

[SEARCH BLOG](#) | [FLAG BLOG](#) [Next Blog»](#)
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The **ECPR** team just arrived home after three days attending the prestigious **OFA Short Course**, where our minds were filled to capacity with new trends, new friends and new products. Because there is simply too much information to disclose at once, I'll just start from the beginning by sharing a few important announcements from trusted breeder and grower, **Terra Nova Nurseries**.



With 54 brand new plant introductions, five new breeding breakthrough collections, a brand new catalog, and an entirely new grower / IGC support system, I'll surely be posting more Terra Nova Nurseries information and photos in the coming weeks. But, for now, I'll just give you a quick overview regarding the latest growth changes to the company. You are welcome to read a new press release about the 2010 introductions and new collections **here**. This release will give you a brief summary of what the company is offering for 2010, so I can spend the remainder of this post telling you something quite extraordinary Terra Nova Nurseries is doing, and will continue to do.

**Contributors**

- ◆ [Leslie Kirk](#)
- ◆ [Jeff Collard](#)
- ◆ [Adam Woods](#)
- ◆ [Don Eberly](#)

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**OFA: Let's Start from the Beginning**  
**It's Official! Eberly & Collard Public Relations**  
**Plants on the roof**  
**Ovation for Orchids**  
**Distracted By Shiny Objects**

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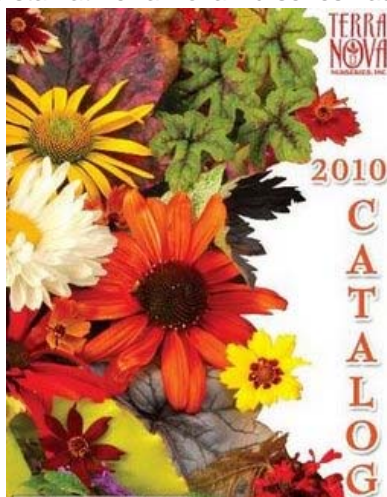


Terra Nova Nurseries is listening to what growers, landscapers and independent

garden centers want and need to set themselves apart. In a lagging market, companies want to bring in profit as much of the year as possible – not just during those epic weeks of spring. They need alternatives to mums and poinsettias; they need plants that will not fail during unpredictable weather; and they need additional marketing and educational support.

Terra Nova Nurseries deemed this a “personal” challenge, and spent months (and in many cases, years) breeding, trialing and brainstorming to solve problems for these folks. This company is unique in that it has the breeding technology, staffing and resources to actually accomplish a feat this large.

This year at OFA Short Course, Terra Nova Nurseries announced its brand new **Web site** with a plethora of information for growers, retailers AND consumers. The company also has a brand **new catalog** that easily spells out where plants will thrive and how they compare to previous breeds. The staff at Terra Nova Nurseries has introduced dozens of new plants that have been specifically bred to solve problems wholesale growers encounter throughout the cultivation season. An example of this would be the brand new line of **Winter Jewels™ Hellebores** and the novel selection of **Cyclamen** forced to bloom in winter – all excellent, unique options that contribute to year-round retail. Terra Nova Nurseries is also



now offering grower-customers free tags on shipments. Can you imagine how helpful these extra savings might help a grower looking for an edge?

◆ @freshome Good article!

Decorating White Spaces by Adding a Delicate Touch of Color

<http://tinyurl.com/ls5b53> 37 minutes ago

◆ First post-event blog from OFA #shortcourse about ALL the amazing announcements from Terra Nova Nurseries:

[www.eberlycollardpr.blogspot.com](http://www.eberlycollardpr.blogspot.com) about 6 hours ago

◆ I'm in love. For all the TRUE garden geeks out there (guilty), free computer wallpapers from

@GardenDesignMag

<http://tinyurl.com/lemc9r> 2 days ago

◆ A very creative article on moonlight gardens for a magical, peaceful space in the night-time hours. Great idea!

<http://tinyurl.com/nvu399> 3 days ago

◆ @birdsandblooms, your new site looks fantastic. Great job! We LOVE the new Community Section.

Everyone, check it out:

[www.birdsandblooms.com](http://www.birdsandblooms.com) 4 days ago

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So, it seems there is a lot more available here than just incredible new plants. In these times, Terra Nova Nurseries is a positive and supportive partner to its customers. It's an invaluable trait to have in an industry where working together is imperative.

~ Leslie

*Posted by Leslie Kirk at 1:48 PM*



**Labels:** *eberly collard pr, Leslie Kirk, OFA Short Course, Terra Nova Nurseries*

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