



The Vital Earth News

Horticultural Edition

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Summer 2009

True Blue Nursery

by Mike Alexander



True Blue Nursery is a gardener's paradise, located in Parley's Island, South Carolina. Parley's Island is just south of Myrtle Beach, right at the Atlantic Intercoastal Waterway. Brett Hensley, the owner, started True Blue Nursery in 1995 and is presently operating on five acres, but Brett is expanding onto another three acres by 2010.

True Blue Nursery is nestled among native trees draped with Spanish moss. Jazz music drifts throughout the nursery, with a complete outdoor speaker system creating a unique shopping experience. The nursery is known for its excellent selection of palms. Brett sells several brands of palm food, but Carl Pool Palm Food outsells the others five to one. Brett estimates through July he

has sold over 60 cases. He says Carl Pool has an excellent label, and above all the product gives outstanding results. His employees echo those results, saying it works very well without receiving complaints like from palm spikes.

Brett also sells Carl Pool Crepe Myrtle Food. He says it makes the blooms explode with color; nothing else comes close!

Brett has just started selling Carl Pool Hibiscus Food. He says it has the WOW label. With a tremendous selection of plants, giftware, outdoor garden art, and Carl Pool fertilizers,

True Blue is a destination Nursery. If you are driving up from Charleston on the way to Myrtle Beach, stop in at True Blue Nursery, and experience it for yourself! ■

Personal from the President

by Scott Hammer

The Road Ahead

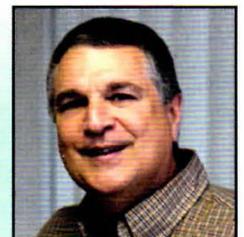
We are definitely in trying times. The 2008 fourth quarter national housing and banking collapse left us all scrambling to better position our businesses for a severe economic downturn.

It appears that Texas is weathering this recession a bit better than

most of the nation, but we certainly aren't immune. Many of us in the Horticultural Industry sell plants nationally, manufacture for regional distribution, or are involved in international trade. Thus the world economy affects all of us to some degree.

At Vital Earth, 2008 was a remarkably good year. We continued to expand our Vitazyme sales

overseas and set records for bulk and bag soil sales. Carl Pool also had an excellent year. As we review 2009 thus far, we definitely see some weakness in bulk soils in



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Cells – the Substance of All Life

By Paul W. Syltje, Ph.D.

Cell membrane. A boundary layer that contains the cytoplasm of the cell; contains interlocking surfaces that bind cells together, and is selectively permeable to select chemicals that pass in and out of the cells.

Cell wall. A non-living secretion of the cell membrane, composed of cellulose fibrils deposited in alternating layers for strength, and that contain pits (openings) that make it totally permeable; this provides protection from physical injury, and together with the vacuole provides skeletal support.

Vacuole. A single layer of unit membrane enclosing fluids in a sack, which produces turgor pressure against the cell wall for support; it also stores water and various chemicals, as well as insoluble wastes.

Ribosomes. Non-membranous, spherical bodies composed of RNA (ribonucleic acid) and protein enzymes, which form the site of protein and enzyme synthesis.

Endoplasmic reticulum. Sheets of unit membrane with ribosomes on the outside that form a tubular network throughout the cell; these tubes transports chemicals between cells and within cells, and provide a large surface area for the organization of chemical reactions and synthesis.

Take a moment and ponder this amazing fact: *all living things are comprised of one or more cells*. Most are microscopic, but not the biggest cell of all, the ostrich egg. Your body has about 100 trillion (yes, *trillion!*) cells of many types.

The major parts parts of a typical plant cell are shown here. These cells work together in a marvelously harmonious way to the benefit of the entire organism. The typical plant cell shown here – too small to be seen with the naked eye – produces the food you require to subsist, purifies the air you breathe, and beautifies the landscape where you live. ■

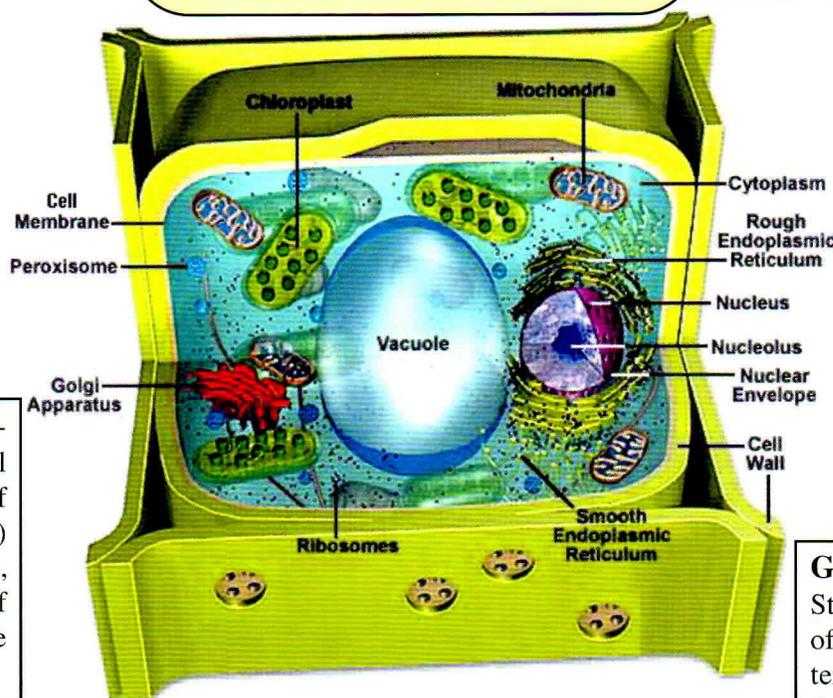
Nucleus. Consists of the nuclear envelope, nucleolus, chromatin, and nucleoplasm. It is selectively permeable to control the movement in or out of essential compounds.

Nucleolus. A non-membranous matrix of RNA (ribonucleic acid) and protein, where instructions in DNA are copied; it works with ribosomes in the synthesis of protein.

Cytoplasm. The matrix of the cell which contains all organelles and in which the multitude of biochemical reactions of the cell take place.

Mitochondria. A modified double unit membrane (protein and lipid), the inner membrane infolded to form cristae; the site of cellular respiration, or the release of chemical energy from food (Glucose + Oxygen = Carbon dioxide + Water +Energy [ATP]).

Golgi apparatus. Stacks of flattened sacs of unit membrane (cisternae), with vesicles that pinch off the edges; they modify chemicals to make them functional, secretes chemicals in tiny vesicles, store chemicals, and may produce the endoplasmic reticulum.



Chloroplast. Composed of a double layer of modified membrane (protein, chlorophyll, and lipid), where the inner membrane invaginates to form layers called "grana"; here the chlorophyll is concentrated, and is the site of photosynthesis.

Covington's Nursery Seeing Benefits from Custom Made Fertilizer

by Clint Doherty

Covington's Nursery and Landscape was established in Garland, Texas in 1972 by Joe Covington, and expanded to Rowlett several years later. It has grown into a true "destination nursery", an 18-acre beautiful expanse of quality plant material, gardening supplies, pottery, statuary, fountains, and a unique and attractive gift shop.

Although Covington's has grown substantially since its beginnings, Joe's commitment to quality of life and service for his customers has never changed. He provides the best plant material possible and excellent customer service.

In keeping with that commitment to quality, Covington's supplies the best gardening products, including plant foods, to their customers. Over 35 years ago, Joe developed a business relationship

with a sales rep — Mike Alexander — who is now part of Carl Pool's management team. Because of that relationship, he was comfortable in mak-

and in turn to the discriminating customers Covington's serve who expect superior products and service. About a year ago when Covington's discovered they had a need for a specific fertilizer formulation, they turned to Carl Pool to manufacture their product.

Joe says, "Not only did they fulfill our initial request to produce and package that formulation in three convenient sizes under the Covington's label, but they were able to make it better than we initially requested by adding several trace elements that enhanced the product's performance."

Operations manager Nathan Dunham says, "We like this fertilizer because Covington's Nursery is the only place you can buy it and because it has the beneficial micronutrients that plants need." Covington's Nursery offers its "Covington's Special Fertilizer" 12-6-6 formulation with micronutrients in a four-pound jar, a 20-pound bag, and a 40-pound bag.

So the next time you are in Rowlett, go by and say "Hi" to Joe, Mary, Burton and Nathan and the rest of the friendly and helpful staff at Covington's Nursery. ■



ing Carl Pool products available to his customers.

Joe knows that Carl Pool is geared toward independent garden centers,

Personal

both the Landscape and Container Grower areas. The container tree business has been particularly hard hit, with a tremendous glut of trees in the market from out of state and our own growers. This has led to "dumping" of trees at very low prices.

Our bag soil business has been good through the spring and early summer (slightly ahead of last year's pace). Carl Pool Fertilizer sales also

have held up very well with no sales decline. The most promising Vital Earth division continues to be worldwide Vitazyme sales. As times worsen, and margins shrink, the Vitazyme program makes more and more economic sense.

Now is no time to bury our heads in the sand. We all must analyze our business models and adjust them accordingly to fit the times. We must scrutinize every aspect of our operations and really "dig" for cost effi-

ciencies.

Now is the time to examine every nook and cranny of our business (while we have the time) and get ready for better times ahead.

We are certainly looking at a situation where "survival of the fittest" will rule the day. ■



NEW!

Carl Pool Pro Green 12-6-6



Pro Green 12-6-6 3 - 4 Month Formulation Guaranteed Analysis

| | | | |
|--|----------|-----------------|---------|
| Total Nitrogen (N) | 12.0000% | Iron (Fe) | 0.2500% |
| 2.30% Ammoniacal Nitrogen | | Magnesium (Mg) | 5.0000% |
| 1.70% Nitrate Nitrogen | | Manganese (Mn) | 0.0500% |
| 8.00% Urea Nitrogen | | Molybdenum (Mo) | 0.0005% |
| Available Phosphate (P ₂ O ₅) | 6.0000% | Boron (B) | 0.0200% |
| Soluble Potash (K ₂ O) | 6.0000% | Zinc (Zn) | 0.0500% |
| Calcium (Ca) | 10.000% | Copper (Cu) | 0.0500% |
| Sulfur (S) | 0.7500% | | |

| | | | |
|---------------------------------------|-----------|-----------|-----------|
| | Light | Medium | Heavy |
| Spring Application Rate: | 1 tsp/gal | 2 tsp/gal | 1Tbs/gal |
| Fall Application Rate: | ½ tsp/gal | 1 tsp/gal | 2 tsp/gal |
| Broadcast Application per 1,000 s.f.: | 4 lbs. | 6 lbs. | 8 lbs. |

Derived from: Poly-Sulfur Coated Urea, Potassium Nitrate, Ammonium Phosphate, Sodium Borate, Iron Sulfate, Iron Sulfate, Ammonium Molybdate, Copper Sulfate, Manganese Sulfate, Zinc Sulfate, Dolomite

Application: Apply every 3-4 months or as needed.

Net Wt. 50 Lbs. (22.68 Kg)

1-800-245-7645

CARL POOL PRODUCTS • P.O. BOX 1148 • GLADEWATER, TEXAS 75647

- Topdress or incorporate
- Slow release — feeds for three months
- Formulated for general purpose nursery use
- Excellent for trees, shrubs, vines, and ground covers.

THE FERTILIZER FOR TOUGH ECONOMIC TIMES!

Parable of the Wise Woman

A wise woman who was traveling in the mountains found a precious stone in a stream. The next day she met another traveler who was hungry, and the wise woman opened her bag to share her food. The hungry traveler saw the precious stone and asked the woman to give it to him. She did so without hesitation. The traveler left, rejoicing in his good fortune. He knew the stone was worth enough to give him security for a lifetime.

But, a few days later, he came back to return the stone to the wise woman.

"I've been thinking," he said. "I know how valuable this stone is, but I give it back in the hope that you can give me something even more precious. Give me what you have within you that enabled you to give me this stone."

Sometimes it's not the wealth you have, but what is inside you that others need.

Please contact Vital Earth Resources for more information!

1-800-245-7645 www.vitalearth.com

Vital Earth Resources, P.O. Box 1148, Gladewater, Texas 75647