

Village Nurseries and Star Roses and Plants Expand Agreement with New Varieties Including World's First Dwarf Jacaranda

ORANGE, Calif., Aug. 2, 2017 -- Village Nurseries Wholesale LLC and Star® Roses and Plants, a leading plant genetics company based in West Grove, Pa., have expanded their current partnership with the introduction of significantly important regional new plants including the world's first dwarf Jacaranda tree.

According to David House, Village Nurseries CEO, the specialty grower for landscape professionals is placing into production several new varieties as well as trialing and evaluating many more, including the world's first dwarf Jacaranda, ['Bonsai Blue' PP# 26,574](#). 'Bonsai Blue' was bred in Japan then sent to Hochberg Export in Israel for the grafting process to take place. After purchasing the grafted plants from Israel and bringing them to California, they will be available later this year as a bush, and eventually a tree to about 20 feet tall.

Omer Hochberg, president of Hochberg Export Ornamental Plants Ltd., commented, "Jacaranda 'Bonsai Blue' is a spectacular new innovation, a great plant with rich blue flowers, attractive foliage, and compact growth. Hochberg are delighted to be working with Village Nurseries in bringing this beautiful plant to California landscape."

"Village Nurseries offers landscape professionals regionally appropriate plants that are unique, patented and exclusive for both residential and commercial uses," explained House. "Bonsai Blue represents a breakthrough in plant breeding and, as such, reflects our commitment to increase our internal investment in new plant varieties while allowing designers and architects to create signature designs."

Star Roses and Plants and Village Nurseries are also working on introducing varieties of **Buddleia** and a dwarf **Cupressocyparis leylandii** called 'Shorty' PP# 19,618, in addition to several new varieties of **Grevillea, Leucodendron, Lomandra, Photinia, Raphiolepis, and Tecomaria**.

House is also excited about Village Nurseries' new Landscape Architect and Design Group which was formed to help landscape architects and designers become familiar with new plant products during the trialing stage. "We want feedback from the top professionals on how these plants grow and perform," he said.

Peter Kruger, director of new products and licensing at Star Roses and Plants, commented, “Village Nurseries’ [Landscape Architect and Design Group](#) (LADG) brings a unique opportunity for our company to get [new plants](#) into the hands of landscape professionals much faster. We are working very hard to ensure that Village Nurseries has first opportunities of all our new plants for their LADG Program.”

About Star Roses and Plants

Star Roses and Plants is a leading genetics company involved directly in breeding roses, perennials and woody plants, and introducing plants from other breeders around the world. Star Roses and Plants is a wholly owned subsidiary of Ball Horticultural Company. For more information, please visit <http://www.starrosesandplants.com>.

About Hochberg Export Ornamental Plants Ltd.

Founded in the early 1920s, Omer Hochberg took the company to a new direction in 1992 by growing an innovative collection of ornamental and conservatory plants, climbers and grasses for worldwide export. Today, [Hochberg Export Ornamental Plants](#) is one of the most innovative and most reliable market leaders seeking to work with and supply world's leading container production nurseries.

About Village Nurseries

Founded in 1976, Village Nurseries 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 locations](#) to serve landscape professionals. For more information, visit <https://www.villagenurseries.com>.

###

Media Contact:

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