian supplier at Perino's Garden Center



Variegated Plumeria from our Thailand supplier at Perino's Garden Center



Carnivorous plants located at one of our customers, Murray's Nursery



Welcome sign for Hickory Hill Nursery: "Promise only what you can deliver, then deliver more than you promise."

September's trip was as unexpected as it was rewarding. Due to jockeying of mine, as well as customer's schedules, it afforded me an opportunity to also shoot over into Mississippi on Saturday and see a fairly new customer, Wilburn & Murray Goff of Murray's Nursery, as well as tempt me to continue

east into Alabama. Maybe had the USC game not been played that evening with a choice spot being held for me somewhere on Bourbon Street in New Orleans I may have managed to include the additional miles east.

Still, with the threat of tornado approaching my home

base, I figured it would be best to hunker down for the evening after making a stop at 'Madame Laveau's House of Voodoo' in search of the perfect talisman that would guarantee to increase my sales or at least cover the cost of my trip.

(continued on page 4)

## Sun Parasol Mandevilla

Summary of Suntory Flowers Inc visit to South Florida with Mr. Shigeru Sarada and his assistant Sayaka from Suntory Flowers, Japan, T.Jay Higgins, Sunfire Nurseries, Sarasota, FL, Karen Arrington and Bill Moore, Bill Moore and Co., Inc.

On September 18, 2009, we visited some of the best Mandevilla growers in South Florida to see crops already planted for spring shipping; and, to discuss new opportunities with the new and existing varieties of Sun Parasol Mandevilla. We presented the new varieties being released for 2009/2010 season and Suntory's marketing strategies to support the profitability for the nursery owners.

Suntory is a 110 year-old Japanese company with \$18 billion in consolidated sales in markets including, beverages, foods and flowers. Twenty years ago Suntory entered the horticultural market with a brand new petunia variety – Surfinia. Suntory Flowers Ltd. was established in 2002. Suntory has breeding stations in both the northern and southern hemisphere which enables them to select plants suitable for specific markets. For example, the Man-

devilla Sun Parasol Giant performs best in warmer climates like Florida because it was bred and selected in a similar climate in Australia.

Suntory is making regular introductions of new varieties of Mandevilla into the market to keep their line fresh and exciting for all segments of the market. Suntory's Mandevilla breeding program is the best in the industry. For the first few years Suntory targeted the wholesale grower with their advertising campaigns. This year they are expanding their advertising into consumer magazines creating consumer recognition for the Sun Parasol Mandevilla. Growers can participate through co-op advertising programs with Suntory.

Suntory has the capability to get the results of a DNA test within two weeks of conducting the test; and, compare the genetic fingerprints of all Sun Parasol varie-

ties to any other Mandevilla in the marketplace. This is a great tool to ensure the protection and integrity of the Sun Parasol line of Mandevillas for the grower and especially the consumer. All of the Sun Parasol Mandevillas are patent protected.

Suntory has dozens of new Mandevillas in its breeding pipeline; some with major improvements to existing varieties and others simply new and very exciting!

**The Mandevilla Sun Parasol series is classified in three main groups:**

The “Original” group (Mandevilla sanderi Hybrid) has the most varieties. They have an up-right growth habit in the full sun and are recommended for a 6” or 10” short trellis, hanging baskets or a stand-alone bush. There are 4 varieties in the Original series including:



**Crimson**



**Dark Red**



**Pink**



**Cream Pink**

The “Giant” group (Mandevilla Hybrid) has 3 varieties. They are climbers and require a trellis in all sized containers. They also have larger flowers and offer outstanding performance in Florida. The varieties include: ‘Giant White’, ‘Giant Pink’ and ‘Giant Crimson’.



**Giant Crimson**



**Giant Pink**



**Giant White**

The “Pretty” group (Mandevilla Hybrid) has 2 varieties: ‘Pretty Crimson’ and ‘Pretty Pink’. This group is distinguished by its superior branching and vigorous growth. It is very floriferous. It is great in hanging baskets and trellis containers of all sizes.

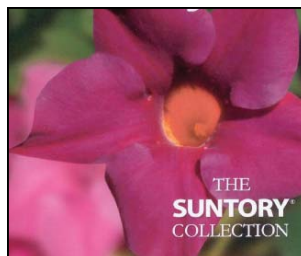


**Pretty Crimson**



**Pretty Pink**

In 2009 three new Sun Parasol varieties are being introduced and produced in limited quantities. They are: ‘Lush Crimson’ described as the Original ‘Crimson’ on steroids and shares the growth habit of the Original group; ‘Burgundy’, also with the Original group growth habit and has a unique reddish purple flower color; and, finally, ‘Stars & Stripes’, with the Original growth habit and a striking scarlet flower split with a star shaped white stripe completely through the center of each of the five petals. ‘Stars & Stripes’ was unveiled and voted “Favorite New Flowering Plant” at the 2009 TPIE show in Ft. Lauderdale, Florida.



**Burgundy**



**Lush Crimson**



**Stars and Stripes™**

**Bill Moore & Co., Inc.**  
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## Featured Plants



**Coral (vigorous)**



**Magenta (compact)**

### Sunpatiens®

These new and exciting Impatiens thrive in full sun! Direct stick in finished containers is recommended for Sunpatiens®. They root very quickly and a rooting hormone is not needed. We offer 7 compact varieties, 6 vigorous varieties and 2 spreading varieties.

Currently available as URC

Information provided by Ecke Ranch™

### Previously feature plants:

- Agave Desmettiana variegata
- Begonia bipinnatifida
- Cajun Hibiscus
- Celebrated Plants
- Edible Plants
- Epidendrum 'Sunset'
- Ferns
- Gaillardia 'El Fuego'
- Liriope
- Mandevilla 'Stars & Stripes'
- Pennisetum 'Fireworks'
- Sunny Cities
- Sunny Cities Pico Hibiscus

## Tim's Louisiana Trip (continued)

Entering Central Louisiana I was met with something that caught me a little off guard as everyone was looking for something other than Yaupon holly, Cleyera and white Hawthorne. How refreshing! Suddenly it looks like the world is in search of new and exciting plant material with much talk of perennials and even the drought tolerant material from Australia 'Celebrated Plants' actually being asked about by NAME! It was also encouraging to see that the material we bring in from Thailand is also making inroads. Before we know it, the 'Nursery Capital of Louisiana', Forest Hill will actually be considered 'cosmopolitan'.

Once again, I'd like to thank all of you that had time to spend with me and for those that I missed I hope to see you next time around.

I should also give a special 'Thanks' to Buddy Perino in Metairie for a Louisiana style lunch of 'Po-Boys' while down south, Paul Toler from Doug Young Nursery and Billy & Beth from Eco nursery for each taking me to their favorite local Mexican hotspots (now THAT'S something we don't see much of in San Diego!) for lunch, Harold & Maxine for always having fresh 'Community' coffee available and lastly Greg Martin from G&C and Togo from Fish hatchery nursery for preventing me from being overly parched before leaving town each evening!

### FUN SIGNS TIM ENCOUNTERED ON HIS TRIP



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