



Village Nurseries Promotes Colorful Plants Favored by Landscape Professionals That Flourish with Reduced Irrigation

November 19, 2015 02:47 PM Eastern Standard Time

ORANGE, Calif.--([BUSINESS WIRE](#))--As the California drought continues, many landscape architects and designers are helping consumers reap the dual benefit of installing plants that not only provide color and beauty but perform very well with reduced water use.

“Brown is NOT the new green,” declared David House, CEO of Village Nurseries Wholesale. “Our message is that the vast majority of the plants we have been growing and using for years can thrive very well with the newly mandated water regulations. We aren’t saying NO water, but much less. Many colorful old favorites are flourishing with much less water. Resorting to an arid landscape or a ‘no-lawn’ environment is not necessary when you can stay green with the right amount of water and mulch.”

Considered one of the most respected wholesale nurseries in the region, Village Nurseries is in the vanguard of companies promoting the need to keep California landscapes green and colorful. As part of its Save Water - Stay Green™ campaign, the company is offering its perspective on excellent landscape plants that use less water, which allows consumers and home gardeners to create dramatic environments. In fact, more than 70 percent of what Village Nurseries grows meets the lower water requirement.

"Irrigation is key to keeping flowers and color flourishing in a landscape," explained Jerry Kaylor, branch manager of [Ewing Irrigation and Landscape Supply](#). "By managing system pressure, utilizing drip irrigation and focusing on application techniques, the landscape professional can maximize water savings without sacrificing design."

“It’s also important to create the right soil environment with organic fertilizers and microbes that provide healthy soil,” said Hap Kellogg, president of [Kellogg Garden Products](#). “The healthy soil should be covered with a 2-3 inch layer of mulch to provide plants with the best environment to help fend off disease and stress, while retaining soil moisture.”

Village Nurseries has issued a short list of colorful plants that can flourish in reduced water conditions:

- Caryopteris ‘Blue Balloon’
- Flower Carpet® Roses
- Lomandra ‘Breeze’
- Mahonia ‘Soft Caress’
- Nandina ‘Obsession’™
- Salvia leucantha ‘Santa Barbara’™

Suggested low-water-use plants

More detailed information about low water use plants can be found in Village Nurseries' extensive plant library at <https://www.villagenurseries.com/product-category/low-water-use/>.

Registered customers can also take advantage of the website's Low Water Availability list, showing current availability to help with designing current and future projects.

About Village Nurseries

Founded in 1976, Village Nurseries currently has major wholesale sales offices in Orange and Sacramento, California and more than 900 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://villagenurseries.com> or follow us on Twitter @VillageNursries and Facebook at <http://facebook.com/villagenurserieswholesale>.

Contacts

Daly-Swartz PR for Village Nurseries
Jeffrey Swartz, 949.470.0075
jeffreyswartz@dsprel.com