

Bill Moore & Co., Inc.



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Catalogs Currently Available:

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[Celebrated Plants—Florida](#)
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[Named Plumeria](#)
[Sun Parasol Mandevilla](#)
[Sunvillea Bougainvillea](#)
[Thai Aglaonema](#)
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[Thai Curcuma](#)
[Thai Euphorbia](#)
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Just click on the catalogs above to view them directly from your computer!

Mycorrhizae

We are now distributing sustainable bio-stimulant products for Horticultural Alliance. Please take a look at an overview of what Mycorrhizae is all about. Give us a call to see how this product can help your nursery!

Wide range of products and applications. Ask about how you can have these for your :

Retail customers (POP materials available)

Landscape architects/landscapers

Use in the nursery itself; rooting cuttings, inoculating your liners and finished plants.



What Does Mycorrhizae Do?

The full story of what effect mycorrhizal roots have on plants is still evolving. We know that some plants cannot live without mycorrhizal roots. We also know there are some plants that do not need mycorrhizae. Most brassicas, for example, which include broccoli, brussels sprouts, cabbage, and cauliflower, do not associate with mycorrhizal fungi. But the fact is that nearly all plant life is dependent on the association with mycorrhizal fungi. Mycorrhizal fungi grow through the soil by extending its hyphae, which are the "roots" of the fungus, into the soil. These "roots" are extremely fibrous and engulf every tiny crack and cranny in the soil that absorb water and nutrients in solution for a more efficient uptake by the roots of the plant.

The only food source for mycorrhizal fungi comes from the plant. Thus, if anything begins to slow the food source, the mycorrhizal fungi becomes more active, and aggressive, to feed its host - the roots of the plant. This is why plants in stressed conditions benefit from mycorrhizal roots. Regardless of the cause, i.e., drought, heat, high salt, windburn, freeze, parasites, negative organisms, etc., mycorrhizae has evolved for millions of years to bring relief to the plant.

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Previously Featured Plants:

Alocasia 'Zula Mask'
Anigozanthos 'Velvet Series'
Bamboo-clumping
Bare root Strawberries
Bougainvillea
Caladium 'Lil' Star'
Callistemon
Colocasia 'Red Eye Gecko'
Double Flowering Adenium
Edibles-Fruit
Edibles-Veggies
Euphorbia
Grafted Tomatoes
Kordana Roses
Liriope 'Isabella'
Mandevilla 'Garden Crimson'
Sunrosa Roses

**We gladly accept the
following from customers
within the United States.**



Featured Plants



Dipladenia 'Hot Lips'® ppaf

'Hot Lips' is a vigorous growing tropical with large deep red flowers with a velvet look. 'Hot Lips' is vigorous grower and produces an abundance of flowers all summer long. Excellent for 6, 8 and 10 inch containers or hanging baskets. 'Hot Lips' has exceptional heat tolerance and are best grown in full sun to a maximum of 30% shade. The vining characteristics of 'Hot Lips' is directly related to the amount of direct sun provided.

Zones: 10+

Available in 98cp



Spathoglottis 'Mello Yellow' ppaf

Talk about "Wow" power, 'Mello Yellow' is in a league all it's own with broad yellow petals outlined in purple. A fast growing well branched garden orchid commonly producing multiple flower spikes each producing numerous large (2" in diameter) showy flowers. Once the flower show starts it continues on and on.

'Mello Yellow' is a full, compact plant 24" to 30" tall. Perfect for 6-8 inch pots.

Zones: 10+

Available in 98cp

**Limited availability starting
Summer 2013**

Upcoming Trade Shows—January

Don't forget to come see us at the upcoming trade shows!

We will be showcasing a wide variety of starter plants, as well as introducing the re-naming of the Celebrated Plants line and

the introduction of our sustainable bio-stimulant products for Horticultural Alliances.

We can't wait to see you! Give us a call with any questions regarding the shows.

Gulf States Horticultural Expo
January 17-18
Mobile, AL
www.gshe.org

Booth #2060

TPIE
January 23-25
Ft. Lauderdale, FL
www.fngla.org/tpie/

Booth #1005