

CASA FLORA'S NEW "MINI-TRAY" PROGRAM

FOR NEW AND UNIQUE PLANTS

2012 AVAILABILITY LIST (as of 1/9/12)



Casa Flora has developed a new program for customers of our renowned new and unique ferns. We've taken your requests to heart, and understand that selling large numbers of ferns that are unfamiliar to consumers can sometimes be a challenge. So to help you grow and test market these ferns, **Casa Flora is now offering our unique ferns in smaller quantities than our standard full 72-cell tray – Only \$1.25 per plant!** (+S/H)

If you buy them by January, they can be planted into 4" pots and ready for Spring, or into 1 gallon pots as Fall finish or Premium Spring product. Because of the uniqueness of these ferns, you can set premium prices and create a higher profit margin. Our new plant tags (see pg. 44 of CF's new 2012 catalog) are included in the pricing and shipped with the ferns in the box. More information can also be found on the back of this page.

Casa Flora's Tropical Ferns for Mini-Trays

Code	Common Name	Scientific Name		Zones	Height
13072	EMERALD VASE BOSTON FERN	NEPHROLEPIS EXALTATA BOSTONIENSIS 'EMERALD VASE'	Unique	Tropical	
13210	KUPUKUPU SWORD FERN	NEPHROLEPIS CORDIFOLIA 'HAWAII'	Unique Native	Tropical	
13058	LEMON BUTTON FERN	NEPHROLEPIS CORDIFOLIA 'DUFF'	Unique	Tropical	
22100	BRAZILIAN TREE FERN	BLECHNUM BRASILIENSE	Unique	Tropical	
34030	FRAGRANT MAIDENHAIR FERN	ADIANTUM RADDIANUM 'FRAGRANTISSIMUM'	Unique	Tropical	
22005	MOTHER FERN	ASPLENIUM BULBIFERUM	Unique	Tropical	
22007	AUSTRAL GEM™ FERN	ASPLENIUM DIMORPHUM X DIFFORME	Unique	Tropical	
22105	SILVER LADY FERN	BLECHNUM GIBBUM 'SILVER LADY'	Unique	9 - 11	
22023	FALAX FERN	POLYPODIUM ATTENUATUM 'FALAX'	Unique	Tropical	
22088	HAWAIIAN LAUA'E FERN	MICROSORUM GROSSUM 'LAUA'E'	Unique	Tropical	
79018	CASA FLORA'S SPIKEMOSS "JORI"	SELAGINELLA MARTENSII 'JORI'	Unique	9 - 10	12"
79027	CYPRESS SPIKEMOSS	SELAGINELLA PLANA	Unique	Tropical	18 - 24"
79081	PEACOCK SPIKEMOSS	SELAGINELLA UNCINATA	Unique	7 - 10	3 - 6"
79096	RUBY-RED SPIKEMOSS	SELAGINELLA ERYTHROPUS 'SANGUINEA'	Unique	10 - 11	6"

New Mini-Tray Program Details

Casa Flora's new Mini-Trays contain 18 plants, which can be any of the 46 varieties of tropical and hardy varieties we offer in the program. Minimum order is 8 Mini-Trays with increments of 4 Mini-Trays so that we securely insert them into 72-cell trays and ship in a 4-tray box. Mini-Tray orders also include Casa Flora's new, re-designed premium tags. We are sure you are going to like this program – there are so many combinations of what you can order – “two of this one, one each of that one” – that it would make your head spin to describe all the possible combinations here, so just check with a member of the Casa Flora sales team (1-800-ADD-FERN) and they can walk you through it.

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2012 CASA FLORA PRICE LIST OF NEW AND UNIQUE PLANTS IN MINI-TRAYS

Of course, after you've discovered how great these plants are we feel sure you'll want to come back and order the same varieties in full 72-cell trays!

Casa Flora's Perennial Ferns for Mini-Trays

Code	Common Name	Scientific Name			Zones	Height
34090	FUZZY MAIDENHAIR FERN	ADIANTUM TRICHOLEPIS	Unique	Native	8 - 11	8 - 12"
34040	HIMALAYAN MAIDENHAIR	ADIANTUM VENUSTUM	Unique		5 - 8	8 - 12"
34050	MAIRIS'S HARDY MAIDENHAIR FERN	ADIANTUM X MAIRISII	Unique		8 - 10	12 - 18"
35600	HAIRY FLOWERING FERN	ANEMIA TOMENTOSA	Unique		8 - 11	12 - 18 "
35500	MEXICAN FLOWERING FERN	ANEMIA MEXICANA	Unique	Native	8 - 11	12 - 18 "
37032	SHINY BRISTLE FERN	ARACHNIODES DAVALLIAEFORMIS	Unique		6 - 10	12 - 24"
37034	UPSIDE DOWN FERN	ARACHNIODES STANDISHII	Unique		6 - 10	12 - 24"
40078	DWARF LADY FERN	ATHYRIUM FILIX-FEMINA 'MINUTISSIMUM'	Unique		5 - 10	6 - 12"
40050	GHOST™ PAINTED FERN	ATHYRIUM X GHOST™	Unique		3 - 8	24 - 36"
40082	TATTING FERN	ATHYRIUM FILIX-FEMINA 'FRIZELLIAE'	Unique		4 - 8	12 - 18"
40090	VICTORIA LADY FERN	ATHYRIUM FILIX-FEMINA 'VICTORIA'	Unique		4 - 8	12 - 24"
55040	PETERSEN'S GLADE FERN	DEPARIA PETERSENII	Unique		7 - 10	12 "
55030	TAPERING GLADE FERN	DEPARIA PYCNOSORA	Unique		4 - 8	18 - 40"
58100	BEAUTIFUL WOOD FERN	DRYOPTERIS PULCHERRIMA	Unique		6 - 9	18 - 24"
58025	CRESTED MARTINDALE MALE FERN	DRYOPTERIS FILIX-MAS 'CRISTATA MARTINDALE'	Unique		4 - 9	12 - 18"
58041	GOLDEN MIST WOOD FERN	DRYOPTERIS LABORDEI	Unique		5 - 8	12 - 24"
58048	JAPANESE WOOD FERN	DRYOPTERIS PYCNOPTEROIDES	Unique		6 - 9	12 - 24"
58050	JIMMY DYCE BROAD WOOD FERN	DRYOPTERIS DILATATA 'JIMMY DYCE'	Unique		4 - 8	12 - 24"
58053	KOIDZUMA'S WOOD FERN	DRYOPTERIS KOIDZUMIANA	Unique		7 - 8	18 - 36"
58072	PARSLEY MALE FERN	DRYOPTERIS FILIX-MAS 'PARSLEY'	Unique		4 - 8	18 - 24"
64060	MACFADDEN'S LACE FERN	MICROLEPIA STRIGOSA 'MACFADDENIAE'	Unique		6 - 10	12 - 18"
66070	CARROT FERN	ONYCHIIUM JAPONICUM	Unique		8 - 10	12 - 24"
72050	SCOULER'S POLYPOD FERN	POLYPODIUM SCOULERI	Unique	Native	7 - 9	6 - 12"
72070	VIRGINIA BLUE™ FERN	POLYPODIUM PSEUDO-AUREUM 'VIRGINIA BLUE'™	Unique		8 - 10	12 - 24"
22150	SHEARER'S FELT FERN	PYRROSIA SHEARERII	Unique		7 - 10	8 - 20"
73020	DYCE'S HYBRID HOLLY FERN	POLYSTICHUM X DYCEI (PROLIFERUM x BRAUNII)	Unique		6 - 8	24 - 48"
73046	MAYEBAR'S HOLLY FERN	POLYSTICHUM MAYEBARAE	Unique		6 - 9	18 - 24"
76085	DWARF RIVER FERN	THELYPTERIS OVATA 'LINDHEIMERII'	Unique	Native	7 - 10	12 - 24"
77005	GIANT CHAIN FERN	WOODWARDIA FIMBRIATA	Unique	Native	8 - 10	24 - 60"
77010	JEWELLED CHAIN FERN	WOODWARDIA UNIGEMMATA	Unique	Rare	8 - 10	36 - 96"
22040	ORIENTAL CHAIN FERN	WOODWARDIA ORIENTALIS	Unique		8 - 10	36 - 60"
77020	VIRGINIA CHAIN FERN	WOODWARDIA VIRGINICA	Unique	Native	3 - 10	12 - 24"

Team Fern

When you place a double Mini-Tray order (i.e. 8 mini-trays), you automatically become a member of Casa Flora's new **"Team Fern"**. Members will receive periodic shipments of free 4" plants to test grow in their garden or office in exchange for certain marketing and growing information. These are plants that we are considering adding to our future product line, and so we'll ask for information on your particular growing conditions. Feedback on how well they do will give us a good sense of which plants will be more popular and successful with customers in your geographic location. Should you have good results, we'll offer you priority ordering for that variety before we offer it for general sales. 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. We look forward to you joining us on Team Fern to help bring successful and exciting new varieties to the marketplace!

Contact us at 1-800-ADD-FERN, or visit us at www.casaflora.com.