

STORES, CONTACTS & DELIVERY

WHOLE FOODS MARKET	SALES REP	DELIVERY DAY
Blossom Hill	Sherrie	Mon & Thu
East Blithedale	Michael	Tues & Fri
Harrison	Sherrie	Wed
Lafayette	Sherrie	Wed
Los Gatos	Sherrie	Mon & Thu
Napa	Michael /Dora	Mon & Thu
Petaluma	Michael /Dora	Mon & Thu
Reno	Dora	Tues*
Roseville	Dora	Fri
Sacramento	Dora	Fri
Santa Rosa	Michael /Dora	Mon & Thu
SR Coddington	Michael /Dora	Mon & Thu
San Rafael	Michael	Tues & Fri

* TBD, depending on season

Contact Us!

Blooms Wholesale Nursery
6 Old Hill Ranch Road
Glen Ellen, CA 95442

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Fax: 707-935-3249

Toll-Free Fax: 800-716-0068

www.bloomswholesalenursery.com

Dora McCulloch: 707-287-6312

Michael Sawyer: 707-320-8743

Sherrie Varnese: 415-497-1229

Sunday – Friday, 8am – 4pm



We grow our edibles with pest management practices approved by the

Organic Materials Review Institute.



Our pots, trays & tags are fully recyclable.

GARDEN TERMS TO KNOW

Annuals: Plants that complete their life cycle in one year. Annuals must be replaced each year. Valued for providing lots of color over a long season.

Perennials: Plants that return year after year in the garden; typically flower for shorter durations. Valued for reliability, longevity, structure.

Divine Classics: Unusual annuals that grow larger and taller; typically, excellent cut flowers.

Edibles: Fruits, vegetables & herbs, including unusual varieties, heirlooms and standard-bearers.

EXPOSURE:

Full Sun: 8+ hours of direct sunlight per day

Part Sun: 3-6 hours of direct sunlight per day

Part Shade: Less than 3 hours direct sun per day (refers to amount of time, not quality of light)

Full Shade: Minimal or no direct sun

Bright light / Indirect light: No direct sun, but plenty of bright sunlight

Dappled sun: Sunlight is filtered through leaves of nearby trees & plants

Overcast: No direct sun; foggy; mid-level light

PLANT THEMES:

DEER-RESISTANT: Indicates plants have some level of deer-resistance, including:

- **Deer-tolerant:** May be nibbled by browsing deer, but will survive
- **Deer-resistant:** Tend not to be bothered by deer
- **Deer-proof:** Typically, deer completely ignore it

WATER-WISE: Indicates plants require less than average watering. *Water needs are based on established plants.*

- **Low-water / Water-wise:** Require watering no more than 1x/week, maybe 1x/2-3 weeks
- **Drought-tolerant:** Plants need a good, deep soaking only 2-3x in a growing season

* ATTENTION FLORAL STAFF *

Potted plants can dry out quickly, so need regular watering.

Check soil daily.

Water when dry to the touch.

Blooms

OF GLEN ELLEN

Blooms Wholesale Nursery, located in the Sonoma Valley of the Moon, was founded in 1984 by the five Bloom brothers. Today, under the leadership of Peter and Tony, the nursery continues to reign as the standard-bearer of high-quality plants.



Jamie, Peter, Tony, Daniel, Adam & Lucky the Dog; circa 1991

It's true: We're a little fanatical about quality...

From the start, we have rallied under the banner of *Quality*, believing that outstanding plants should not only be beautiful, but healthy and robust, so as to thrive once planted. In practical terms, gardeners succeed better with such plants. For Blooms, achieving quality is a discipline that requires these key factors:

THE RIGHT VARIETY

Genetics are important! We aim for the best and do not stint on paying for it.

PERFORMANCE UNDER LOCAL CONDITIONS

We closely examine how each variety performs outside, under real-life conditions. If any plant fails to meet our stringent standards, we will not carry it.



Preparing for delivery: Juan, Edgar & Bernabe

PERSONAL CARE & ATTENTION

At each growing stage, our plants receive direct, personal attention. Transplanting, watering, and selecting for delivery are all accomplished by hand. There is no machine that could replace the care of a skilled plants-person.

For more than 25 years, Blooms Wholesale Nursery and its signature pink pot have been synonymous with superior quality plants and exceptional customer service. We are so pleased to have been selected to serve Whole Foods' conscientious customers. We believe whole-heartedly that our exceptional plants, grown locally and lovingly, are a natural fit for Whole Foods Market.

Blooms Wholesale Nursery 🌸 The People Behind the Plants



Peter Bloom,
Grower/
Manager



Tony Bloom,
Production Planner/
Manager



Seeders / Transplanters:

(Back) Jeannette, Production Supervisor/
Buyer, Almilca, Sammy, Bertha(Middle)
Beatriz, Lupe, Griselda, Cristal (Front)
Liliana, Fernando, Rosalba



Field Crew / Pickers:

(Back) Alberto, Field Supervisor; Almilca,
Edgar, Jaime
(Middle) Fernando, Bernabe, Silvano
(Front) Juan, Silvestre, Luis



Drivers: Jose & Jean-Claude



Bookkeeper: Terry Peterson



**Sales /
Marketing:**
(Back) Marcia,
Sherrie, Dora
(Front) Silvestre,
Michael



Happy Customer!

Whole Foods Market, East Blithedale Avenue, Mill Valley