



Greenheart®

2014-2015 catalog

Welcome.

Since 1979, we've been dedicated to making our customers successful. Whether it's developing new products or production techniques, we consistently strive to exceed your expectations for customer service and provide you with the highest quality plant material.

With a horticulture market that is changing and evolving every day, we continue to bring you the most promising rose varieties. Our ideal growing conditions and elite sanitation practices ensure the healthiest and most vigorous plants. Our roses are grown on their own-root, making them naturally hardier than grafted plants. Greenheart grown rose liners are shipped actively growing and do not require special treatment to break dormancy.

In this new catalog you'll find a broad assortment of innovative, top-quality genetics that are easy to grow and ship. Plus, you'll find detailed cultural information and identified top-selling varieties that will make selecting and growing the right plants a snap.

In the past year, we have revamped our website and designed some really cool marketing tools for our customers including a production guide and collection sell sheets. Learn more about these materials on page 26.

We appreciate your business and feedback. Please feel free to contact us and let us know how we can further support you and your customers.

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Want to see our
availability?
Scan this QR Code!



Facility

For over 30 years, Greenheart has been recognized as one of California's leading transplant producers. Located on the Central Coast of California, Greenheart produces upwards of 1 billion high quality young ornamental and vegetable plants for farms, mass markets and retail nurseries throughout the United States and Canada.

Our 99,000 square foot rose range features custom HID lighting, fog system, fully recycled water, and bottom irrigation for ultimate control of plant nutrition, growth and quality.

Greenheart Farms offers healthy rose starter plants, award-winning genetics and state-of-the-art cultural advice. Our business is making your business successful and profitable.



Have a
question?
Need help?

We are available Monday-Friday,
8am to 4:00pm PST.

Customer Service:
(800) 549-5531 ext. 454
www.greenheartfarms.com
info@greenheartfarms.com

Naturally Healthy Teas by Kordes®

Eleganza®

The Eleganza® collection is a breakthrough for hybrid tea roses!

These varieties combine the classic blooms of hybrid tea roses with extreme disease-resistance of easy-care, own root shrub roses.

Stunning, beautiful, fragrant flowers with a generous bloom cycle. Glossy green foliage that is winter hardy to Zone 5.



Pink Enchantment®



Beverly™



Fiji™



Grande Amore™

Exposure: full sun
Container size: 1- to 3-gallon
Height: 36-48 in. (30-60 cm)
Width: 36 in. (90 cm)
Zones: 5-9

breakt



Sunny Sky™

Yellow roses represent joy & friendship



Wedding Bells™



Heart Song™



Winter Sun™

through roses

THE
VERANDA[®]
COLLECTION
by Kordes[®]

Decorate terraces and patios
with these exciting,
compact
floribunda roses.

Disease-
resistant

and excellent in both containers
and bedding applications.

This elegant repeat
bloomer will display romantic
blooms and glossy foliage all
season long.



Brilliant Veranda[®]



Chica Veranda[®]



Cream Veranda[®]

Exposure: full sun to partial sun
Container size: 8 in. to 3-gallon
Height: 24-36 in. (61-91 cm)
Width: 24-36 in. (61-91 cm)
Zones: 5-9

roma



Purple
is the color of
royalty and
enchantment

Lavender Veranda®



Sunbeam Veranda®



Jolie Veranda®



Roxanne Veranda®

ntic blooms



This superb collection of miniature roses was selected for outstanding performance both in potted plant production & in the garden.

Vibrant colors in the series will add a pop of color to any home garden or landscape.

Hardy & easy to grow. Varieties have dense, dark green foliage with 2 to 3-inch large, grandiflora blooms.



Amber Sunblaze®

Exposure: full sun to partial sun
 Container size: 4 in. to 1-gallon
 Height: 18-24 in. (46- 61 cm)
 Width: 18-24 in. (46- 61 cm)
 Zones: 5-11



Cherry Sunblaze®



Autumn Sunblaze®



Red Sunblaze®



Sweet Sunblaze®



Baby Paradise Sunblaze®



Salmon Sunblaze®



Bridal Sunblaze®



Mandarin Sunblaze®



Rainbow Sunblaze®



Crimson Treasure®



Blushing Mate™



Citrine®



True Pearl®



Rubellite®



Gold Medallion®



Star Ruby™



Gemstone™

We can create custom marketing pieces that are an added value at retail!

Exposure: full sun to partial sun
Container size: 4 in. to 1-quart
Height: 12-14 in. (30-35 cm)
Width: 12-14 in. (30-35 cm)
Zones: 4b-11



GARDEN TREASURES™

ADD SPARKLE TO YOUR GARDEN

These roses are very versatile and can fit into any landscape among shrubs, annuals, perennials or mixed beds.

Garden Treasures™ can be sold as an annual rose but they're truly perennials, so they can flower year-round in moderate to mild climates.



Pieces of Eight®

Table to Garden

Enjoyable Indoors. Extraordinary Outdoors.

Add a pop of color to any home garden or landscape!

This superb collection was selected for outstanding potted plant production and garden performance.

These varieties can withstand a higher level of winter-hardiness and are bred to fight disease pressure in the average garden setting.



Cupcake™

Pink roses signify happiness, sweetness & perfection



Apricot Twist™



Aristocrat™



Boogie Woogie™



Busy Bee™



Denver's Dream™



Fireworks™



Y2K™



Winsome™



Wistful™

Exposure: full sun to partial sun
 Container size: 4 in. to 3-gallon
 Height: 16-24 in (40-60cm)
 Zones: 4b-11



Gala™



Iced Raspberry™



Innocence™



Jilly Jewel™



Montana™



Pacific Serenade™



Rainbow's End™



Rise 'n Shine™



Salute™



Sorcerer™



Sweet Diana™



Teddy Bear™

MINIATURE ROSE COMPARISON CHART

COLLECTION	FLOWER TYPE	BLOOM SIZE	HEIGHT	WIDTH	RECOMMENDED USE	ZONE
Table to Garden®	Hybrid Tea	0.5" - 1.5"	16"	24"	Landscape, Potted Plants, Mixed Containers	4b - 11
Garden Treasures™	Hybrid Tea	0.25" - 1"	12"	12"	Landscape, Mixed Containers	4b - 11
Kordana®	Grandiflora Bloom	1.5" - 3"	18"	20"	Floral Crop Only	
Sunblaze®	Grandiflora Bloom	2" - 3"	18"	24"	Landscape, Mixed Containers	5 - 9

Detailed growing guidelines available upon request. For more information about the varieties in these four miniature rose collections, please visit www.greenheartfarms.com.

RECOMMENDED FLORAL HOLIDAY SCHEDULING

HOLIDAY	SUGGESTED SHIPPING PERIOD	4" POT FINISH TIME
Valentine's Day	Week 42 - Week 02	5 - 6 Weeks
Easter	Week 50 - Week 11	5 Weeks
Mother's Day	Week 01 - Week 15	5 Weeks

Kordana[®]

by Kordes[®]

These roses have a long blooming period and are **low-maintenance** plants for consumers. Varieties have dense, **dark green foliage** with a compact habit of 18 to 20-inches.

Varieties have an abundance of **vibrant & uniform** flowers along with excellent shipability and shelf life.

Bring the garden inside!



Sunbeam Kordana[®]



Aloha Kordana[®]



Hot Kiss Kordana[®]



Orange Kordana[®]



Flirt Kordana[®]



Daniela Kordana[®]



Vulcano Kordana[®]

Exposure: full sun
 Container size: 1- to 3-gallon
 Height: 18-24 in. (45-61 cm)
 Width: 18-36 in. (45-91 cm)



Lavender Kordana[®]



Kardinal Kolorscape™

The Kolorscape™ collection will help inspire confidence in the inexperienced gardener!

These compact, mounded shrubs have stunning flower power, glossy green foliage and a generous bloom cycle that will continue until the first hard frost.

Self-cleaning roses that are very cold and heat tolerant throughout the entire United States. Bred by Kordes®, the leader in breeding beautiful, disease-resistant roses.



Cheri Kolorscape™



Milano Kolorscape™



Flamingo Kolorscape™



Lemon Fizz Kolorscape™

Exposure: full sun to partial sun
 Container size: 8 in. to 3-gallon
 Height: 36-42 in. (91-107 cm)
 Width: 24-30 in. (61-76 cm)
 Zones: 4-9



Flamingo Kolorscape™

Vigorosa®

By Kordes®

Low and spreading

landscape shrub rose that is perfect for any home owner!

Prolific bloomers that display an abundance of vibrant flowers and glossy foliage all-season long.

Extremely disease-resistant roses that have stunning flower power and trailing characteristics.



Sweet Vigorosa®



Innocencia Vigorosa®



Little Chap Vigorosa®



Purple Rain Vigorosa®



Raspberry Vigorosa®



Roxy Vigorosa®



Ruby Vigorosa®



Salmon Vigorosa®



Toscana Vigorosa®

Exposure: full sun
 Container size: 1- to 3-gallon
 Height: 18-30 in. (46-76 cm)
 Width: 24-36 in. (61-91 cm)
 Zones: 5-9

My Bouquet®

Elegant blooms. Patio to vase.

These varieties provide elegant blooms **from patio to vase** in your home.

These Flora-Tea roses will provide **instant impact** in the garden and will have a longer vase life than traditional varieties.

Fragrant, disease-resistant roses with velvety blooms and dark green foliage.



Ambiance™



Powerhouse®



Dejá Blu™



Flawless®



Double Take®



Patrón®



First Impression®

Exposure: full sun to partial sun
Container size: 8 in. to 3-gallon
Height: 24-36 in. (60-90 cm)
Zones: 4b-11

Growing tip!

To create a beautiful container, we recommend planting three 72-cell liners per pot

SHRUB ROSES

Many of these roses have an upright habit, making them a great choice for a low hedge or a border.

These shrub roses have excellent disease-resistance, repeat bloom cycle and are relatively maintenance free in the landscape.

All of our shrub roses are produced on their own root, which makes them naturally hardier than grafted plants.



Ballerina



Belinda's Dream



Blue For You™



Bonica®



Burgundy Iceberg™



Charisma



Cherry Parfait™



Orchid Romance™



Lemon Splash™



Julia Child™



Chuckles



Cinco de Mayo™



Cloud 10™



Dee-Lish™



Easy Going™



Ebb Tide™



Heirloom



Hot Cocoa™



Iceberg®



Liberty Bell™



Light of Day™



★ GROWERS CHOICE ★
Phenomenal
color in a
container or
landscape.

Livin Easy™

SHRUB ROSES

Exposure: full sun

Container size: 1- to 3-gallon



Look-A-Likes® BougainFeelYa™



Look-A-Likes® Hydragealicious™



Look-A-Likes® Phloxy Baby™



Preference™



Miwaukee's Calatrava



Mother of Pearl™



Mutabilis



Marmalade Skies™



Nearly Wild



Olympiad



Red Ribbons



Passionate Kisses™



Sunshine Daydream™



Sea Foam®



Sun Flare



Tequila Gold™



The Fairy



Tahitian Treasure™



Tequila™



The Imposter™



Thrive!™ Lavender



Thrive!™ Good 'n Plenty



Thrive!™ Copper



White Out™



Trumpeter



Westerland®

CLIMBING ROSES

Our selection of climbers includes old favorites like Joseph's Coat® and Iceberg, as well as modern Hybrids like Brite Eyes™ and Fourth of July™.

Climbing roses are very versatile. They can go on a fence, climbing poles, pillars, trellises or arches.

We specialize in varieties that are grown on their own root and display color past the initial bloom cycle in spring.



America



Blaze



Brite Eyes™



Fourth of July™



Climbing Iceberg



Don Juan



Joseph's Coat®

Exposure: full sun
Container size: 1- to 3-gallon



Lady Banks Yellow



Morning Magic™



Cancan™



Laguna™



Winners Circle™



White Dawn®



Sally Holmes®



Zephirine Drouhin



New Dawn



Golden Gate™



Piñata

Extremely HARDY ROSES

This group of roses is made up of the hardiest, most cold tolerant varieties on the market.

These roses were developed to withstand Canadian winters with very little protection.

Also selected for their repeat blooms, disease-resistance and own-rootability for exceptional hardiness.



Robusta



John Davis



Morden Blush



Morden Centennial



Linda Campbell



Winnipeg Parks

excellent in



Morden Sunrise



Champlain

Red
is the most
popular rose color
& represents
love, courage &
respect

Exposure: full sun to partial sun

Container size: 6 in. to 3-gallon

cooler regions!

CAREFREE™

Landscape roses

As the name implies, a line of landscape shrub roses that offer **carefree** maintenance.

Single, semi-double and double flowers in a **great color palette** of pink, orange, red and yellow.

Self-cleaning, disease-resistant varieties can be used as hedges, screens and barriers.



Carefree Sunshine™



Carefree Beauty™



Carefree Celebration™



Carefree Delight™



Carefree Spirit™



Carefree Wonder™

When it's time to pinch the plants, do not pinch when the plants are dry. Irrigate the plants before pinching and let them dry down as you normally would.

Exposure: full sun
Container size: 1- to 3-gallon
Height: 24-60 in. (61-152 cm)
Width: 36-60 in. (90-152 cm)



White Meidiland®

MEIDILAND®

Landscape roses

Meidiland® shrub roses were the first roses specifically bred for **landscape** use.

These roses are perfect when you need to fill in **large beds** with repeat-blooming color.

Prolific bloomers that provide showy carpets of color in waves throughout the growing season.



Crimson Meidiland®



Fairy Meidiland®



Sevillana™



Magic Meidiland®



Red Meidiland®

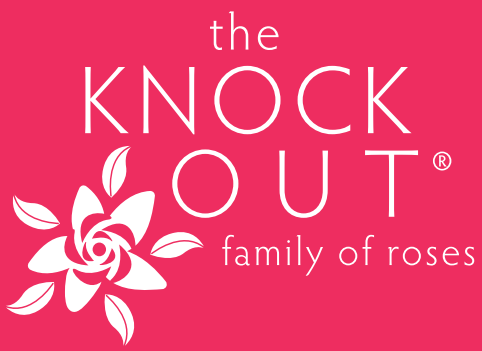


Ruby Meidiland®



Fire Meidiland®

Exposure: full sun
Container size: 1- to 3-gallon
Height: 36 in. (90 cm)
Width: 48-60 in. (121-152 cm)



The Knock Out® Family of Roses have supreme disease-resistance.

Stunning flower power with a generous bloom cycle that will continue until the first hard frost.

Self-cleaning roses that are winter hardy to USDA Zone 5 and heat tolerant throughout the entire U.S.



The Knock Out® Rose



The Sunny Knock Out® Rose



The Double Knock Out® Rose



The Pink Double Knock Out® Rose



The Pink Knock Out® Rose



The Blushing Knock Out® Rose



The Rainbow Knock Out® Rose

Exposure: full sun
 Container size: 1- to 3-gallon
 Height: 36-48 in. (30-60 cm)
 Width: 36-48 in. (90-121 cm)
 Zones: 5-11



The Knock Out® Rose

DRIFT®

GROUNDCOVER ROSES

Low, spreading habit that is perfect for small gardens and combination planters.

Drift® Roses are a cross between full-size groundcover roses and miniatures.

Continuous bloomers from spring to early frost, as well as naturally dwarf plants with good disease-resistance.



Apricot Drift®



Coral Drift®



Peach Drift®



Pink Drift®



Popcorn Drift®



Sweet Drift®



Red Drift®

Exposure: full sun

Container size: 1-gallon

Height: 18 in. (45 cm)

Width: 24-36 in. (60-90 cm)

Zones: 4-11



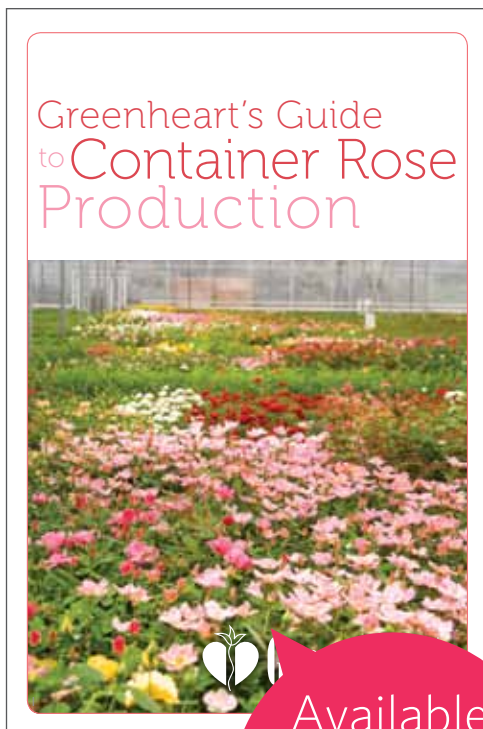
Peach Drift®

Marketing

When you combine great plants with effective marketing you get increased sales. Help your customers get information about different rose varieties and the various ways to use them. We provide a range of tools that help drive sales. Well-informed customers want to buy these beautiful plants! To see a complete list of varieties with required color tags, please reference the variety list.

We've recently created more marketing materials to help you and your customers! In the past year, we've revamped our website to be more visual and streamlined for a better user experience. We've also created Greenheart's Guide to Container Rose Production, which will take the guesswork out of growing and is the ultimate resource tool for your customers.

Newly designed website makes your online experience a snap



Available in English and Spanish!



Variety tags with QR codes make it easy for customers to get all the information they need!!



SPECIFICATION	72-CELL	12-CELL
Cell Dimensions	35mm EllePot™	50mm EllePot™
Cuttings Per Cell	1	1-2
Plants Per Box	288	128
Lead Time	12 Weeks	16 Weeks
Finished Application	8" to 2-gallon	8" to 2-gallon

Detailed growing guidelines are available upon request.

VIGOROSA® SERIES

Raspberry Vigorosa®	Innocencia Vigorosa®
Solero Vigorosa®	Salmon Vigorosa®
Sweet Vigorosa®	Toscana Vigorosa®

Greenheart YOUR TRUSTED ROSE CONNECTION.

Toll Free: 800 549-5531 | www.greenheartfarms.com

Sunblaze

THIS SUPERB COLLECTION OF MINIATURE ROSES WAS SELECTED FOR OUTSTANDING POTTED PLANT PRODUCTION & GARDEN PERFORMANCE.

- Diversify your product offering from a 4.5" blooming plant to a 3-gallon landscape item.
- Hardy and easy to grow, 18 to 24-inch compact roses that will flower from spring until fall. Varieties have dense, dark green foliage with 2 to 3-inch large, Grandiflora blooms.

Vibrant colors in the series will add a pop of color to any home garden landscape.

Detailed sell sheets for quick reference

THE VERANDA COLLECTION by Kordes®

COMPACT, FLORIBUNDA-TYPE ROSES THAT ARE EXTREMELY DISEASE RESISTANT AND EXCELLENT IN BOTH CONTAINERS AND THE LANDSCAPE.

- Decorate terraces and patios with these exciting new roses! Combine with annuals and perennials for season long flowering.
- These elegant, repeat bloomers will display romantic blooms and glossy foliage all-season long.
- USDA Zones: 5-9
- Height: 24-36" Width: 24-36"

For more information about marketing materials or to be added to our e-mail distribution list, contact Layci Gragnani at Lgragnani@greenheartfarms.com

Product Sizes

Products shown are not to scale.



128-CELL

72-CELL

32-CELL

4-INCH POT

Shipping

SIZE	LEAD TIME	MIN. ORDER	BOXING	PACK OUT	WEIGHT	DIMENSIONS
128-cell	9 weeks	768 liners=6 trays	\$8.00	6 trays/box	45 lbs.	25"x22"x17"
72-cell	12 weeks	576 liners=8 trays	\$8.00	4 trays/box	35 lbs.	25"x22"x13"
32-cell	16 weeks	256 liners=8 trays	\$8.00	4 trays/box	39 lbs.	25"x22"x17"
4-inch	24 weeks	72 units=2 boxes	\$8.00	36 units/box	30 lbs.	22"x19"x25"



Terms & Conditions

PRICING Our young plants are sold exclusively through the broker network. A complete list of our brokers can be found on our website. If you have not purchased from a broker and would like assistance in doing so, please contact our office for information. Prices are subject to change.

SHIPPING We are committed to getting your order to you on time and in excellent condition. All shipments will be F.O.B. Arroyo Grande, CA. Shipments outside CA: FedEx, Air (LAX), Euro American and Armellini (LTL). Shipments within CA: FedEx, OnTrac and Roy Miller Freight. All freight charges are pre-paid and billed to customer. Broker and customer freight accounts may be used.

WARRANTY Greenheart Farms, Inc. warrants to the extent of the purchase price only that all products are sold true to name and standard characteristics.

CLAIMS All reasonable claims for extreme weather or mishandling by freight companies will be reviewed by Greenheart Farms. Please contact us within 48 hours of delivery. Transportation claims must be made within 24 hours. Do not discard shipment. Photography will need to be taken and sent to Greenheart Farms.

COMPLIANCE \$87.00 PhytoFee. Roses: Certificate of Quarantine Compliance for AZ, IN, NJ, Puerto Rico and Canada.

PLANT ROYALTIES Royalties on patented or trademarked plants are included in the plant price. Royalty charges are subject to change.

CANCELLATIONS Any order canceled within 6 weeks of the confirmed ship date is the financial responsibility of the broker/customer. 15% restocking fee may apply on cancellations, including orders off availability.

Finishing Times for Roses

GROWING SEASON/REGION		GARDEN TREASURES™		TABLE TO GARDEN®		MY BOUQUET®	
		WINTER	SPRING	WINTER	SPRING	WINTER	SPRING
First Pinch	Northern U.S.	6-7 weeks	5-6 weeks	6-7 weeks	5-6 weeks	7-8 weeks	6-7 weeks
	Central U.S.	5-6 weeks	5-6 weeks	5-6 weeks	5-6 weeks	6-7 weeks	5-6 weeks
	Southern U.S.	5-6 weeks	4-5 weeks	5-6 weeks	4-5 weeks	6-7 weeks	5-6 weeks
Second Pinch	Northern U.S.	5-6 weeks	5-6 weeks	5-6 weeks	5-6 weeks	6-7 weeks	5-6 weeks
	Central U.S.	5-6 weeks	4-5 weeks	5-6 weeks	4-5 weeks	6-7 weeks	5-6 weeks
	Southern U.S.	5-6 weeks	4-5 weeks	5-6 weeks	4-5 weeks	6-7 weeks	5-6 weeks
Finish	Northern U.S.	6-7 weeks	5-6 weeks	7-8 weeks	6-7 weeks	7-8 weeks	7-8 weeks
	Central U.S.	5-6 weeks	4-5 weeks	6-7 weeks	5-6 weeks	7-8 weeks	6-7 weeks
	Southern U.S.	5-6 weeks	4-5 weeks	5-6 weeks	5-6 weeks	6-7 weeks	6-7 weeks

- First week listed, roses will be cracking color
- Second week listed, roses will have open color
- If third pinch is desired, replicate the timing of the second pinch

* Numbers are based on growing indoors without lights for 128-cell and 72-cell plants.

All recommended dates are suggestions only. For more cultural information, please contact us at info@greenheartfarms.com



We appreciate your business!

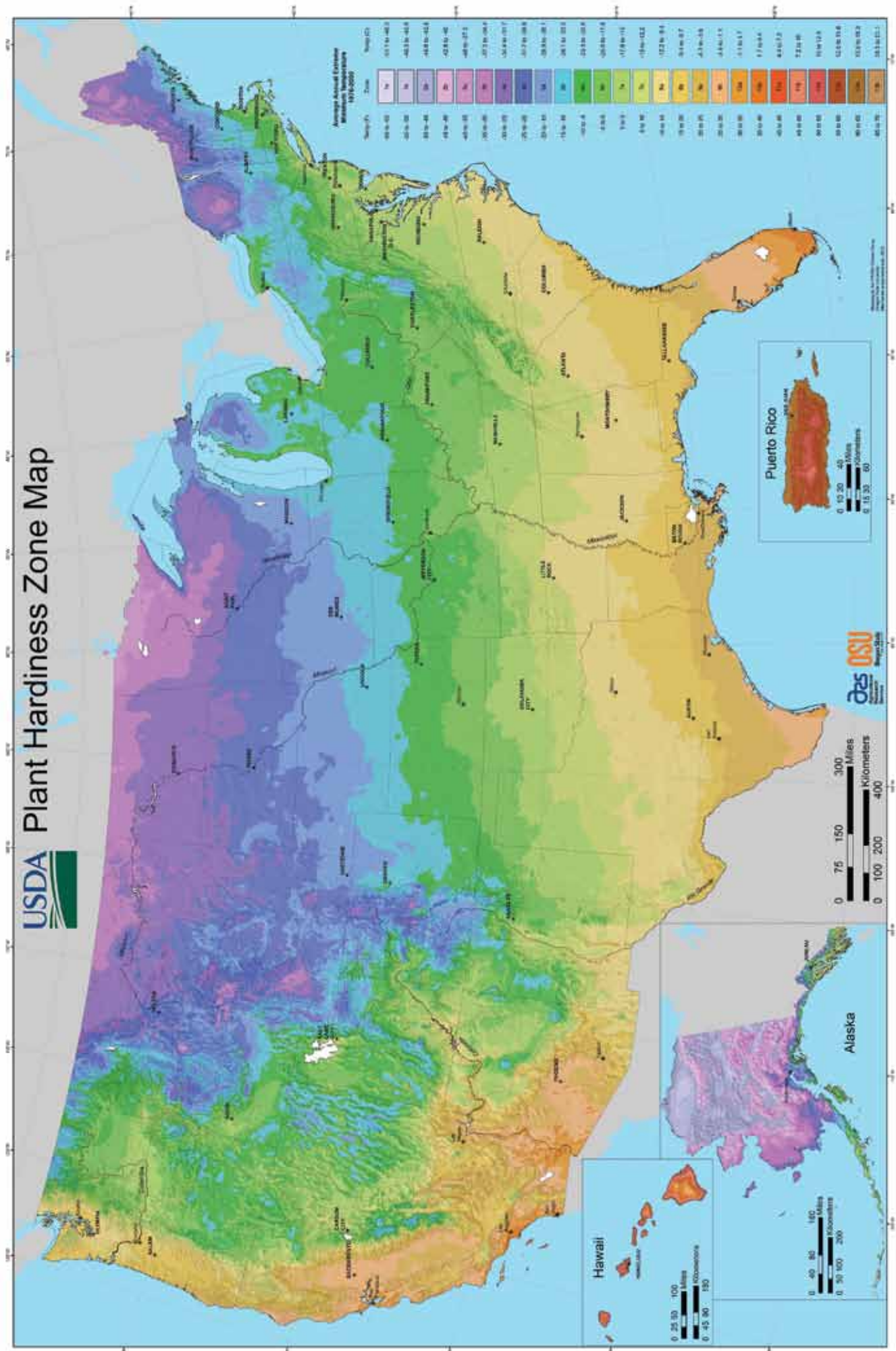
thank you

The team at Greenheart is here to support you. We know our products and we want to share our knowledge with you.

If you have any product questions or need sales tools to help sell our products, please let us know!



Plant Hardiness Zones





Greenheart®

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