



Dear Fern Lovers,

We're glad you share our passion for ferns and look forward to working with you in 2012! We know the economy remains a challenge, and Casa Flora is committed to helping our customers find new ways to grow your business. We've been listening to your comments and requests, put on our thinking caps, and have eight great new programs we're rolling out that we hope will help increase interest in and demand for that super-cool ancient plant – ferns!

With these exciting new programs our goal is to better link industry peers, media, and customers. We wish to provide them with better growing and marketing information. The idea is to generate more interest in your products as well as on improved techniques to grow and market perennial and tropical ferns.

FernsAreCool.com and FernsAreGreen on Facebook

First, Casa Flora is creating a new website called FernsAreCool.com, which will be geared for growers, retailers, and garden writers/media and updated regularly. Our ultimate aim is to contain everything you'll need or want to know about growing and marketing ferns. There will be growing information, product display templates, photos of various ways ferns are used, and links to fern articles. Later, we'll add video tutorials for growers of particular ferns, so that FernsAreCool.com will become an invaluable resource for the industry to grow and market ferns.

Second, we're creating a Facebook page called FernsAreGreen which will be a less technical site oriented to home, apartment, or office users. It will be updated several times a week, and contain information about how ferns help create healthier homes (they remove toxic substances from indoor air – more on that later), landscape and interior uses and maintenance of ferns, etc. Facebook has emerged as one of the key ways that many people find information on products they're interested in, and so FernsAreGreen will be aimed at the ultimate end-users of ferns – your customers! And Casa Flora will also create short, YouTube-linked videos to help consumers understand how to care for particular types of ferns. We think this will be a great tool to make growing ferns easier and less mysterious for people who may not be familiar with the particular growing needs of say, a Golden Mist fern.

Support for the “Buy Local” movement

Third, as you've no doubt noticed there is a growing movement among many consumers for buying native and/or locally grown vegetables and garden plants. Casa Flora sells 33 species of native American ferns; many are likely to be native in your area, and with a little attention in their first year “Mother Nature” pretty much takes over after that. Casa Flora is committed to helping you target this growing customer base.

New “Mixed Variety Tray” Program

Fourth, we have developed a new marketing program for 44 of our unique ferns with exceptional characteristics. We have listened to your comments, and understand that selling 72 pots of a new, unfamiliar fern can be challenging, let alone selling 72 of several varieties. Now you can trial grow and test your market acceptance using mini-trays of 18 plants per variety. This new program requires a minimum of 8 mini-trays, and includes our premium tags. We hope this new program will be a great way for you to test several varieties to see what will work best for your market and customers.

Join Team Fern!

Fifth, when you buy 8 mini-trays in one order, you automatically become a member of Casa Flora's “Team Fern”, which means we will periodically send you free 4” plants to test grow in your garden or office. These plants will be

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your personal test garden for new varieties that we are considering adding to our future product line. When you become part of Team Fern we'll ask you to fill out a confidential questionnaire with information about your operation's unique needs to help us choose those varieties that are worthy of entering the market. Of course, you can always opt-out of Team Fern if you like, but we think it's a real "win-win" – you get sneak previews of new varieties, and we get to better understand your preferences and regional growing needs.

New and Redesigned "Smart" Tags

Sixth, Casa Flora has redesigned all of our 153 plant tags to give consumers more detailed information on particular varieties of fern and to identify them as native, unique, new, tropical or perennial. Our oversized, colorful tags have a large picture of the plant on one side and detailed descriptions, planting and care instructions on the other and are built to last in the garden for several years.

Seventh, mobile phone apps are revolutionizing retailing, and it's common for retail customers to want more information while at a store, nursery, or at home than a label can provide. With this in mind, we've added Microsoft Tags (a small box-shaped digital code) to our tags that allow customers to get more information about a particular fern using their smart phone (the free, commonly-used app is available at <http://www.gettag.mobi/> or iTunes. These tags help the customer make a purchase decision without a salesperson's assistance – and often with even more accurate information.

Eleven New Fern Varieties

Eighth, Casa Flora will be adding five new tropical ferns and six new perennial ferns that we feel are ready to make a splash in the market place. Watch for our announcement on our website or Facebook page.

Just a few other thoughts before we go.

Clean Air, Remediation, Deer-Resistant and Drought-Resistant Ferns

Did you know that ferns remove toxic chemicals from indoor spaces? In the 1970s and 80s, NASA conducted in-depth studies on indoor air contamination, and ferns came out on top for eliminating formaldehyde (a cancer-causing pollutant found at low but significant levels in a wide variety of indoor products such as carpet, flooring, paper products, plywood – lots of places!) Ferns are also very efficient at removing xylene and toluene that are also common in indoor air spaces. The science behind this is strong, and we think that the more people are aware of this fact, the more people will want a fern or two for their homes. We'll be promoting this on FernsAreCool.com and FernsAreGreen so you can have access to this information as well.

If you use ferns for bogs and/or remediation areas you will probably need much greater quantities of certain ferns. We'll be happy to help you with such needs with a pre-order to grow them in advance for specific jobs.

Also, you may also find it helpful in your marketing to promote the fact that ferns are deer resistant. This is especially important in much of North America where deer are a nuisance.

And lastly, as we're sure you've noticed, the weather sure has been wacky lately! We wish we knew what the coming year will bring, but that's where having a variety of climate-niche ferns can be an advantage. We have added several excellent ferns to our Xeric collection of drought-resistant ferns, many of which can also withstand more water than in their native locations.

We hope you're as excited as we are about our new programs, and we want to hear from you on ways we might serve your needs even better. So please join us at FernsAreCool.com, "like" us at FernsAreGreen on Facebook, link to us on Twitter, or join Team Fern. Casa Flora's goal is to provide great products and help you grow and support your business. For our continuing customers, thank you again for your support in 2011; for our existing and new customers we wish you great success as the expert fern source and producer in your area. We look forward to working with you to make that happen!

Richard Lim: President

Naud Burnett II: Chairman

Burke Burnett: Vice-Chairman

For more information on any of these new programs, please visit or contact us:

1-800-233-3376

www.casaflora.com

www.FernsAreCool.com (coming Spring 2012)

<http://www.facebook.com/FernsAreGreen>

<http://www.facebook.com/CasaFloraUSA>

Twitter: @Casa_Flora