

# Growing times



## JONNY WILKINSON LOSES HIS SHIRT!

THIS SUMMER one of our customers in the North East saw the real pulling power of Jonny Wilkinson. Not the man himself but the next best thing—his Celebrity Fuchsia®.

Wylam Nursery owner Tom Martin came up with the idea of getting his local school involved in a competition to grow the best Jonny Wilkinson Fuchsia, and he put in a call to the team at Young Plants Ltd to see if we could help him with the project. Well, we at Young Plants Ltd love a challenge and in no time Tom had plenty of Jonny Wilkinson plugs and with the help of Jonny's mum and manager Philippa Wilkinson who made some very kind donations of books, signed rugby balls and videos, he also had some great prizes for the winning entries.

The stage was set for a great competition and the children all came to the nursery to plant their fuchsias where Tom, being the marketing entrepreneur that he is, had organised a photographer from the local paper to take pictures and write an article. The day was a big success with the children having a great time and Tom teaching them all how to plant and look after Fuchsias and in no



Celebrity Fuchsia Jonny Wilkinson

time the article appeared in the paper telling the story.....Then the phone began to ring, first one local school rang to ask if they could become involved, then another adding in the region of one hundred competitors to the already popular competition..... Then through a bit of YP networking the Big Guns became involved with Peter Seabrook and the Sun newspaper coming on board to tell the story nationally. Needless to say we now had to find a whole lot more Jonny Wilkinson Plugs and our thanks go out to Philippa Wilkinson for coming to our rescue

with even more prizes and the additional grand prize for the overall winner, one of Jonny's Newcastle rugby shirts signed by Jonny himself.

The culmination of the competition was a presentation at Wylam primary school which was attended by Simon Wright and myself from Young Plants to see what a great job Tom and the local children had made of growing their Fuchsias and I have to say that the results were spectacular and very reassuring. It seems that at least in Tom's corner of the world there will be no shortage of growers with a passion for plants as these children grow up. The other thing that impressed me was the love that these children had for rugby, and for Jonny himself. In fact I was amazed when a young girl who cannot have been any older than five years old stood up and said "I really miss Jonny now that he has gone to play for Toulon in France, I hope he comes back to play for England again soon". I don't think I knew where France was at that age, let alone Toulon!

Steve Ellison

## FANTASTIC FOUR OAKS! Show Report 2009

This year's Four Oaks Show proved to be a really great one for Young Plants Ltd. The stand was always packed with visitors, with our sales representatives kept busy showing both established and new customers our product range.

Our new bi-annual catalogue was available, and many new varieties were on display. Star of the show was Jonny Wilkinson's signed rugby shirt (see story above for details)

Particularly striking against the black and pink background were the fabulous Grand Idol ivy geraniums from Fides and the beautifully compact and floriferous MoJo® Fuchsias. Begonia Carmina attracted many favourable comments, along with the beautiful blooms of Dahlia Hypnotica, a taller dahlia and a new release for 2010.



Young Plants Ltd's striking display of Grand Idol geraniums

## DON'T MISS THE BEGONIA BOAT!

Just a quick reminder to all of those fans of our NonStop and tuberous Begonias. We have reached the final order week for our delivery weeks 12 & 13. As I am sure you know



there is a long germination profile on these plants meaning that we really have to plan in advance when producing them for you so don't 'miss the boat' let us have your begonia numbers as soon as possible so that we can deliver them to you when you want them, and remember the last three seasons have seen a significant increase in Begonia sales so take the time to review our Garden Begonia section in the new YP catalogue, you will find them on pages 86 to 89.

# The Pick of Summer Open Days

Now is the time to order for next summer's season, so we thought it might be helpful for you to know which products performed really well in our Summer Open Days, even through all the rain that we had at the beginning of August.



**Gazania Big Kiss Yellow Flame**

Gazania Big Kiss is a seed raised Gazania from Goldsmith Seeds which performs brilliantly outside, and has extra large blooms which are very eye-catching indeed. Easy to grow in packs it makes a real impact in the garden.

Begonia Miss Moon, along with its sisters Miss Malen and Miss May make beautiful hanging basket subjects, and their weather resistance is exceptional. Just like the Nemesia AngelArt series, which proved to be perfect outside in the ground and indoors in pots. This series has sterile flowers which means the flowering period goes on & on!



**Begonia Miss Moon**

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**Nemesia AngelArt Orange**

## LABEL EXPRESS

### Label Express

#### ..... A New Service!

To further enhance our label deliveries we now offer a new service called 'Label Express'.

If you wish, all of your label requirements for the season can be delivered to you before the end of January.

As long as you place your plant order in the next couple of weeks and indicate you wish to take advantage of our 'Label Express' service, then we will activate the service and you will receive your labels all in one delivery.

It's as simple as that!

## New Product Highlight: Calibrachoa Celebration—tricolour combinations

Calibrachoa Celebration is a range of Calibrachoa from respected plant breeders Westhof.

Certain colours from the range have been carefully selected and put together so that they match in growth rate, plant habit and flower power to create a 3 colour combination. Also they are selected so that the colours go together to create an easy-to-grow stunning display.

The unique method of production means Young Plants Ltd will deliver a large plug, in a 48 tray, with 3 different colours in 1 plug. Available weeks 8, 12, 14 and 16.

This means instant mixed pots, containers and baskets are easy and simple to achieve, and with reduced royalty rates per plug, it means costs are saved as well as time.

3 Colour combinations are available—

Spring	(White, Blue, Magenta)
Orient	(Yellow, Blue, Orange)
Carnival	(Red, Yellow, Blue)

Instant retail appeal and eye-catching colour combinations make for a truly unique product destined to be an instant hit.

**Celebration..... Its all the rage!**



**The 3 beautiful, well matched colour combinations in the Celebration tricolour range**

## PANSY ...IT'S MAGIC!!



Since Young Plants Ltd launched their Pansy Magic range in 2007, the brand has been going from strength to strength. Now a firm favourite amongst growers, the series has proven its worthiness as an excellent pack performer while delivering value



for money. With Viola Magic joining the party in 2008, this means Young Plants Ltd's pansy and viola offering is really second to none!

## BREAKING NEWS Just in.....

We are really pleased to announce that Emma and Simon have a beautiful baby girl. Born on the 4th November 2009 at 2.58pm at 8lb 1 ozs Isabel Rose is doing really well, along with her really proud Mum & Dad and four other brothers and sisters.

Congratulations to the whole family!