



Village Nurseries Launches Save Water - Stay Green™ Campaign to Heighten Consumer Awareness

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ORANGE, Calif.--([BUSINESS WIRE](#))--Village Nurseries Wholesale, an Orange County-based specialty grower for landscape professionals, announced today it is launching a Save Water - Stay Green™ Campaign to help educate consumers that they can indeed save water and still enjoy a beautiful landscape and garden. The key is combining lower water use plants with reduced irrigation, such as drip irrigation and low-flow sprinkler heads.

“Drought-tolerant plants conjure up visions of arid landscapes with little more than cacti, succulents and rocks,” said David House, Village Nurseries CEO. “The purpose of our Save Water - Stay Green Campaign is to help raise awareness that we all do indeed need to save water, but that doesn’t mean we cannot enjoy a beautiful lush landscape.”

Village Nurseries estimates that approximately 70 percent of their 950 acres of inventory will perform well in the markets they serve with less water. Approximately 60% of outdoor irrigation is dedicated to turf and a large percentage of exterior landscapes in California still use pop-up irrigation spray heads that are not nearly as water efficient as drip irrigation or low-flow sprinkler heads.

“The net-net is everyone can continue to enjoy the beauty of the trees and shrubs in their outdoor environments; more prudent irrigation practices are required and in some cases a reduction of turf could be needed, but cactus and rocks need not be the theme,” House contended.

Following is a short list of the company’s large selection of attractive low water use plants:

- Flower Carpet® Roses
- Blush Pink™ Nandina
- Obsession™ Nandina
- Little Ollie® Dwarf Olive
- Little Emperor™ Japanese Blueberry-Shogun® Series
- Succulents
- Chef’s Choice™ Rosemary

- Blue Balloon® Caryopteris
- Ornamental Grasses
- 'Little John' Callistemon
- Hemerocallis
- Nerium
- Bougainvillea
- Ceanothus

A complete listing of low water use plants is available in Village Nurseries' extensive plant library: https://www.villagenurseries.com/product-category/low_water_use/.

The Save Water - Stay Green Campaign will roll out over the coming months. One of the kick-off events was Village Nurseries' recent Horticultural Encounter that guided landscape professionals through vignettes showcasing plants best suited for today's challenging landscape situations, giving them a deeper understanding of how and where the plants will survive.

Additional resources for conserving water include bewaterwise.com®, which includes tips for growing a [California Friendly® garden](#) and [SoCal WaterSmart](#), which also includes information about turf removal rebates, as well as [The WUCOLS Project](#) which was initiated and funded by the Water Use Efficiency Office of the California Department of Water Resources (DWR).

About Village Nurseries

Founded in 1976, Village Nurseries currently has major wholesale sales offices in Orange and Sacramento, California and more than 950 acres under cultivation in growing facilities located strategically throughout Northern and Southern California. It serves markets throughout the western United States while maintaining four specialty [Landscape Center](#) locations to serve landscape professionals. For more information, visit <http://www.villagenurseries.com>.

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