

ISSUE #2 | SPRING 2013

BROCK

FARMS

MAGAZINE

GARDEN WORLD

HELP WITH YOUR POST-SANDY LANDSCAPE

DISCOVER THE FUTURE OF INDOOR
GARDENING HYDROPONICS

EASIER ROSES ARE HERE!

THE SPLENDOR OF KOI
GARDEN-READY GRAFTED TOMATOES

YOUR SUMMER BIRD CHECKLIST
ORGANIC LAWN CARE

PLUS SAVINGS, TIPS & MUCH MORE!



IN THIS ISSUE

- 4 FAMILY PRIDE: ALWAYS ON DISPLAY
- 6 BROCK FARMS: COLTS NECK
- 8 BROCK FARMS: FREEHOLD
- 12 YOUR STORE FOR ALL SEASONS
- 14 CONTAINER GARDENING TAKES ROOT
- 16 HELP WITH YOUR POST-SANDY LANDSCAPE
- 20 FUNDAMENTAL THINGS
- 22 GARDEN-READY GRAFTED TOMATOES
- 26 NOTES FROM OUR GROWER
- 30 ORGANIC LAWN CARE
- 32 EASIER ROSES ARE HERE
- 37 YOUR SUMMER BIRDS CHECKLIST
- 39 PATIO CITRUS AVAILABLE YEAR-ROUND
- 44 HYDROPONICS
- 50 THE SPLENDOR OF KOI CAN BE YOURS
- 52 MULCH 101
- 54 MAKING A STATEMENT WITH STATUARY
- 58 LET'S GROW TOGETHER
- 60 HARMONY IN THE GARDEN



IN LOVING MEMORY OF

LUCY BROCK
1900-1984

Born in Italy, Lucy Brock, mother of Ed Brock, Sr., came to America at age 5. Together with her husband Michael, Lucy Brock enabled her son Ed to fulfill his dream by tirelessly helping him start and run his produce business in the 1940's, 50's and 60's.

Many long-time customers still share their fond recollections of Lucy and her loving, constant vigilance over Brock's farmstand produce into the 1980s. All of us at Brock's honor Lucy Brock whose hard work and dedication helped lead Brock Farms to where it is today!

VISIT BROCKFARMS.COM

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A MESSAGE FROM EDDIE BROCK, JR.

Welcome to the Wondrous World of Brock's!

For our second annual Brock Farms Garden World Magazine, our unparalleled team of highly-experienced gardening, landscape and home décor experts has again demonstrated why Brock's is your ultimate source for creating distinctive environments. By perusing these pages and visiting our locations in Colts Neck and Freehold, homeowners can maximize their horticultural, holiday and home décor experiences in a unique atmosphere that is quintessentially Brock's.

Continuously and carefully building our reputation and inventory for over 70 years, Brock Farms has become the premier destination for those who strive to enhance their indoor and outdoor environs year 'round! As spring nears, Brock's becomes "an amusement park for gardeners," offering a kaleidoscope of specially selected plants, pottery, statuary, water gardening options and more. Whether installing a fountain, building a koi pond, creating a haven for wild birds or growing your own healthy vegetable and herbs, Brock's has everything to get it right, with guidance from seasoned staff experts; some who have been with Brock's for decades.

Brock's prides itself on knowledgeable, personalized customer service, something that cannot reliably be found at impersonal big box chain stores. Brock's well-trained staff knows whether a product is in stock, where it is located and how it works. They have the answers you seek and can show you the latest trends, techniques and growing stock to ensure your gardening success. Making Brock's your first stop saves you time, money and frustration.

As fall and Halloween approach, cool shades of green turn to warm autumn hues. Both locations transforms with a vast, incomparable and astounding selection of Fall-o-ween® indoor and outdoor décor, costumes, accessories and seasonal gift items. Visitors flock to Brock's to view the latest in scary, sparkly, spectacular Fall-o-ween® fun! From our Haunted Halloween walk-through to hayrides, pumpkin-picking and corn maze, Brock's provides a true country fall festival like no other!

Visit the Christmas Wonderland at our Freehold location to marvel at the extraordinary array of exquisitely decorated trees, wreaths and rooms filled with lawn ornaments,

lights, gifts and awe-inspiring seasonal adornments of every type, size and description; including popular collections and traditional favorites. Holiday decorations, live trees and beautiful custom-made wreaths are available at both locations. Freehold has also become a renowned source for accent furniture, paintings, lamps and so much more in home décor.

Indeed, Brock Farms has come a long way since its humble beginnings in 1942 when eight-year-old Ed Brock Sr. began selling the blueberries he picked near his Colts Neck home. My father Ed Sr. remains a vibrant part of today's operation, along with my mother, Jean, and sister Linda Brock Arcoleo. While I concentrate on gardening aspects at the Colts Neck location, Linda uses her talents and well-trained eye in selecting collectibles, gifts and adornments for our Freehold location. During the growing season, both stores offer lush sights, fragrant smells and peaceful sounds along with acres of verdant greenery - from new and classic vegetables, annuals and perennials to specimen shrubs and trees.

Brock's ever "growing" clientele knows there is no better place to maximize their home gardening experience and investment. Our family personally scours the nation, visiting trade shows, growers and purveyors of top products to bring you the most complete and up-to-date inventory of products. Invaluable advice from our experts allows you to make informed decisions and purchases. They take the time to listen and work with you to find the best solutions for your needs.

Our family has unwavering pride in and dedication to selling premium products in every department. It is our ongoing quest to continuously keep updated and educated on the very latest in all areas of our business. That is our promise to you, our valued customer.

We invite you to read and enjoy the valuable information, tips and quality products contained in these pages. Please visit our two locations to browse through the very best in home and garden offerings for 2013! Brock's is a great place to bring children and grandchildren to see and learn about nature and their environment any time of year!

To our loyal customers, it has been our pleasure to serve you and welcome your return. For those about to become new Brock's devotees, welcome to the Wondrous World of Brock's! We hope to have the honor of doing business with all of you for many years to come and thank you for your patronage and support.

Ed Brock, Jr.

FAMILY PRIDE

always on display

By Laura Kolnoski

It is by design, not chance, that Brock Farms offers an extraordinary inventory of products with such distinctive flair. Customers are the beneficiaries of the expertise and selective personal touch of Brock's family members, evident throughout their comprehensive product selections.

"Think about it," says Linda Brock Arcoleo. "At large chain stores, anonymous buyers select merchandise that is displayed by different employees and then sold to customers by yet another group who probably never interact. At Brock Farms, we believe a source-to-sale hands-on approach best serves our customers. Their feedback and loyalty indicate we are on the right track." Ed, Jean, Ed Jr. and Linda personally find new merchandise in every category, place the orders, lovingly arrange products on their shelves and remain in the stores to assist customers and gauge their feedback.

The Brock's are always on the hunt for "buried" treasure! Family members fan out across the country on expeditions seeking out superior, cutting edge products. Each selects items specifically tailored to their customers and brings them home to Central New Jersey! Their travels take them to trade shows and buying trips all around the country, exotic tropical nurseries in Florida, trees farms in Tennessee and lesser known sources for diverse gifts, jewelry and accessories from artisan crafters.

"When I buy new merchandise, I search the buildings from top to bottom looking for things others do not see," said Linda, whose talented eye selects gift, home furnishings and

décor and personal items. "I seek out things that are different and can't be duplicated in the sameness of big box stores. I buy what I like but don't shop for my taste alone. I know my customers' tastes and love spotting things they will enjoy at good price points. My father, brother and I are hands-on at every step of our operation."



The hands-on touch is a hallmark of Brock's tradition. Ed Brock Sr. began picking his own blueberries to sell to neighbors at age eight. Later, he urged his dad to drive him to farmer's markets where he could select produce to sell to his expanding customer base. Quality control became a passion, born from Ed Sr.'s desire to offer the best, healthiest plants and trees to the public. The relationships the Brock's have cultivated with other nurseries and growers throughout the country allow access to literally the pick of the crop! Their long-standing vendors keep Brock's on the inside track of the horticultural industry.

"I always strive to have the best selection," Ed Brock Jr. says. This past winter, he was scouring the southeast getting excited about the new lines, including pottery, he discovered for

2013. "You hit the pottery lottery when you visit Brock Farms!" he said. "Customers can express their own personal style by choosing from this spring's vast selection. We bring in all types and sizes of pottery from Italy, Malaysia, Taiwan and Vietnam. Each source has its own distinctive styles, colors and composition to enhance any décor indoor and out."

For the delight of home vegetable gardeners this 2013 growing season, Ed Jr. has hand selected some great new varieties. "So many varieties come out every year, it's a challenge to choose the best for our region and climate. "We sift through them carefully. I'm certain our customers will be as excited as I am over the vegetable plants available this year."

A conversation with the Brock's about the back stories of their favorite finds demonstrates their enthusiasm, and knowledge



amassed over decades.

Ed Brock Jr. explains that the trending indoor citrus and avocado trees he's bringing in from Florida are subjected to a new, evolving permit process because the Sunshine State has only recently been shipping the plants out of state. Brock's is among the first to carry an expanded line of these sure-to-be-popular items!

Ask Linda Brock about those fun retro plastic Blo Mold Christmas lawn decorations and she'll explain that today, only one firm is selling them, making them more difficult to procure. She knows because she's been buying them since age 15!

"We know the products we sell," Linda says. "Unlike the big box stores, we know all the jobs and we all wear many different hats."

Pride, tradition, selection, quality, value and hands-on service – these are the tenets that have guided Brock's operations for over 70 years. Visit soon and learn for yourself the difference Brock's makes, and the difference it can make on your own personal landscape!

We're a Proud Member of:



Brock Farms

COLTS NECK

By *Laura Kolnoski*

A magical wonderland of verdant natural splendor awaits your horticultural pleasure at Brock Farm's 19-acre complex on Route 34 in Colts Neck. Brock's experienced, helpful staff welcomes you to wander through bountiful greenhouses, past tranquil ponds alive with fish, to gently gurgling water features and on to waves of vibrant annuals and vegetable varieties.

An abundant selection of cement and bronze statuary beckons you to immerse yourself in outdoor art. Specimen shrubs, flowering trees, graceful evergreens, lush perennials, overflowing urns and hanging baskets bulging with seasonal plants line walkways, inviting you to cast off winter and dive into spring!

Brock Farms Colts Neck has everything you need, as well as many things you never thought of, to enhance your garden and the experience of making it the showplace of your neighborhood! Our retail garden and outdoor center is a popular haven for garden enthusiasts who seek out the new, the unique and the superior in supplies, accents and equipment.

Everyone at Brock's has made special effort this year to join in our area's renewal. It's time to repair, replant, restore and re-create our gardens, trees, shrubs and lawns. Beginning at Brock's ensures wise investments in your surroundings to yield the ultimate in successful results!

"We prep for spring months in advance," said Ed Brock Jr., who oversees the Colts Neck store and personally selects most of its stock. "As always, Brock's has the newest plant varieties. We stay on top of new trends in the horticultural



industry. We know our customers like to see and incorporate the latest colors and varieties into their home plantings. We have procured tremendous amounts of new plants this year along with the latest interesting and intriguing items in all departments." Indeed, Brock's has everything for your home, lawn and garden.

Look What's New for 2013!

Grow your own! This year, Brock's is offering a significantly larger selection of tropical citrus trees and fruit trees, including oranges, avocados, grapefruit and limes. The expanded line has been personally selected from premier Florida growers by Ed Jr., who has spent the past year learning about and procuring these exciting new products. Now, you can successfully grow healthy produce indoors all year long!

"We can advise on how and what you need to embark on growing your own indoor produce trees," Ed Jr. says. "We're on the cutting edge in this area. Last year, we had success with just a few of these new trees. This year, they will be available by Mother's Day and make unique gifts to herald the season."

Edible crops at Brock's are also experiencing a reinvigoration. Choose from a great selection of vegetable plants, grapevines, berry bushes, seed packets, heirloom tomatoes, herbs and more! Compare purchasing your homegrown crops at Brock's versus the big box stores. You'll discover Brock's has a much more extensive selection, including thousands of plant varieties.

"If we don't have it, we will make every effort to get it," Ed Jr. said. "We like to think of ourselves as the store that cares about the customer and are willing to go the extra mile for our clients."

For the Birds! Brock's wild bird section has caught on so well, it has been expanded for 2013. The joy of drawing birds to your landscape will be enhanced with Brock's larger selection of bird feeders and houses, birdbaths, bat and butterfly houses, as well as more offerings in the accessories and bird food lines for the avian enthusiast.



Peaceful Ponds. The Brock's are especially excited about the complete rearrangement of the popular fish section. Some products have been moved up front. In the back, the aquatic plant and fish display has been remodeled with an all-new look. Brock's has cultivated relationships with new fish breeders and aquatic plant growers to bring customers the best and most complete selection of pond environment options in the area.

Liners, pumps, filters, hardy aquatic plants and captivating fish from exotic worldwide locales enable you to create a customize pondscape to revel in on serene summer nights.

"This year, we are striving to have water movement every place we can with an expanded, new fountain section and new fountain displays," Ed Jr. said.

Learn what's new in lawn care!

There are new technologies on the lawn front and Brock's has them! Expert staff provides the type of information to give homeowners the most value when working to improve and maintain a beautiful lawn. If you desire a lush carpet of green and making the most of your lawn-care dollar, Brock's has the products and guidance to make it happen!

Experience Hydroponics! Found only at Brock's Colts Neck, this department has been totally expanded to be more full-fledged this spring. Ed Jr. has found new suppliers to enliven your indoor gardening space and nurture your year 'round supply of blooms, spices, herbs and vegetables. Imagine fresh tomatoes grown by you all year long! Learn all about this growing trend from Brock's experts.

Learn more at Brock's Seminars!

Thursday night seminars are being planned for Brock's Colts Neck location. Tentative topics include lawn care, ponds, indoor (hydroponic) gardening and other areas of interest. Customers who would like to suggest a topic can visit Brock's Facebook page or bring suggestions to the Colts Neck store.

No one does Halloween like Brock's, where you'll discover the total Halloween experience throughout the store, where automated decorations provide thrills and chills. On Brock's adjacent 14-acre tree farm, a pick-your-own pumpkin patch, a popular destination for class trips, provides a traditional fall experience from a bygone era. Hay rides, costumes, corn stalks, traditional fall décor, home and garden accents and every shade of seasonal mums are on full display.

While not as voluminous as the Freehold location, Brock's



Colts Neck also comes alive at Christmastime with a sparkling, colorful, evergreen-scented experience complete with a large selection of lights, indoor and outdoor decorations, custom wreaths, garlands, poinsettias, imaginative gifts and live and artificial trees.

"At Brock's, our customers are king," said Ed Brock Jr. "We have experts in every aspect of every department and have gone to great measures to bring in the right people, allowing Brock's to offer the best information and customer service. We have polite, courteous staff available to our customers at all times who have been working in the industry for years."

"We also strive to have the best quality," Ed said. "Compare prices and the size and health of the plants you find at Brock's and elsewhere. You can be assured you're getting top quality when you shop at Brock's." Both locations are the go-to source of choice for discriminating landscapers. Brock's retail customers have access to the same high quality growing stock the experts do!

Value is particularly evident in Brock's popular 5,000-square-foot Closeout Barn, where smart shoppers have been finding a vast array of products and supplies from all departments at reduced prices. You never know quite what you'll find in the Closeout Barn, but budget-friendly surprises always await your best bargain hunting.

Both stores are open year 'round, with limited hours off-season, (check stores for hours). This spring in particular, Brock's bursts with life, color and possibilities. Come in, walk around and experience what makes Brock's different.

AT BROCK FARMS

Whether you're gardening and decorating indoors or out, Brock's Colts Neck and Freehold locations have the products and know-how to help you turn your personal spaces into the creations of your dreams all year long! Visit both locations to see for yourself!

Brock Farms

FREEHOLD

By Laura Kolnoski

One visit and you'll discover what makes Brock Farms' Freehold location unique. Everything you expect to find at this spectacular horticultural and home décor oasis is there, but much more awaits your senses!



At Brock's Freehold, there is so much to experience; your biggest decision will be where to look first! The closer you look, the more you'll see. Adornments and accents abound to spark your imagination and ignite your creativity.

This 42-acre complex, located at 4189 Route 9 North, is a wonderland for indoor and outdoor gardeners with everything the do-it-yourselfer needs, as well as a verdant haven where you can while away a serene afternoon. Your journey through Brock's opens a gateway to new, awe-inspiring ideas for enhancing your home, along with items you won't find anywhere else in the region. Brock's Freehold makes it possible to embellish your home or office in a personal style that is distinctively our own.

Look What's New for 2013!

Linda Brock Arcoleo travels the country to trade shows and specialty vendors to personally select a wide array of unusual, eclectic and highly desirable products to thrill in all categories. Brock's Freehold is the place to select outstanding items no one else will bring to your next special occasion.

New this year is an expanded inventory of extraordinary artworks known as "artificial food" – expertly crafted recreations of glasses and pitchers of wine and drinks, bowls of snacks and candy and other foodstuffs so realistic they are often mistaken for the real thing!

"These attractive, fun conversation pieces have become one of our most popular lines," said Linda. In addition to selecting artificial food for their own kitchens and bar areas, customers love to give them as gifts. Interior designers also crave the non-perishable goodies.

Brock's Freehold specializes in home décor items, each personally selected by Linda. A remarkable myriad of canvas paintings, furniture accents, decorative items, dolls and more will dazzle your eyes. Whether

you are seeking unique and distinctive housewarming, birthday, wedding or special occasion gifts, or something to make your own home stand out from the commonplace, your shopping excursion should begin at Brock's.

"People can't comprehend all we have until they visit," Linda said. "It's a nice place just to come and get ideas." Linda's slogan is, "If you want the same old thing, go to the box. If you want something different, come to Brock's."

That philosophy also applies to Brock's outstanding selection of jewelry and accessories, which Linda has increased this year with new finds sourced in uncommon locales. She reports that the 2013 selection of attractive scarves, earrings, necklaces, bracelets and more are both fun and affordable.



Your Yuletide Haven!

While all holidays shine at Brock's, at Christmastime, the Freehold location springs alive with a kaleidoscope of every type of holiday décor imaginable. At 40,000 square feet, there is simply no larger selection of indoor and outdoor lighting, trees, decorations and accents; all attractively arranged by color and style.

Over 100 artificial trees are on display, many of them are fully decorated, featuring the expert personal touch of Jean Brock, make Brock's Freehold a must-see destination and fun holiday tradition. All ages gaze with wonder at Lemax villages, Byers Choice, Jim Shore, Pavillion & Annalee and themes including beloved children's characters, gingerbread, elves, reindeer, angels, artichoke, natural, rustic, Victorian and so much more. You'll find the area's largest selection of nostalgic retro Blo Mold figures. Gorgeous wreaths decorated with Jean Brock's beautiful custom bows and lights are a signature tradition at Brock's. Whether you are seeking natural or the most realistic pre-lit artificial holiday trees, you will find the right size and shape to fit your spaces at Brock's.

The Customer is King!

Another way Brock's distinguishes itself from run-of-the-mill retailers is through exceptional customer service. Experienced staff and Brock's family members are always available to assist you.

"When you shop our stores, the answer to your questions is always available," Linda says. "If you approach someone who doesn't have the answer to your questions, they will find someone who does. Our family members are physically there and hands-on working alongside employees." Most Freehold personnel have been there from five to 26 years.



Let's Grow Together!

Brock's has the largest retail nursery selection in New Jersey, with multiple greenhouses filled with healthy plants of all types and sizes - from evergreens to tropicals to annuals, edible crops and perennials. Because Brock's is the source of choice for professional landscapers, every gardener can have access to the same reliable, high-quality inventory that ensures successful lush results the first time and every time.

In the warmer months, a visit to Brock's offers a superior learning experience for youngsters. Handicapped accessible pathways make it easy to navigate colorful natural beauty where everyone can enjoy the sights, smells and sounds of nature.

Come marvel at the outdoor décor options, including a wide variety of gnomes, fountains, garden sculptures, porch enhancements, flags, pottery, pond accessories, fire pits, chimineas, garden supplies, mulches, pavers, trellises and the wild bird department. Brock's carries all the most respected brand names in gardening.

At Brock's, family pride is always on display. Here you'll find something new, outstanding and peerless, along with a complete selection of everything imaginable to make your personal landscape your personal haven in every conceivable way. But don't take our word for it - come to Brock's Freehold soon and see why it's been the choice of discerning customers for decades.

AT BROCK FARMS

Happy discoveries indoors are just as vast as the floral array outdoors at our Freehold location on Route 9. Gifts and home décor options await your next treasure-hunting visit!

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BROCK FARMS

Your Store For All Seasons

By Laura Kolnoski

Not your average “garden center,” Brock Farms is your go-to place year ‘round, where every season is a new experience. Open all year, (with limited hours in winter months), Brock’s is your full-service home and garden marketplace. Each season brings specific needs for your outdoor and indoor living, as well as holidays to seek out unique decorations, gifts and supplies. During every season and for every holiday, Brock’s locations in Colts Neck and Freehold reveal a wondrous world of incomparable one-of-a-kind choices to make you, your home and your gift-giving stand head and shoulders above the rest.

Spring

As we emerge from the drab chill of winter, nature lovers gravitate to the lush, vibrant explosions of color blooming at Brock’s to undertake early planting that heralds the rebirth of spring. Cold hardy pansies, primrose, houseplants and potted seasonal favorites like daffodils and tulips fill Brock’s properties. In addition to familiar colors of red, yellow and pink, you’ll find coveted distinctive specimen varieties to make your yard and garden stand out.

It’s time to prepare your property, assess your pottery, get new garden gloves and take inventory of your tools. What’s new in annuals, perennials, shrubs, flowering and ornamental trees and evergreens? Brock’s experts know and have exactly what you need. This year, get ahead of pests and learn new fertilizing techniques. Attract birds and butterflies to your yard and learn how to keep deer away. Plan your best vegetable and herb garden yet! Brock’s is fully stocked with all the best, newest, most cost-effective products and procedures to get you started this season.

Spring also means Mother’s Day! If you want to get your mom, grandmother, sister, aunt, daughter and all the special

women in your life gifts that exceed the ordinary, your first trip should be to Brock’s. Both locations offer the full array of exceptional live plants and flowers, along with special items to delight every woman. Brock’s is the best place to find gifts when you have no idea what to buy! Just one stroll through Brock’s reveals gift ideas you never would have thought of, whether the recipient is a gardener or not. Don’t miss our Freehold location’s most unique gift shop and home decor section.

Summer

When the weather heats up, so does the selection at Brock’s! When most garden centers are depleting their Spring stock all summer, Brock’s has new plants arriving daily all Summer thru the Fall. Brock’s experts can tell you the best time to plant all varieties of vegetables and herbs to yield the most bountiful crops throughout the growing season. All the products you need to support and help your garden grow are arranged for your ease of selection.

The artistry of our staff is on full display in the splendid, bountiful hanging baskets they create all season. Perfect to adorn your own porch and patio, they also make ideal gifts to take to summer picnics and parties.

Speaking of summer gatherings, what are you bringing to your special occasions this year? A unique home or garden adornment will make your wedding gift stand out. Flowers, plants and garden accents are welcome guests at all summer events, including Brock’s specialized Fourth of July items!



As you move outside, create attractive environments with the rare finds the Brock family has procured to enhance your outdoor rooms and kitchens. Furniture, decorative accents, barbeque items and accessories galore are just the beginning. In your expedition through Brock's home and garden wonderlands, you'll discover treasures in large statement statuary, fountains, gazing globes, flags, pottery from around the world, gnomes and whimsical animals and characters you can hide among your plantings to surprise and delight your visitors.

Summer is time for water gardening and pond enjoyment. This year, Brock's Colts Neck location has greatly expanded its water features and pond fish departments. Staff has the knowledge and equipment to help you create your own aquatic paradise in an astonishing variety of sizes, styles and price points. If it's new in water gardening, Brock's has it!



Fall

As August melts into September, the color palate at Brock's transforms to tones of yellow, orange, bronze and brown. Cornstalks, pumpkins, and a kaleidoscope of abundant chrysanthemums fill our fields. Come see the very latest in fall indoor and outdoor décor and accents to create your own autumnal showplace in preparation for Halloween and Thanksgiving.

At both Brock's locations, fall means Fall-o-Ween fun! A truly "spooktacular" experience, Brock's fills it's complexes with new and traditional costumes for all ages, with all the accessories you need to shine at your Halloween events. Pick your own pumpkins and enjoy thrills and excitement in our corn maze, hay rides and haunted house. Each location is a different experience! Turn your home and garden into a bone-chilling, fanciful and fantastic celebration of all things ghoulish, ghostly and bewitching! You must experience Halloween done Brock's way for yourself.

Winter

Perhaps the only thing more dazzling than Fall-o-Ween is Christmastime at Brock's. While both locations offer holiday



displays of epic proportions, beginning in early November, the Freehold store has New Jersey's largest Christmas Wonderland display. Over 40,000 square feet of decorations, live and artificial trees, ornaments, gifts and so much more than we can fit on these pages awaits your perusal.

Discover why Brock's Freehold has become a destination in itself for thousands who come to wander through rooms filled with themed holiday adornments of every type, size and description to turn your indoor and outdoor spaces into Christmas wonderlands of your own. Marvel at more than 100 sparkling Christmas trees organized by style and dominant color and have matriarch Jean Brock craft you one of the beautiful personalized bows she is famous for.

Amongst the huge themed displays are the area's largest selection of retro Blo Mold outdoor plastic Santas, snowmen, elves and more. See the latest in lighting and all you need to create your own mini-Christmas village. Decoration offerings include all you would expect, plus so much more you could never imagine.

You can readily see why every season is a great time to visit Brock's to view what's new, get bright ideas and find just the gift you need for your family, friends and yourself. Enter the Wondrous World of Brock's and discover for yourself what everyone else is raving about!

AT BROCK FARMS

Looking to "spruce" up your home and make it a showcase every season of the year? Both Brock Farms locations carry a huge variety of tantalizing options to help you create your own seasonal wonderlands!

CONTAINER GARDENING

TAKES *root*

Container gardening, essentially a move to grow flowers, plants, fruits, vegetables, etc., in virtually any type of container is rapidly gaining in popularity. It's hard to pinpoint just what's driving that activity. For some, perhaps it's the ideal escape from a stress-filled life that's drawing new converts. For others, maybe it's the continued rise in food prices that's prompting even staunch city-dwellers to suddenly develop a green thumb and grow their own vegetables. Whatever the



reason, it's becoming harder and harder today to find a patio, backyard slab, balcony, rooftop or deck that is not home to series of boxes, buckets, pots, etc., each containing a plant of some type.

"I think the real draw is the ease with which someone can see results," said Mike Rivard, co-owner of Rivard Companies which offers their Gronomics line of gardening vessels.

Watering Whole

Unlike a traditional in-ground garden, because the bulk of any container is exposed to the air, moisture evaporation in the soil occurs much quicker, often resulting in under-watered plants. Conversely, choosing a container with insufficient drainage, can result in water-logged soil—an equally effective recipe for disaster, says Rivard.

"People tend to forget that a plant grown in a container is not as 'forgiving' as one grown in the ground," he says.

"People who shied away from gardening in the past, either because of limited space or because they didn't want to make a huge investment in the pastime, are now seeing it can, in fact, be done. Container gardening makes it possible for someone with limited space, a limited budget, even poor soil conditions, to showcase their gardening prowess with unique challenges that must be dealt with to get the desired results. Choosing the right container is one of those challenges. Everything from the composition to its size to its drainage can impact the degree of one's container gardening success, according to Rivard.

"People just getting into container gardening tend to overlook many of these factors," he says. "They assume that any container will do when in fact some are better than others, and some should never be used at all. When we were designing our Gronomics line of garden beds, we specifically steered away from a round design because a square or rectangle container offers much more capacity than a round one taking up the same space. So we were able to make Gronomics containers—either elevated beds or raised beds—with soil capacities ranging from 1.5 to 39 cubic feet."

Other considerations should include what the container itself is made of. It is important that, while the container should be resistant to breakdown and rotting, it should never have been



"That was one of the things we really looked at when we were putting together our line. We made certain that drainage—particularly with our elevated beds—was sufficient to avoid the overwatering issue. To deal with getting the correct amount of water to the plants, we also offer a simple drip line system that can be used along with a timer to ensure it gets done regularly and in the right amount. And, because it is a regular steady dripping, it saves money by reducing the amount of water used."





treated with chemical-based stains or treatments, particularly if the desired end product is fruits or vegetables.

“Western Red Cedar is the material recommended by most experts as it is naturally rot-resistant,” says Rivard. “We chose that for our own products then backed it up with a protective sealant/finish which is a natural blend of citrus and vegetable oils. Doing so ensures that, unlike petroleum-based products or treated lumber, no harmful chemicals will leach into the soil.”

Interest Across the Board

When Mike Rivard and his wife Lisa set out to design a series of elevated garden beds that would become the Gromomics line, they envisioned it being a boon to retirees and other seniors for whom stooping down or kneeling to garden had become a challenge, if not outright impossible. Instead, their line has proven popular with gardeners of all ages, all social brackets, all ranges of physical capability, and today includes elevated garden beds, planter boxes, raised garden beds, trellis kits, and more.

“We are seeing the most interest in both the elevated garden beds and the two-level raised beds,” he says. “Customers really like the modular design of the raised units which allows them to link kits together and create a garden that is as unique as they are. There has also been a lot of positive feedback on the fact that, unlike many similar products available today, everything can be assembled without any tools at all.”

Horizontally Challenged

As mentioned, one of the most obvious challenges potential gardeners cite is the lack of space availability. While many would love to have the gardening experience, doing so on a smaller deck, balcony or patio has simply not allowed it. But there are alternatives available to make that happen and, not surprisingly, Gromomics has one, in its new Vertical Garden. Designed to occupy a small footprint (only two square feet), gardening in even the smallest of spaces is easy.

“We’ve gotten some outstanding feedback on the vertical garden, particularly on the fact that, despite it’s size, there is so much growing potential.

We designed the unit to offer seven different growing levels—more than 17 linear feet of growing space. In addition, we’ve included a drip line irrigation kit to minimize the headache of watering, and even offer an optional growing light which attaches and allows year- round indoor gardening.”

More Opportunities

While that range of options available to today’s container gardener ensures the pastime will continue to grow in popularity, there have also been some unforeseen benefits that Rivard says carry perhaps even more weight.



“The concept of container gardening opens the practice up to so many new applications and so many different types of people. We saw this firsthand here in Minnesota when we did a garden consisting of several of our elevated garden beds for a wheelchair-bound customer. When we were done and she realized she could move freely from one bed to another, she was literally in tears at being able to garden again after so many years.”

Rivard says they also recently donated fifteen 4 X 8 raised garden beds and, working with other area companies and civic leaders, helped establish a community garden in their home town of East Bethel, MN. The vegetables grown in the garden—located alongside a gas station/ convenience store—are then being donated to a local food shelf.

“The bottom line is, container gardening opens up a world of possibilities where none existed before,” says Rivard. And that can be a great thing for everyone.”

Products for container gardening— including the full line of Gromomics products—are available through Brock Farms Home & Garden World.

Cheryl Ajmal
trojak
 Communications

HELP FOR YOUR POST-SANDY LANDSCAPE

By Laura Kolnoski

Spring yard clean-up for many this year is more daunting than usual. Storm-ravaged trees and shrubs need special attention and tender loving care. Homeowners have challenging decisions to make regarding replacement of lost and damaged evergreens, deciduous trees and shrubs of all types and sizes. Getting the most value for your landscaping dollar depends on making the right choices.

The highly-trained, knowledgeable experts at Brock Farms are your partners in selecting the best species that will thrive in your property's conditions. To ensure your landscaping dollars are

spent on the healthiest specimens with the best chance of survival in our region, their advice can help you with everything from seeds to tools to heartier new stock. They can diagnose diseases and infestations, as well as other problems, and will help you make the right choices the first time, and every time.

Anthony D'Egidio and Paul Witter of Brock's Landscape Supply Division in Freehold have years of experience with trees and shrubs, and continue to update their knowledge of today's best options and practices. They work to meet the needs of professional landscapers, and assist retail customers with their questions and concerns. Anthony, who has been working on his ornamental and turf pesticide license, has an associate's degree in horticulture from Cook College of Morris and a Bachelor of Arts in Science and Environmental Planning

from Rutgers. Anthony and Paul work with the master growers at Brock's own over 700-acre nursery near Bridgeton, as well as other growers across the country to bring our customers the highest quality trees, shrubs and flowers.

"The staff at our farm is outstanding and produce spectacular specimens," Anthony said. The Brock family and their staff visits many nurseries around the country to pick the best quality available! We accept nothing but the best from our vendors. Landscape architects place their trust in Paul and Anthony to select the nursery stock they bring to their customers. Homeowners should, too!

AT BROCK FARMS

With the area's largest selection of annuals, perennials, shrubs and trees, both Brock Farms locations offer a variety of choices and expert information to steer you in the right direction as you restore your own landscape; ensuring you make the best decisions for your property!



Choosing Storm-Resistant Species

When selecting new replacement trees and shrubs, knowledge is power. Simply reading a grower's tag won't provide the specific information you need to know if the item will be right for your yard, your light and your soil. Anthony provides the following valuable information on some well-known species:

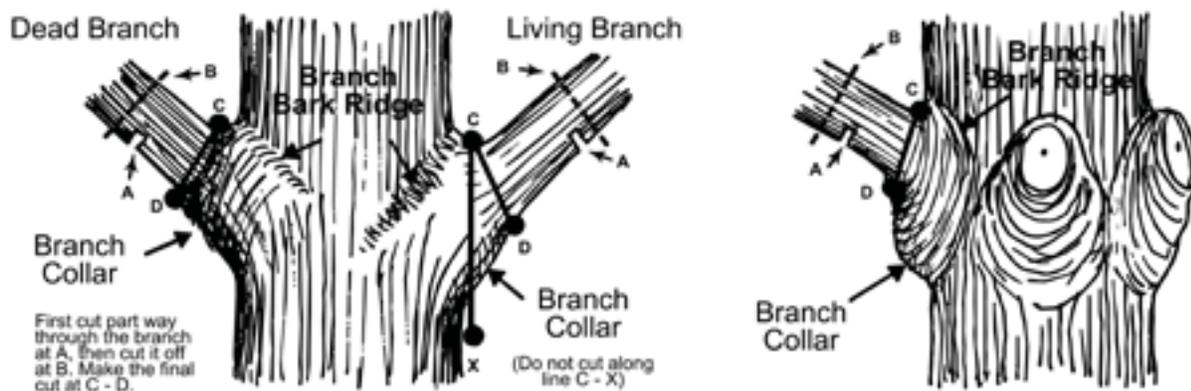
~ Bradford pear trees, a popular ornamental species, can split easily and succumb to severe weather. New Bradfords that tend not to break are now on the market, created with improved grafting techniques. "Aristocrat" and "Cleveland Select" pear trees are stronger.

~ Arborvitae "Emerald green" is the most popular in that species, but can be weakened if they don't get enough sun. They are also a favorite snack for deer. Better choices are "Green Giant" and "Elegantissima," which has an attractive green/gold tinge and are deer resistant.

~ Junipers offer an array of choices to enhance your property. "Eastern Red Cedar," "Hollywood," "Robusta," "Hetzi Columnar," "Blue Star," and "Blue Pacific" are among hundreds that can be found at Brock's and will do well in most yards.

Pruning Perfection

"The biggest mistake people make when pruning trees and shrubs is leaving a nub where disease can begin," Anthony cautions. "Always prune at a 45-degree angle so water slides off and the plant heals better." The best time to prune most trees and shrubs is late winter, before they begin to bud. For flowering species, wait to prune until after flowering.



Doing the job right requires the proper tools. Brock's carries a full range of shears, loppers and cutting implements at various price points, including popular brands and Swiss-made. Brock's experts advise that you should never use a carpenter's saw to prune your stock. Instead, always use proper pruning saws of the correct size to protect your precious trees and shrubs. Both professional and retail tools can be found throughout Brock's Colts Neck and Freehold locations.

The Advice You Need - From the People Who Know

There you are, examining the trees and shrubs in your yard, and you spot something you know isn't right, but what is it? Some trees can fall victim to environmental causes, such as "winter burn," caused by salt spray from passing trucks during snow storms. If your problem is insects and diseases, you only have a short window to get those conditions under control before the specimen is destroyed.

Wise homeowners bring photos and samples of these horticultural abnormalities to Brock's for identification, diagnosis, personalized service and advice. Brock's staff has the licenses and apparatus to fix the problem and save

the specimen. One customer, who had repeated problems with his trees, was surprised to discover it was a natural gas leak from his home that was causing the damage!

"Trees need to breathe, have water and air, just like people," Anthony says. "A common mistake is burying a new tree too deep while planting. All these things done wrong can lead to root damage."

When cutting diseased plants, it is important to clean and disinfect your tools before moving on to healthy items so as not to spread the infection. Some flowering growers like hydrangeas and roses require special care specific to the particular species. Others, like

rhododendrons, can be trimmed back significantly to regenerate fuller growth when they get too "leggy." When doing a complete pruning, it's important to pause occasionally, step back and determine if the shape is right, or if you're going too far. Tips and guidelines for all of these tasks and more are available daily at your favorite Brock's location.

"The most important thing here at Brock's, in addition to quality, is our exceptional customer service," Anthony says. "We treat all our customers with the utmost courtesy, respect and patience. This is not the case elsewhere. If you don't treat your customers with respect, they will not come back."

FUNDAMENTAL THINGS

Soil • Air • Water • Life

Your Lawn & Life in the Soil

When you lie on the grass and look very closely you see a tiny forest. This tiny forest exists between the earth's atmosphere and the soil. Extending above your head the atmosphere reaches to the border of outer space. Beneath your head enormous numbers of organisms and species are living, mostly hidden lives, seeking food, multiplying and eating each other. The food supply is limited, so in order to survive and flourish organisms seek their sustenance wherever they can. Water and atmosphere move into this world making life possible. It is in the water films on the soil particles and the humus that life flourishes. The roots of grass enter this world. Ninety percent of a grass plant is roots. These roots make life giving connections with the life in the soil.

Air and water, plus sunshine are used by green plants to make the food supply of the world. This food is called organic matter. However, it should be remembered that the rocks of this planet (minerals) are inextricably intertwined with the organic matter in all living things. This is what makes higher plant and animal life possible.

If there is anything on this planet that we should stand in awe of, it is this vast interplay of water, air, sunshine, soil and life. It makes everything possible.

Your Lawn Plays a Role in Improving the Environment

Your home lawn is more than the picture frame for your house. When properly maintained and cared for your lawn plays an important role in improving the environment for your family and the larger world about you. Lawns purify the air by absorbing pollutants. Grass also produces oxygen – an average lawn of 5,000 square feet provides enough oxygen for



eight people every day. A home lawn cools the immediate environment, saving on air conditioning costs. Grass controls erosion and improves soil conditions by absorbing run-off water. A healthy lawn purifies water, reduces noise and reduces glare. A nice-looking lawn increases your property value and curb appeal and provides a welcome respite from the asphalt jungle that many of us are forced to spend the majority of our day in.

Home Lawn Care isn't Difficult Once You Know the Basics.

Did you know?

- 1 *Crabgrass never grows in the shady areas of your lawn.*
- 2 *Weeds thrive in acidic soil while grass plants perform best in neutral soil and beat out the weeds for space.*
- 3 *Grubs and other lawn insects do not live in the shade.*
- 4 *Genetically superior grass plants can dramatically improve your lawn.*
- 5 *Newer weed control technology is now available which lets you grow your lawn first and put down crabgrass control later extending the effectiveness of the crabgrass control through August.*

AT BROCK FARMS

Both the Freehold and Colts Neck locations are well-stocked with grass seed, fertilizer, organics, related products and friendly, highly trained staff to help you create and maintain the perfect lawn!



soil's biology. The increase in the soil's biological life will aid in the release of both organic and mineral nutrients into the soil solution making them available to lawn grass plants. The soil will become more permeable and alive, allowing water, air and grass roots to penetrate into the lawn soil more deeply.

A healthy soil can contain well over 900 billion living organisms per pound. You can develop a healthy soil by feeding the vast amounts of microbes and earthworms in the soil with my organic lawn fertilizers. This approach is similar to the way we maintain our own health. When you have proper nutrition and

THE NEW AMERICAN LAWN

If these ideas are news to you, why not let Jonathan Green help you change your lawn for the better!

A complete and responsible approach to lawn care

My Jonathan Green "New American Lawn" plan can change the way that you care for your lawn, for the better. You will see that you do not need to apply turf chemicals all over the lawn year after year. You will finally take control of how you care for your lawn in order to grow an attractive, healthy lawn that will be far less subject to most lawn problems.

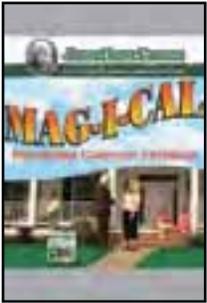
The "New American Lawn" plan is based on the use of both organic and traditional fertilizers on the lawn. The benefits gained from the use of organic substances include improved disease and insect resistance and improved heat and cold tolerance. Organic products also improve your lawn

exercise you rarely need medication. The average lawn owner spends too much time fighting weeds, insects and fungus. These problems are, in many cases, symptoms of poor lawn soil management. Give the lawn the proper soil environment and you will create your own healthy, attractive lawn that you can be proud of and will benefit the environment.

Use genetically superior grass seed to seed a new lawn or overseed an existing lawn. This step is very important in order to have success with my "New American Lawn" plan. Success cannot be achieved with your lawn without using superior grass varieties such as are found in my Black Beauty mixtures.



Scan to learn more!



SHOW US YOUR LAWN!
 Visit NewAmericanLawn.com and enter our photo contest.

FOR ADDITIONAL SAVINGS ON JONATHAN GREEN PRODUCTS SEE PAGE 19. ALSO DON'T MISS - TOMATO FEST (HOW TO GROW THE BEST TOMATOES) FEATURING RICH IMLAY (JONATHAN GREEN REPRESENTATIVE) ON THURS. MAY 2ND AT 6:00 PM BROCK FARMS COLTS NECK

GARDEN-READY *Grafted* TOMATOES

Yield More & Better

The hottest trend in vegetable gardening these days is actually an old-time favorite: heirloom tomatoes. This revived interest stems from the search for the standout flavor from days of old. But as even the most seasoned gardeners know, it can be challenging to produce a modest harvest of a traditional variety.

That's where grafting comes in. This natural method is an ancient technique dating back some 7,000 years to China. Often grafting is associated with roses and with apple and other fruit trees. In the world of tomatoes, grafting allows the benefits of a hybrid tomato – high yields, disease resistance, tolerance to weather stress like hot and cold – while maintaining the true essence of the delicious homegrown fruit.

Here's the back story on grafted tomatoes:

1. Skilled technicians handcut heirloom top scions (the fruiting portion) and strong hybrid rootstocks (the underground rooting portion).
2. A special grafting clip is used to join the scion and the rootstock.
3. Grafted plants are nurtured until fully fused.
4. In just a few weeks, garden-ready grafted tomato plants are ready to make their way into your garden.



Bumper Crop Grafted Tomatoes from Burpee Home Gardens deliver yields of 50% more fruit than standard heirlooms. What's more, they come from Burpee, the most trusted name in home gardening.

"Grafted tomatoes provide a kind of insurance policy against soil-borne disease and stresses. They might cost a little more, but you'll get higher yields from a combination of disease resistance and the vigor that the strong rootstock provides," states Scott Mozingo, Product Manager for Burpee Home Gardens.

Grafted tomatoes require only a few special planting instructions. Make sure the grafting scar is at least 1 inch above the soil at planting; burying the graft negates the benefits. Provide extra support like a trellis or cage. Because of their vigorous growth, grafted tomatoes are not recommended for containers. Besides that, care is as straightforward as a regular tomato: sunny location, moist soil and regular fertilizing are all that are needed to produce superior yields.

AT BROCK FARMS

You'll find a tremendous variety of edible crops to make your garden grow at both Brock Farms locations! Come see the area's largest selection of luscious tomatoes, healthy vegetables, fragrant herbs and bountiful fruit trees to enjoy all season and beyond.



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See page 19 for savings.**



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The Brock Family is a long time supporter of the 200 Club of Monmouth County, a unique association dedicated to providing financial assistance to the families of our public safety and rescue personnel who have been killed in the line of duty. This includes, but is not limited to, Police Officers, Fire Fighters, and EMT technicians of Monmouth County New Jersey. We provide financial assistance to the family in need within 24 hours - no questions asked. The funds can be used in any way the family deems necessary; including funeral arrangements, bills, or medical assistance.



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732 449-3800

NOTES *from our grower*

By Steve Wagner

New Jersey Nursery and Landscape Association's 2013 Nurseryman of the Year!

You probably might not know it, but many of the plants that you see for sale at Brock Farms are produced at our 600 acre nursery in Bridgeton, NJ. The plants listed below will be available for this spring season of 2013.

My top ten picks (in no specific order) for 2013 are special selections that will bring extra value, interest and functionality to your home landscape.



home of Miss Edith Bogue in Montclair, NJ. Large lustrous evergreen leaves are complimented by very fragrant creamy white flowers that sometimes exceed 10" in size. It is tolerant of urban pollution and not fussy as to soil types; long lived and not susceptible to snow breakage.

2. Butterflies Yellow Magnolia (Magnolia 'Butterflies')

This is the best truly yellow flowering Magnolia that I have seen to date, this hybrid of American and Chinese magnolias is a show stopper. Long lasting canary yellow buds open to upright, pure yellow tulip like flowers. The flowers are approximately 4 to 5" across and cover the entire plant in April, emitting a wonderful lemon scent before the leaves appear.



3. Blireana Purple Leaf Plum (Prunus x Blireana)

Purple leaved plums have been a staple in the landscape industry in central NJ for decades. The latin name Prunus x blireana while not an easy or "catchy" name for marketing purposes is actually



1. Edith Bogue Southern Magnolia (Magnolia Grandiflora 'Edith Bogue')

This evergreen southern Magnolia is very hardy and well suited for our area in central NJ. The parent tree was found at the



a very unique and little used “purple leaved plum”. Introduced in 1906, it is actually a cross between purple plum and the Japanese flowering apricot. The result is a wonderful reddish purple medium sized (20’ x 20’) tree with the dynamic flowering of it’s apricot parentage. It blooms heavily in late March to early April with a profusion of double, 10 to 15-petaled, pleasantly fragrant pink flowers which are about the size of a quarter.

4. Vernal Witchhazel (*Hamamelis vernalis*)

Witchhazel is one of the most interesting plants available for the northeast and really not one of those plants that might be associated with the ‘serious’ gardener.

If you have a spot in your yard along the edge of the woods or you want to screen the side yard from view, this is a perfect choice. A low maintenance large shrub, it is not fussy as to soil types, extremely hardy and is deer resistant. It exhibits spring foliage that emerges bronze to reddish purple fading to green for the summer, finally changing to golden yellow in the fall. What really will get the neighbors talking is the wonderful show of yellow to red flowers that appear in NJ in January and last thru February, sometimes into March. The unique, 4-petaled flowers also have the ability to roll up on very cold days to protect themselves from freeze damage. Just be sure to cut some stems and put them in a vase for the dinner table to experience the spicy pungent fragrance and bring a little bit of Spring inside during the bleak winter months.



5. Lamarkii Juneberry (*Amelanchier lamarkii*)

Amelanchier in the past was sometimes referred to as Shadblow Serviceberry. When it bloomed

in early spring it signaled that the ground was thawed enough to permit burials of their loved ones and that the annual shad migration in the rivers was imminent. To us today, it is the harbinger of spring, usually the

first woody plant to flower, filling the woodlands with it’s beautiful, fleecy white flower panicles. A large, usually open multi-stemmed shrub, it also sports nice red to orange fall colors. It tolerates both wet or dry soils and is an excellent plant for the woodland border. It can also be used as a specimen, especially effective with landscape lighting. The best aspect of this plant gives it one other common name, “June Berry”. In June it’s fruits ripen purple/black and are edible. When my daughter’s were young they couldn’t wait to go with me to pick June berries at the nursery to put on top of soft-serve ice cream! It can also take the place of blueberries in a pie.

6. Appalachian Redbud (*Cercis canadensis* 'Appalachian Red')

A remarkable new redbud found in the wild in Maryland, ‘Appalachian Red’ is as close as you can get to an actual “red” flowering “redbud” versus the lavender flower that we all know from old fashioned common Redbud. It blooms a little later in April than the original sporting Fuschia pink to red buds along it’s leafless stems which then open to clear raspberry red flowers. The heart shaped foliage then emerges becoming a glossy blue green. It can be effective in a woodland border or especially welcome as a focal point with spring bulbs. Consider planting with other redbud varieties such as *Cercis canadensis* “Lavender Twist” a gorgeous weeping form with lavender flowers or perhaps *Cercis canadensis* ‘Alba’ a fascinating white flowered form.



7. Deodara Cedar (*Cedrus deodara*)



The Deodar cedar is a large graceful evergreen typically used as a stand alone specimen, but can also be an awesome hedge plant used instead of white pine or other evergreens. Native to the Himalayan mountains, this drought and heat tolerant conifer is pyramidal when young, growing rapidly to 40-50 feet high. It prefers a deep, moist but well drained acidic soil and sited in

full sun. As a true cedar, it exhibits soft blue green needles on broad spreading horizontal branches.

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FOR ADDITIONAL SAVINGS ON BONIDE SEE PAGE 19

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automatically

Ready-to-Use
For spot treatment
of individual
weeds in your
lawn.

Pump & Spray
Convenient pressurizing sprayer for
spot treating larger areas. Refill
from concentrate for additional
applications.

The branches themselves are gracefully drooping at the tips along with very pendulous branchlets. The lower branches typically remain on the tree as it ages, often touching the ground. There are no serious insect or disease problems. A highlight is that the seed cones are held upright versus hanging upside down.



8. Vanderwolf's Pyramidal Pine (Pinus flexilis 'Vanderwolf')

Introduced to the nursery trade in NJ in 1972 and commonly known as 'Vanderwolf's Pyramid' this medium sized (20 to 30 feet) selection of "Limber Pine" delights

with gracefully distinctive silvery blue green needles. It is well suited to be sited as a focal point in a conifer garden or useful as a medium sized hedge for shearing. It is a very adaptable, low maintenance tree with no significant insect or disease problems. The common name 'Limber Pine' refers to its ability to "flex" or give way under weight of ice and snow without breaking.

9. Columnar European Hornbeam (Carpinus betulus fastigiata)

The columnar European Hornbeam is the best alternative for a controlled hedge that can be sheared hard and maintained at a specific size versus conifers and most other evergreens. It maintains bright, medium green foliage throughout the year with yellow foliage in the fall and some leaves persisting till winter. While its extremely dense branching structure ensures privacy, it actually can be limbed up as a true tree with a narrow, columnar crown. If planted as a low branched specimen it will develop an oval rounded base. It's very desirable as

it has no serious insect or disease problems. An excellent selection named "Frans Fontaine" supposedly stays more columnar over time, although my personal experience does not agree with the literature. I actually prefer the old fashioned species Carpinus betulus for hedge use as



it will branch more freely and extend the foliage all the way to the ground. There is a most excellent example at Longwood Gardens in Kennett square, PA. All three types are available at Brock Farms this spring season.

10. Exclamation London Planetree (Platanus acerfolia 'Exclamation')

Exclamation! London planetree is truly a breakthrough in shade tree utilization. This tree does everything you desire in a shade tree. It is rapid growing as a young tree, but long lived maturing at 60 feet high by 45 feet wide. It tolerates air pollution, compacted soils, even drainage issues with sometimes flooded areas. It naturally forms a dense head with a straight central trunk.



The best attribute is its resistance to anthracnose (a fungal disease) that while it won't kill a planetree, it causes premature leaf drop in mid summer. Medium green foliage cloaks the tree all summer with a brief display of yellow color in the fall. If you can get excited about a shade tree, you can definitely appreciate 'Exclamation!' bringing an exclamation point to your yard!

All of us at Brock Farms would like to extend our thanks for your interest and support of our company. If you are not currently a customer, we invite you to come see what we are all about. If you are currently a customer, we would like to just say "Thanks" for your patronage. We are eager to help you again this year with all of your gardening needs. We are fortunate here in central New Jersey to have so many choices of plant materials that will thrive in our area. I hope that I have given you some insight from the "growers perspective" to help you choose some fine plants for your home landscape.

Sincerely,
Steven Wagner
"The Grower"

AT BROCK FARMS

In addition to these fabulous recommendations by our expert grower, both Brock Farms locations carry the area's largest selection of high quality trees, shrubs and nursery stock. Our professional experts can help you select from a myriad of sizes, types, colors and tolerance to make your landscape unique.

ORGANIC LAWN CARE *Is it right for you?*

We all admire a beautiful lawn. It can enhance your home's curb appeal, provide a soft, resilient play area for your family, and even increase the value of your home. But too many people often rely on lawn care programs that apply broad, and often unnecessary, applications of conventional fertilizers, pesticides and herbicides that are potentially harmful to children, pets and the environment. The U.S. EPA says that Americans apply 90 million pounds of pesticides every year in order to grow lush green lawns. A better approach is Organic lawn care which maintains the lawn without these potentially harmful materials.

Organic lawn care focuses on growing a healthy lawn which is the best protection against weeds, insects and diseases. To have a healthy lawn, you need a healthy soil. Healthy soils are crumbly, brown, and alive with earthworms and beneficial microbes. Healthy soils let grass roots grow deep, making them more resistant to drought and stress. To have a healthy soil, you need to avoid the use of pesticides and synthetic fertilizers and follow certain guidelines that are outlined in this brochure. One of the keys is to feed your lawn with natural and organic fertilizers that not only help to grow a beautiful, green lawn, but also one that is safe for kids and pets.

One of the first questions people ask about organic lawn care is how will I control weeds? Did you know that a lawn with about 15% weeds can look

practically weed-free to the average observer? A healthy lawn will grow thick deep roots that will help keep even the toughest weeds from sprouting. It is always best to dig or pull out your weeds on a regular basis so they do not over populate your lawn. If weeds are a big problem for your lawn, you may want to apply Espoma Weed Preventer in the Spring, which is made from corn gluten meal. Corn gluten helps prevent weeds from germinating, and it also feeds the grass, making it stronger and more resistant to weeds.



People often mistake quick greening after applying fertilizer with healthy grass. However, synthetic fertilizers have high percentages of water soluble nitrogen which provides a quick jolt to your lawn much like espresso or an energy drink would provide to people. Eventually, both have to come down off the "high". This constant up and down can actually stress your lawn and lead to more weeds and disease. Most synthetics provide more readily available nitrogen than a lawn can actually use which means the nitrogen can leach into the ground, into nearby water ways like streams, rivers, ponds, lakes and bays. When you use an organic fertilizer, the fertilizers releases to the plant much slower and actually feeds the plant as it needs it.

Another common concern is cost; people think organic lawn care must be expensive. However, According to a 2010 study by Environmental Grass

Roots Education, once established, an organic lawn program can result in savings of more than 25% compared to a conventional lawn care program. Initial costs may be more than a conventional lawn care program as one transitions from using synthetic fertilizers and chemical herbicides. Efforts such as topdressing with compost and relatively heavy fertilizer applications become less frequent or are eliminated after several years, or when the soil biology is sufficient enough to cycle nutrients and maintain adequate fertility on its own.

Organic lawn care is not difficult or expensive and can deliver a wonderful green lawn that is safe for kids and pets to romp and roll.

Some Helpful Lawn Hints

- 1 The best defense against weeds is a vigorously growing lawn. To discourage weeds raise the cutting height to at least 3" for cool season grass and 2" for warm season grass. This will shade the soil and help prevent weed seed germination.
- 2 Keep mower blades sharp and never remove more than 1/3 of the grass blade in a single cutting.
- 3 Use a mulching mower and return clippings to the lawn.
- 4 Check soil pH annually. Most varieties prefer a pH of 6.5 to 7.0. Adjust with lime to raise and sulfur to lower soil pH.
- 5 Most turf grasses require 1" of water per week. In spring and fall long duration deep watering is preferred. In the heat of summer lighter but more frequent watering is best.

AT BROCK FARMS

For a "greener" lawn today that's better for tomorrow, both Brock Farms locations carry an ever-expanding line of the latest and most reliable products for your lawn, flower beds and vegetable gardens. Our expanded organic department keeps growing every year! See what's new and right for you at your favorite Brock's location today.

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FOR ADDITIONAL SAVINGS ON ESPOMA SEE PAGE 19

For more information call us at 1.888.ESPOMA-1 | www.espoma.com



Easier Roses are HERE!

For 36 years, my family has partnered with Brock Farms to seek out, grow, and introduce exceptional plants to regional gardeners. We know Brock as faithful customers and skillful growers in their own rite.

We also call them good neighbors. We're quite proud of that association.

The Challenge

While there are thousands of modern rose varieties, most are highly susceptible to diseases and perform poorly in our humid Eastern U.S. conditions. For centuries, roses had been bred primarily for that classic cut-rose look. Unfortunately, the more of this single-focused inbreeding that took place, the farther the rose genetic pool moved away from the original wild species that carried natural pest resistance. Hence, we ended up with roses that made a pretty presentation. But that show came at a price of constant attention and high chemical dependency.

The Journey Begins

We decided this needed fixing. Years ago we embarked on a search to find easier roses for our garden customers. Our problem was, we weren't rose breeders, nor did we have centuries to fix the problem! We based our approach on a theory that there had to be some rose varieties retaining better natural resistance. The key was figuring out which ones had it, then promoting them to the marketplace.

It took many years and significant expense, but it paid off.

Discovery Along the Way

We bought up samples of thousands of rose plants. We potted them and, while laying off the typical chemical sprays, placed them in perfect-storm conditions to make them sick: daily overhead irrigation. Long story short, these conditions killed nearly all the varieties. But the small percentage that survived, well, we knew we'd uncovered something special. Here were rose varieties that demonstrated a greater natural resistance to diseases. Let me be clear. We did not create any new varieties. We simply figured out which varieties naturally outperformed others.

The Birth of a Name

We grouped these rose varieties into a collection and coined them "Hasslefree® Roses". Was this name an overstatement? Perhaps, for every living thing requires some degree of care. But while these weren't flawless, they were head and shoulders above 99% of the rest, and didn't have to be constantly baby-sitted with a pesticide spray gun.

The Journey

Ever since, we purchase samples of more varieties and place them through our killer testing system. Every so often, testing reveals a new addition worthy of induction into our Hasslefree Rose® program. We'll never stop this testing.

What About Knockout Roses Are Knockout® Roses the same as Hasslefree® Roses?

No. We produce both for Brock Farms; our own NJ based Hasslefree® system, and the PA based system known as Knockout®. But the two are not the same. The intent with Hasslefree® is to expose (existing) varieties that retain some classic features (big double flowers, fancy colors, fragrance, etc) while demonstrating above-average natural disease resistance. On the other hand, Knockout® is a breeding program to create new introductions by crossing the cultivated rose with the wild species: they are twiggy in habit and their blooms are more to the plain side, but they are very clean and the most disease resistant of all commercially available roses.

*If You Want Good Luck,
Give Luck Some Help*

Even the cleanest, easiest roses are better off when they're given good conditions. Roses dislike wet foliage, be that irrigation or even repeated morning dews. So, they want to be planted in quality, well-drained soils, in locations with as much sunshine and air movement as possible. For the same reason, drip-type watering systems are a plus.

**Hasslefree
Roses**

**Less time working . . .
More time enjoying!**

Grown right here in New Jersey, Hasslefree® Roses go through extensive trials to ensure garden success.

These hand-selected varieties are the best choice for your home. Spend less time working and more time enjoying.

Click to HasslefreeRose.com for more info. Or visit Brock Farms today to build your own Hasslefree® Rose garden.

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— Home & Garden Showplace —

What Does the Future Hold?

Fortunately, breeding programs have shifted focus to the importance of natural pest resistance. By combining intelligent breeding with tough selection systems, we can create a perfect marriage of classic beauty with great disease resistance.

Where To Begin...

As for the present, we have guiding lights to intelligent cost-effective choices. Hasslefree® cuts the confusion by identifying the best of the old and new classic types. Knockout®, through smart breeding, creates new bests. Because of these two programs, gardeners are buying roses again, and the rose market, following decades of decline, is growing. Roses are getting better, friendlier to the environment,

and easier for the gardener! Your successful journey begins here. Plant some good roses now and enjoy them for years.

R. Denny Blew

R. Denny Blew grew up on a family farm. He earned degrees from the American College of Quito, Ecuador, and Delaware Valley College of Science and Agriculture. He is past president of the South Jersey Nurserymen's Association, former director of the Cumberland County Board of Agriculture, serves as an ongoing instructor to the NJ Agricultural Leadership Development Program, and has been a professional plant grower and tester for the last 37 years.

AT BROCK FARMS

Learn what's coming up in gorgeous, colorful, fragrant roses this year at both Brock Farms locations! Our large selection of Hassle-Free, easy-to-grow disease resistant roses and related products includes Knock-Out®, David Austin®, carpet roses, shrub roses, tea roses and so much more! Come see, and smell, the difference!

2013 BROCK FARMS EVENTS CALENDAR

DATE	EVENT	LOCATION	TIME
Thursday April 18	All About Ponds Free Seminar with Mike Streets from Pondmaster	Colts Neck	6:00 PM
Saturday April 20	Lawn Care Q&A with Scott's Representative Ed Blomquist	Freehold	8:00 AM - 1:00 PM
Thursday April 25	Organic Lawn Care Free Seminar with Shawn Shockey from Espoma	Colts Neck	6:00 PM
Thursday May 2	Tomato Fest Free Seminar Grow the best tomatoes with Rich Imlay from Jonathan Green	Colts Neck	6:00 PM
Saturday May 4	Free Demo - How to Combat Deer in Your Yard with Brian from Bobbex Deer Repellents	Colts Neck	10:00 AM - 1:00 PM
Thursday May 9	Hydroponics & Aquaponics Free Seminar with Mike Streets from Supreme Hydroponics	Colts Neck	6:00 PM
Thursday May 16	5 Part Recipe to a Successful Pond Free Seminar with Don Schnoor, Jr. from Aquascapes	Colts Neck	6:00 PM
Tuesday May 21	Burpee Grow Anywhere Tour Please call for info prior to event. Date is subject to change.	Colts Neck	10:00 AM

CALL FOR FUTURE EVENTS "BUILD A POND DAY" & OTHER UPCOMING SEMINARS!

Brock Farms Freehold

4189 Route 9 North Freehold, NJ 07728

Phone: 732-462-2700

Brock Farms Colts Neck

375 Route 34 Colts Neck, NJ 07722

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*Event dates and times subject to change or cancellation. Please call to RSVP for events.

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**FOR ADDITIONAL SAVINGS ON
AQUASCAPES SEE PAGE 19**

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YOUR SUMMER BIRDS CHECKLIST



As I was preparing for a vacation this past month, I didn't want to miss anything essential. So I made myself a packing list. You can do the same thing – well, almost the same thing – when preparing your feeders and your yard for summer.



A little planning will go a long way in helping you enjoy your feathered friends!

1 What birds would you like to see? Your choice of birds will determine what feeders and food you should use. Here are some recommendations below.

- Hummingbirds: Food: nectar.
- Orioles: Offer orange halves with Fruit Feeder; dome/dish feeders or pole-mounted trays like Giant Seed Tray or Universal Seed Tray.



- Cardinals: offer black oil sunflower seed or a quality mixed seed in any of the dome/dish feeders,



or (since Cardinals are ground feeders) add perching space to a tubular feeder

- Finches: offer straight Nyjer or thistle seed. Goldfinches, purple finches, chickadees, redpolls, and pine siskins will hang upside down



to feed, but house finches won't!

- Variety: Offer high-quality sunflower or mixed seed in sunflower feeders.

2 Where will you want to hang your feeders? Before placing your feeders

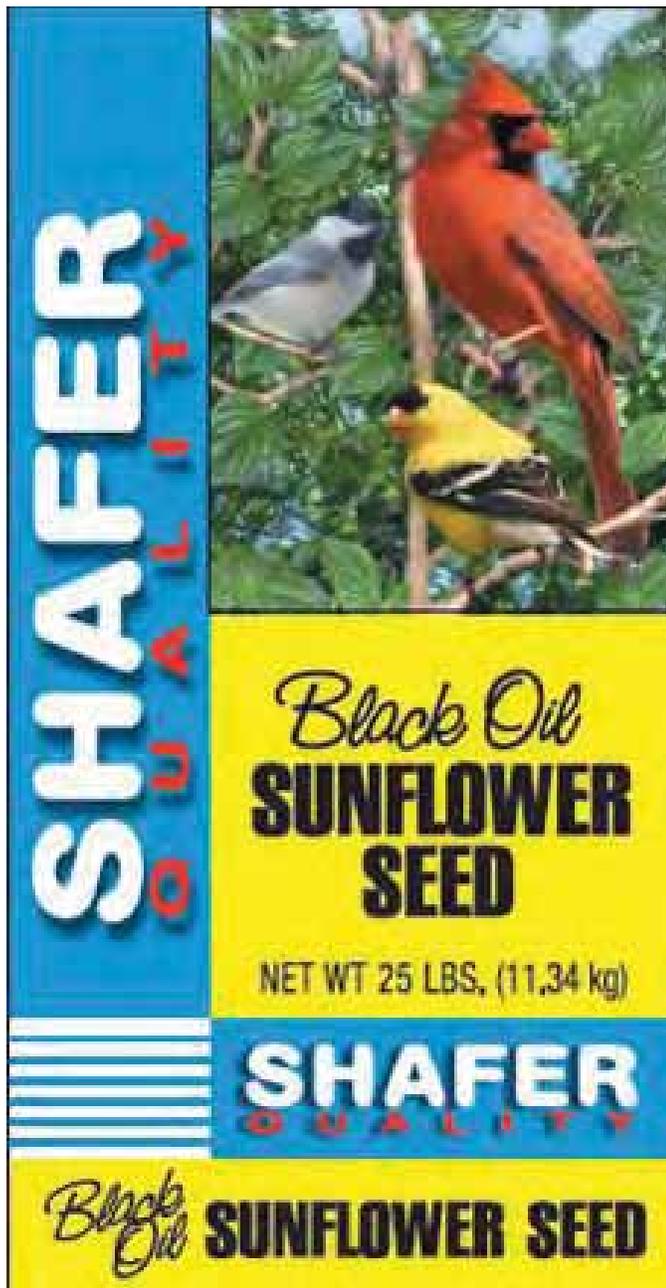
in your yard, make sure your bird habitat is in a protected area, well away from chemicals, cats, and other predators.

3 Do your feeders need cleaning? Keep in mind that dirty feeders spread disease, so please give your feeders a good cleaning before using any older ones this summer. Shake out debris, remove any parts if you can. Soak the tube and any other parts in warm water to loosen extra debris. Rinse and sanitize with a 50/50 solution of white vinegar and water, and air dry before filling and hanging. Feeders will need to be cleaned as often as possible, at least monthly for tubular and dome/dish feeders, and every few days for hummingbird feeders. Hot weather makes bacteria spread faster, and nectar will also spoil quickly. Be sure to change nectar and clean your hummingbird feeders as soon as the nectar



starts to look cloudy.

- 4 Fill and hang your feeders, and watch for birds!
- 5 Track the birds you see.
- 6 Do you want to attract birds even more quickly? Add a water source, shrubs, and flowers that birds like to eat from.
- 7 To squirrel-proof your feeders, use squirrel-proofing accessories and keep them at least 4 feet off the ground and 10 feet from trees, buildings, or other vertical objects.



FOR ADDITIONAL SAVINGS ON SHAFER BIRD SEED SEE PAGE 19.

- 8 Check the seed regularly – especially after wet weather or rain – to make sure your seed is dry and fresh. Discard any wet, musty, or moldy seed, clean the feeders, and refill with fresh seed. Also rake, sweep, or shop-vac any seed hulls that accumulate under the feeder.
- 9 Experiment, experiment, experiment. We often get calls from confused or discouraged customers who are not able to attract birds right away. Keep in mind that sometimes it takes up to a few weeks for birds to notice a new feeder, or a feeder that has been refilled after being empty for a while. If you don't see birds after a few weeks, you will need to adjust one factor at a time until you get the results you want. Is it the location? The seed quality? Figuring out exactly what works for your local birds is one of the most rewarding parts of feeding wild birds.

Show us your backyard feeder scenes! Our Facebook page is a great place to post your favorite pictures, comments, and questions, and learn from other backyard birders.



AT BROCK FARMS

If you love bringing the lively, colorful beauty of nature into your yard, don't miss the "Bird, Bath & Beyond" wild bird section at Brock Farms' Colts Neck location! With the wide array of choices Brock's offers, it's easy to make your home their home!

Patio Citrus Available Year-Round

By Laura Kolnoski

Imagine having luscious, ripe fresh citrus fruits for your recipes and drinks all year long, plucked from abundantly flourishing trees right in your home! Avocados for salads and guacamole? Key limes for your pies? Lemons for your cocktails? Grapefruits for breakfast?

Freshly squeezed orange juice whenever you want it? That's a big YES, even here in New Jersey weather! Grocery store "seasons" with fluctuating prices and quality will no longer be your concern when you grow your own citrus and avocado trees ~ all year 'round.

The products and information to turn your house or patio into a Florida grove are as close as your nearest Brock Farms location, because Brock's is among the very first New Jersey retailers to offer a full selection of this trending horticultural sensation straight from the Sunshine State!

"We can advise on how and what you need to embark on growing your own citrus and tropical fruit trees," says Ed Brock Jr. "We're on the cutting edge in this area. Last year, we had success with a just a few of these new trees. This year, they will be available by Mother's Day and make unique gifts to herald the season." Ed has spent a year delving into this new market niche, visiting premier Florida nurseries only recently able to ship the plants here that southern

dweller have loved and relied on for years. His new-found knowledge has allowed him to select only the finest citrus specimens to offer Brock's customers. They are waiting for you now at both Brock's locations.

These attractive, abundant potted home citrus trees offer the important freshness factor so popular in today's health-conscious cooking. When you grow

them yourself, you control growth and fertilization. Rather than eating fruit that's taken days to travel north, you and your family will know the joy of eating fresh citrus picked moments before you consume it! These citrus

plants are self-pollinating and ever bearing. In addition having colorful fruit adorn your home, you'll have the added bonus of gorgeous citrus blossoms several times a year! In warm months, grow citrus trees on your patio, front porch, back deck or balcony. During cold months, bring these easy-to-care-for citrus plants inside for the natural gift that keeps on giving.

Fragrant patio/indoor citrus are available in 8 and 10-inch pots, as well as hanging baskets. There is even a popular Cocktail Tree, actually two trees in one pot - a Meyer Lemon and a Key Lime. Imagine the possibilities! Each plant has a colorful care tag with easy-to-follow instructions and recipes using the fruit variety. The tag information is presented in both English and Spanish. These plants make unique, fascinating classroom gifts for students and teachers, too!

Brock's experts can help you with information on watering, trimming, nutrition, fertilization and more to grow your own home citrus trees to their fullest potential. If you've ever envied residents south of the Mason-Dixon Line who can walk into their yard all year long and simply pick ripe citrus fruits from their own trees ~ this new line is for you! Even fresher than ordering Florida citrus sent to your home from southern growers, Brock's new and expanded line of citrus trees will turn your home into your own mini-grove of healthy, juicy fruit bursting with flavor, vitamins and fun!



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DISCOVER THE FUTURE OF INDOOR GARDENING WITH *HYDROPONICS!*

By Laura Kolnoski

Welcome to the next generation of gardening! If you don't already know about it, you will soon be hearing and seeing much more about Hydroponic Gardening! Essentially, hydroponic gardening is a method of growing plants without soil.

On a grand scale, scientists worldwide are utilizing, studying and expanding hydroponic gardening techniques to help feed the earth's population. Healthy edible crops can even be grown in desert conditions with hydroponics! Closer to home, what hydroponics means to you is the ability to have a vegetable garden flourishing in your home all year 'round ~ whether you have a greenhouse or not!

Growth rates of hydroponic gardens are up to 50% faster than in soil. You'll be able to see visible differences in your plants on a daily basis! With hydroponics, indoor crops grow faster and yield more. Your success, and the vigor of hydroponic plants, is simple and easy to control. Plants get what they need when necessary because the grower feeds their hydroponic plants a nutrient-rich solution that looks like water, but contains all the nutritional elements their plants need.

In soil, a plant has to expend much of its energy resources producing large root structures to fully exploit the resources around it. Hydroponic plants tend to develop smaller root structures because everything they need is right there. The energy left over goes into development of the plants' stems, leaves, flowers and fruits. More leaves = more photosynthesis, which means more energy available to the plant. It's a positive feedback loop that results in impressive growth rates and yields. New and advancing technology is making creating and enjoying this process at home easier than ever!

At Brock Farms' Colts Neck location, hydroponic gardening is

now being offered for the second consecutive year. Following extensive research, investigation and site visits by Ed Brock Jr., Brock's has greatly expanded its hydroponic offerings this year.

"We are seeing a huge interest in hydroponic gardening and are making a commitment to it here at Brock's," Ed Jr. said. "It's a new and very important niche in the wide world of gardening options, especially here where we get freezing winter temperatures. Our customers have told us they enjoy defying the seasons by growing their own large, healthy and delicious edible crops inside the comfort of their homes, no matter what the weather!"



Water conservation is another huge benefit of hydroponic gardening. Growing plants in hydroponics typically uses 80 - 90% less water than conventional agricultural methods. Active hydroponic systems re-circulate the nutrient solution instead of allowing it to seep into the ground or a drain. Therefore, input water is only lost through evaporation and transpiration.

With hydroponics you can instantly increase the levels of nutritional elements, such as nitrogen, to your plants by adding more nutrients. You don't have to wait for inputs to be

broken down in the soil ~ you can remedy the situation right away. Conversely, if conditions in your garden become too warm, you can dilute your nutrient solution to reduce stress on your plants.

Hydroponic growers can also control their plants by changing the amount of moisture available in the root zone; much easier with hydroponics than with soil-based gardening. A dryer root zone will push many plants towards generative (flowers and fruit), development whereas a wetter root zone will encourage vegetative (stems and leaves), development.

The cleanliness factor cannot be ignored. Dirt, by definition, is dirty. Some people would rather not cart bags of potting mix in and out of their homes. Hydroponics uses clean, inert

growing media. Another benefit ~ hydroponic plants are generally at a lesser risk from soil-borne diseases such as fungi and viruses.

You may have already seen hydroponic gardening in action, at The Land Pavilion in EPCOT at Walt Disney World in Florida. At the end of the ride through the history of American agriculture, visitors gasp audibly as their boat enters amazing bountiful gardens of huge colorful produce; some hanging from the ceiling, others sprouting from piping on the ground. The state-of-the-art living science experiment is a tribute to EPCOT's full name: The Experimental Prototype Community of Tomorrow. Opened in 1982, the Disney garden supplies much of the produce used in the theme park's restaurants!

The increasing popularity of hydroponics, combined with new developments in growing and an increasing necessity to combat ecological woes like soil degradation and drought has helped spread the interest in and popularity of hydroponics. The agricultural discoveries and knowledge being gained daily makes real the possibilities of growing food and medicine anywhere, regardless of climate, soil erosion and degradation, insect infestation or drought ~ with no pesticides!

Back here at home, it's easy to get started and be part of the future of home gardening with hydroponic plants and supplies now available in abundance at Brock's. Let Ed Brock and his experienced team show you the way to more healthful living through hydroponically growing your own produce all year long! You'll eat better, feel better and live the joy of having the freshest crops for your favorite recipes anytime! The delicious endeavor of hydroponic gardening allows you to live in harmony with your surroundings while growing amazing, nutritious food with a minimal ecological footprint ~ an excellent start to a promising tomorrow.

AT BROCK FARMS

NOW is the time to learn about indoor hydroponic gardening and bring its healthy bounty into your home! It's easy with all the new products and information available at Brock's Colts Neck location! With hydroponic technology, you'll grow an admirable produce department regardless of the season. Stop in and learn how to get started today!

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Bumper Crop (left), standard variety (right).

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FOR ADDITIONAL SAVINGS ON LAGUNA SEE PAGE 19.



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Gardening and yardwork can really work up your appetite. Here is a handy list of some local restaurants who are ready to serve you a great meal today.



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www.basileitalianrestaurant.com




The *Splendor* of Koi Can Be Yours!

By *Laura Kolnoski*

The history of koi ponds and koi breeding can be traced to China in 265 A.D., Japan in the 17th century and Persia somewhere in between. Legend holds that koi gradually spread around the orient, possibly via trade caravans to or from the Middle East.

Increasingly popular worldwide today, all sizes and forms of koi ponds adorn home and public gardens, restaurant entry ways and hotel lobbies. Some are elaborately constructed with professional guidance, while others, just as successful, are fashioned and created by homeowners themselves. With the wide array of related products on the market, combined with knowledge and experience honed over time, the koi experts at Brock Farms can help you determine what size and type of pond is right for your space, help you build it, or show you how to build it yourself!

They will guide you through selecting the fish and plant occupants of your aquatic haven to best fit your needs and budget. A well thought out, properly designed and successful koi pond, filled with healthy crystal clear

water
and
thriving
vibrant fish
can easily be a
part of your outdoor
paradise with the advice
and products available at Brock's.
Once you get it right from the start, your
koi pond can be amazingly easy and enjoyable
to maintain.

Brock's has been consistently expanding its inventory of all things koi pond-related. At the Colts Neck location, you'll discover why this great hobby is a beautiful and fun sight to behold, a serene stress reliever and a source of education and pleasure for your family and guests.

If you think you've already seen all Brock's Colts Neck location has to offer in its vast pond offerings, you need to make a return visit! For 2013, the Brock's have undertaken a complete rearrangement of the popular fish and related products sections. The aquatic plant and fish displays have been completely remodeled. Brock's has cultivated relationships with new fish breeders and aquatic plant growers to bring customers the best and most complete selection of pond environment options in the area.

Brock's carries a full line of liners, pumps, filters, hardy aquatic plants, netting to deter predators and debris, skimmers and captivating fish from exotic worldwide locales, enabling you to create a lush, customized pondscape. Brock's website offers a wide array of products, including various foods tailored to the seasons.



Even if you're unsure adding a koi pond is right for you, Brock's display provides a fabulous day trip destination for nature lovers and children who delight in watching colorful fish in action! Ornamental pond fish and are often referred to as "living jewels" or "swimming flowers." In one afternoon, visitors will gain valuable knowledge and insight into all aspects of koi ponds and their care.

Learn about proper feeding and pond placement, effective filtration, how to

raise and nurture healthy fish and so much more.

Running water, bridges, ornamental rocks, waterfalls, lighting, statuary and all types of adornments can enhance the visual splendor and wonder of your own perfect koi pond. The right plants, both in the pond and along its borders, add that customized natural touch. Picture yourself, after a long, hard day, relaxing in your own yard watching lively fish swim to and fro, past floating flowers and under graceful border ferns and other cascading plants. Creating a koi pond is an investment in your own relaxation and peace of mind! Once you know how to create and maintain your pond, you'll find it's easier and more rewarding than you could have ever imagined!

Brock's experts can answer all your koi pond and aquatic plant questions. Size, placement, shapes and contours, depth, proper food options and more are as close as your next visit to Brock Farms in Colts Neck!

AT BROCK FARMS

Brock Farms' Colts Neck is now the largest purveyor of koi pond stock in Central New Jersey, featuring beautiful, healthy, colorful fish from all over the globe!



BROCK FARMS
HOME & GARDEN WORLD

Select **Fish Food**
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Introducing a Brock's first! This year, Brock's Colts Neck location will carry our own specially formulated house brand of premium fish food ~ not available anywhere else!

- High protein 41%
- no corn
- color enhancing
- 2 lb 9.45oz bag

Mulch 101.

The Unsung Hero of the Garden

Everyone appreciates the neat, finished look of a properly mulched garden or landscaped area. But mulch is much more than just a pretty face. Behind the mild-mannered exterior, mulch works very hard to bring out the best in your planted areas:

- *Moderates soil temperature, reducing the effects of extreme heat or cold*
- *Improves soil condition as decomposing matter provides plants with added nutrition*
- *Creates an ideal environment for earthworms and beneficial organisms*
- *Reduces the effects of heavy rains and erosion*
- *Inhibits the establishment of weeds by blocking growth and access to sunlight*

Mulch can be used for much more than traditional landscaping. Mulch in the garden gives a nicely finished look, and creates a clear path even during wet conditions. Use mulch in non-planted areas, such as under a swing set, to prevent erosion; or around a bird feeder to prevent fallen seeds from germinating. A layer of mulch in indoor plant containers will cover unsightly soil, conserve water and look great.

Mulching materials are diverse and nearly limitless, but the best mulches break down over time, adding nutrition to the soil:

- Wood chip or bark mulches provide numerous benefits and require very little upkeep. Scotts® Nature Scapes® Advanced Mulch provides advantages over ordinary wood mulch. Nature Scapes® has a one-year color guarantee, instead of quickly fading like ordinary bark mulch.

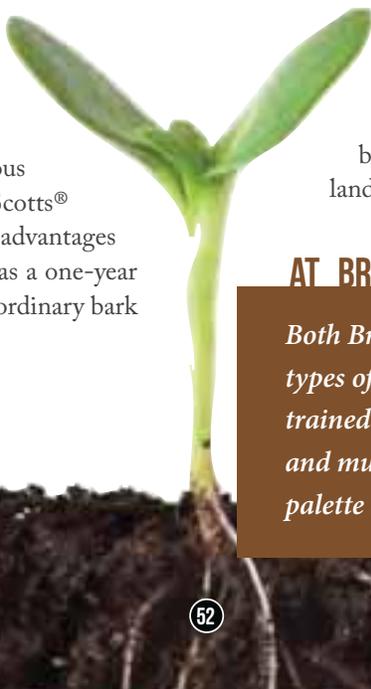
Leaves and grass clippings are free, but leaves should be chopped up with a mower and left to compost over the winter for best results. Grass clippings decompose quickly and are not as attractive as other forms of mulch. The best use for these materials is to simply chop them up and leave them on the lawn to enrich your grass.

- Straw or hay is effective and inexpensive, but may contain unwanted seeds that will germinate in the garden.
- Newspaper is also inexpensive, but needs to be wetted down and covered with another type of mulch to prevent it from blowing away.
- Pine needles may drastically increase soil acidity, so are best limited to mulching around acid-loving plants like blueberries and rhododendrons.
- Cocoa shells are becoming popular in many areas, but are not advisable for pet-friendly neighborhoods, as ingestion of cocoa shells may cause illness.
- Compost adds nutritional value to the soil, and is an excellent way to recycle waste. For maximum effect, a layer of compost is often used with another form of mulch, such as wood chips or bark.

Mulch may not get the recognition it deserves, but this often-overlooked cousin of soil improves your landscaping in many ways. Even if you use mulch only for its neat appearance, you will still reap all of its benefits. Make sure to add quality mulch to your landscaping and gardening plans this spring.

AT BROCK FARMS

Both Brock Farms locations carry over 20 different types of mulch, available bagged and/or in bulk. Our trained experts can help you match up your soils, stone and mulch preferences to create a pleasingly attractive palette to compliment your home and garden!





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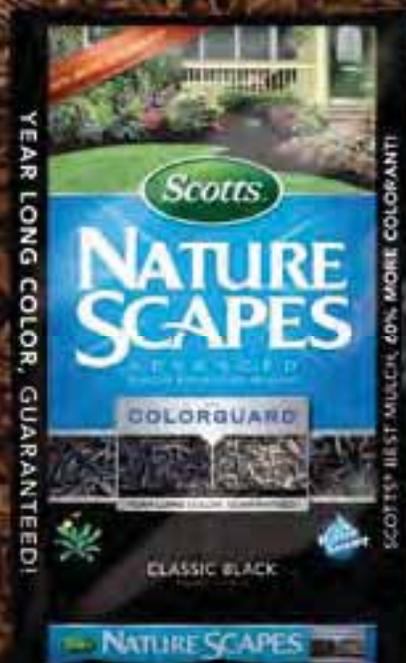
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See Brock Farms stores for details.



Purchase up to ten (10) 2 cubic foot bags and receive \$1.50 back per bag purchased. Offer good at participating Brock Farms stores where eligible Scotts® products are sold. Not valid on Nature Scapes® Bulk Mulch. © 2013 The Scotts Company LLC. World rights reserved. 13AD02



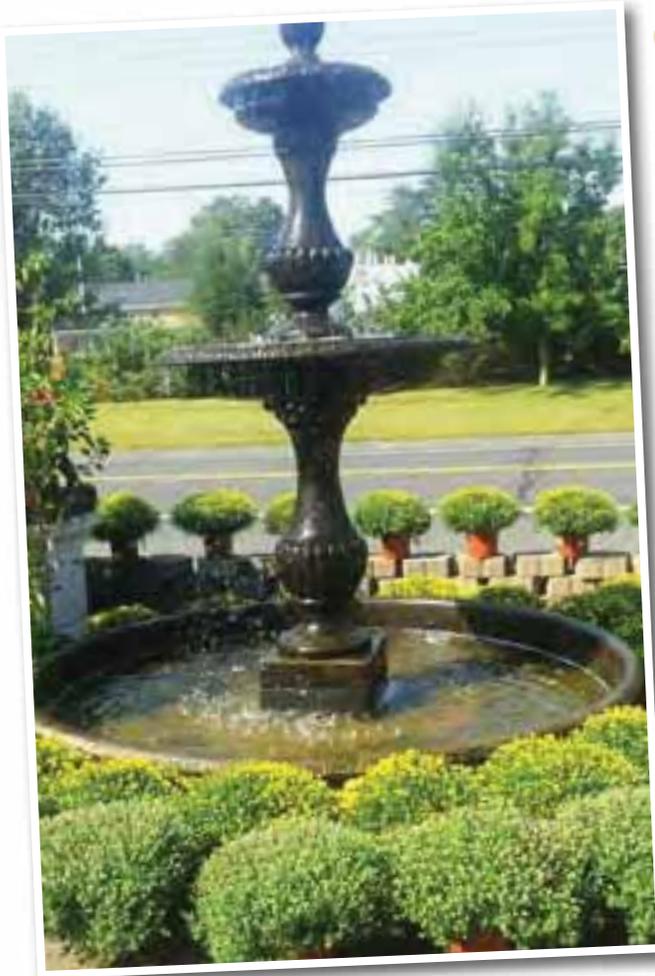
MAKING A STATEMENT *with Statuary*

By Lori Draz & Laura Kolnoski

Graceful. Powerful. Expressive. Whimsical. Inspirational. Thought-provoking. Few things make a more profound impact on your property than statuary. Garden statuary is the ultimate accessory for your outdoor living space; elevating your garden while beckoning you, your family and your guests to linger, marvel and reflect. Statues express your personality, beliefs, interests and personal sources of joy. From the smallest woodland creature peeking out from under a shrub to a magnificent bronze statement sculpture by your pool, to grand, opulent fountains, adorning your landscape with statuary can bring entirely new dimensions to your outdoor living and entertaining.

The statuary you choose speaks volumes about you. That's why you should be choosing your statuary at Brock's! At both Brock Farms locations, each year brings an extensive new selection of the latest styles, trends and variety of materials to choose from in our vast outdoor statuary sections. Brock family members continually scour the market for distinctive pieces for every statement you want to make!

"I like to call statuary 'affordable art' which can add new levels of glamour or whimsy depending on your personal style and preferences," said Ed Brock, Jr. "Statuary today has gotten significantly more detailed, with almost limitless options for your space, tastes and budget. Some of our customers return to add new pieces each year, increasing the visual interest throughout their property." Whether you're browsing for new ideas or would enjoy a pleasant stroll through our outdoor sculpture "galleries" on



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pond pumps. Don't miss out on this great opportunity to have an energy-efficient Pondmaster pump in your water garden.



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**PONDMASTER FREE SEMINAR: ALL ABOUT PONDS WITH MIKE STREETS FROM PONDMASTER
THURS APRIL 18TH COLTS NECK LOCATION 6:00 PM. FOR ADDITIONAL SAVINGS ON PONDMASTER SEE PAGE 19.**

walkable paths, it's worth a visit to Brock's Colts Neck and Freehold garden centers to see what's new this year!

Ed says classical statuary and fountains are perennially among the most popular choices. Brock's has a wide variety of fountains to suit any architectural style and garden adornment preference. Experience what adding the soothing sounds of water, emanating from focal point water features, can mean to your landscape. Nautical pieces are always in high demand, especially for use around pool and pond areas.

Cast in bronze, cement and other materials, Brock's statuary inventory includes devotional and military statues, urns, planters and bird baths, along with Asian, Grecian, Italian and nature-inspired pieces. Quality statement statuary from Brock's make original, one-of-a-kind gifts for friends, loved ones and special occasions that are as much conversation starters as memory-makers. With thousands of statues and fountains in stock, Brock's has the largest inventory in the tri-state area! Everything you would expect, and a plethora of items you would not, are ready for your perusal at Brock's this year.

On your quest for the perfect outdoor art pieces for your property at Brock's, you'll encounter well-informed staff who can provide tips on what would work best in your yard, as well as where and how to place your new outdoor artwork. What yard wouldn't benefit from the addition of a bubbling fountain, cascading waterfall, active birdbath, elegant urn overflowing with flowers and ferns or a religious shrine where you can contemplate in quiet moments? Whether your choice

is bronze, concrete, stone, copper, iron, steel or manufactured materials in a wide array of colors and styles, the addition of an art piece to your yard allows homeowners to express themselves in a myriad of ways.

"We have particularly expanded our fountain section this year," Ed Jr. said. "We try to have water movement throughout our locations every place we can for all our customers to enjoy. Varied statuary placement and new displays at both Brock's locations helps give our customers sense of how all types and sizes of fountains and other statuary can enhance their own domains."

Make this the year you visit and marvel at the tremendous inventory of the newest, most varied and distinctive statuary options at Brock Farms, where the quality, selection, service and style are second to none!



AT BROCK FARMS

Both locations offer the tri-state area's largest selection of garden art as well as resin statuary and fountains. A tremendous selection of pottery. Bronze statuary at Colts Neck only.



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Let's Grow Together!

The Family that Plants Together, Grows Together



Letting your child know that this is his tree will be a special memory he keeps with him forever. If you haven't started this tradition for your older children, you can still include them by planting a tree to recognize a special occasion like kindergarten graduation, a birthday or a holiday.

You don't have to own a house with a big yard either. If you live in an apartment or don't have the yard space, plant a small tree in a pot instead.

For Preschoolers

Planting a Small Garden for Young Children

Dirt plus water equals big fun when you're gardening with kids. Roll up your sleeves and put on your gloves to create a children's garden that teaches them about nature, nurturing and nutrition.

For Babies

Planting a Tree for Your Newborn

There are plenty of ways to celebrate your baby's birth. A simple one that your whole family can appreciate for years is by planting a tree.

Trees produce oxygen and they're good for the environment. This is a lesson you can teach your child as he and the tree grow.

Buying a young tree is also very inexpensive. Some nurseries sell them for a reduced prices at certain times of the year just to clear out inventory.

Take a lot of pictures when you plant the tree. As your child grows, have him stand next to it so you can snap off more pictures. One day when your little one is all grown up and the tree is towering over your house, you'll have beautiful photos that mark your child's journey from baby to adulthood.

Imagine the fun your preschooler will have picking flowers for your kitchen table or eating vegetables straight from his own garden. A small flower and/or vegetable garden helps you teach your children how plants grow and provides hours of outdoor entertainment.

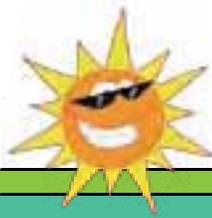
For this age range, keep his garden simple. Just a few easy-to-grow herbs and vegetables will be enough to start your child's first garden.

Sneaking in lessons about veggies while you garden will teach your children about proper nutrition without you having to say those dreaded three words: "Eat your vegetables!" Planting vegetables they already like to eat will get them even more excited about watching their garden grow and munching on the results.

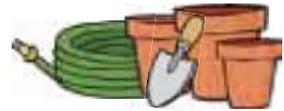
Preschoolers crave instant gratification so plant flowers that are on the verge of blooming. Having a colorful garden at the end of the day will make your child happy right now without having to wait weeks for something to magically appear out

AT BROCK FARMS

Maximize your child's warm weather educational experiences while spending quality time together with a yard or garden project!



SEEDS	SUNSHINE	GROW
SHOVEL	WATER	VINE
ROOTS	GLOVES	SOIL
LEAVES	POT HOLDERS	STEM
WATER CAN	PLANTS	TREE



of the ground.

Don't have a yard? No problem. Create a mobile garden in a bucket so your child can experience the joy of growing flowers and vegetables.

Just make sure you research everything you're planting to make sure nothing is poisonous. Teach your preschooler not to eat anything out of his garden without your permission.

For School-Age Children **Growing a Children's Garden Full of Hidden Lessons**

Older children are ready for the challenge of bigger gardens with a variety of flowers, fruits and vegetables. Digging, planting, watering, weeding and watching a garden spring to life will help them develop a green thumb and a new appreciation for the world around them.

Children this age can grow plants that require more attention than a preschooler's smaller garden but you don't want to take on too much. The garden should be a stress-free zone for your children.

You can also get creative and grow some unusual-looking vegetables with various seed packs. Your child will tell all of his friends about the purple carrots and blue potatoes in his garden.

The fun just begins after planting is complete. A gardening journal is a great way to track the garden's progress from bare earth to full crop. Your child can draw a map of what he planted where, create a timeline to chart plant growth and make notes about everything from the weather to insects exploring his garden.

Go online together to help him learn about the types of plants he'll be

growing. While you're at the computer, print tags so he can label where he placed everything in his garden. Be sure to include the plant's common name and scientific name to make the identification tags a lesson in disguise.

Decorate your child's growing area with garden crafts you can do together while you're waiting for everything to come alive. A stepping stone is an easy craft for children of all ages that will last through hot summers and cold winters. Kits come with decorative rainbow rocks, glitter, glass gems and paint so your child can make his stone unique.

Making the garden their own personal space will have your child hooked long before the plants spring out of the ground. Enjoying your time with the kids while gardening is something all of you will cherish even more than those sweet-smelling flowers and delicious fruits and vegetables.

Harmony in the Garden

USING PERENNIALS AND ORNAMENTAL GRASSES

By: Anthony D'Egido

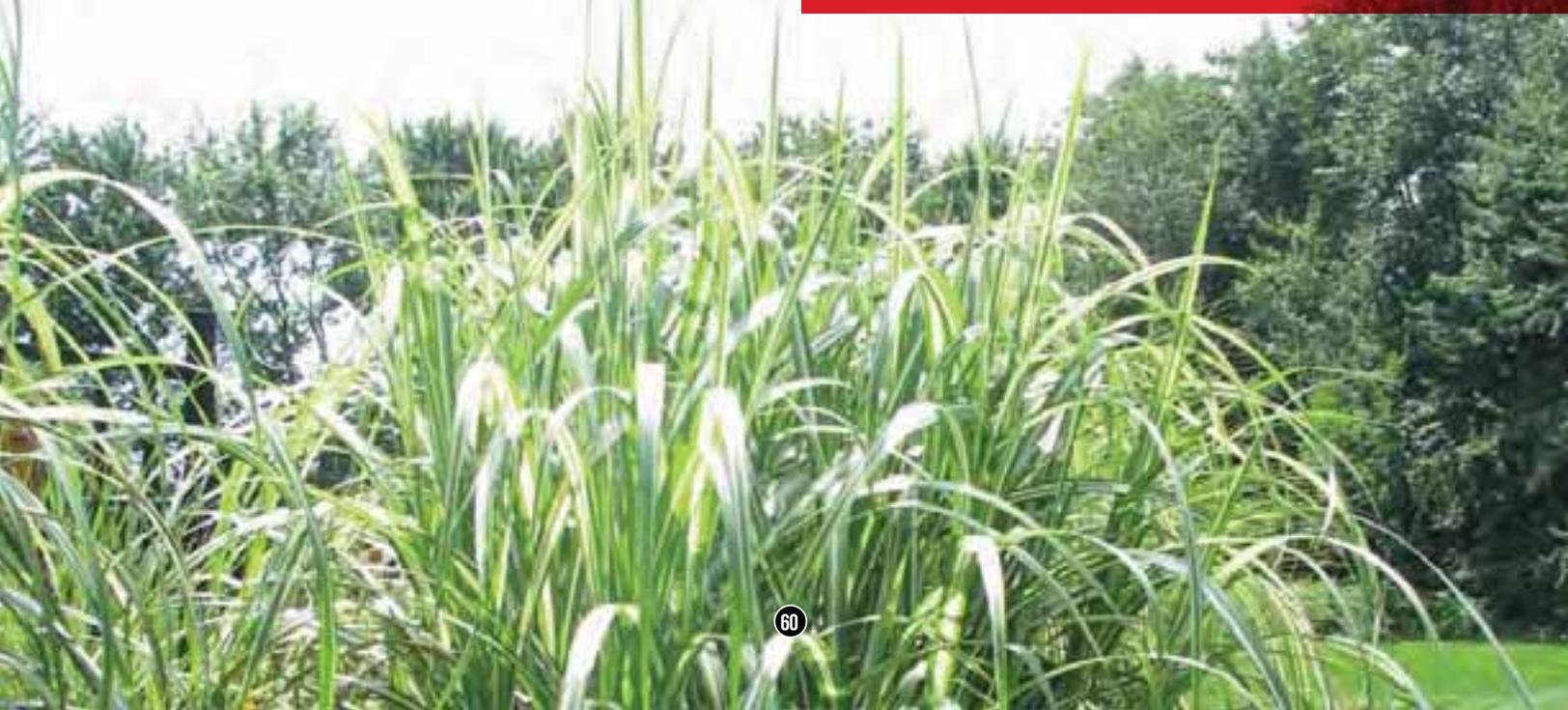
The use of perennials and ornamental grasses in residential and commercial landscapes is endless. In any design utilizing these two plant groups, they're best displayed in masses (for the best punch of color and textures) and sweeps of different mixture of plants to best replicate what you see in a meadow setting. Anytime you plant ornamental grasses, you should also interplant them with perennials. It provides for a low maintenance garden with lots of interest all season long winter, spring, summer, and fall.

The best perennials to use when designing with sea grasses are those with a more vertical growth habit. Some choices to consider would be *Perovskia* (Russian sage), *Coreopsis grandiflora* (tickseed), *Digitalis* (foxglove), *Rudbeckia* (black-eye susan), *Liatris* (gay-feather or blazing star), or *Echinacea* (cone flower). So how does one get started in building a garden of inter-planting perennials and grasses? First be sure to select the right perennials to plant with the right combination of grasses. Secondly, keep in mind when inter-planting two different herbaceous species, there will be some competition for dominance in that space as plants mature. The key is pairing grasses and perennials that don't have rhizomatus root systems (a rootlike subterranean stem, commonly horizontal in position that usually produces roots below and sends up shoots to the upper surface, producing new plants). Perennials and grasses should be of the same basic height and competitiveness. If the perennials tower over the grasses, it will create an unbalanced look and the eye will perceive it as being sloppy.

Also, you should try to match the origin of the two plants, use plants that evolved from a meadow setting as opposed to those in a woodland floor setting. They will have different competitive strategies. This inexpensive solution to garden design is a technique that can be employed in many different facets of landscaping and small garden design, such as screening off unpleasant views by choosing all species grasses such as *Andropogon* (big bluestem, which can reach 6' plus in height), *Molina* (moor grass, which can reach 7' plus in height), *Erianthus* (Ravenna grass, which can reach 9-12' in height). Create small and large buffering elements in parking lot islands on Golf courses and meadow setting on private properties. You can also try installing rain gardens in low lying, wet areas mixed with other woody plants. In conclusion, this kind of gardening can be a family gathering experience for everyone who enjoys being outdoors and working in the yard. It's therapeutic for the mind and soul. Come out to Brock Farms this upcoming season and discover what gardening is all about. Here are some suggestions of plants to get you started.

AT BROCK FARMS

Make Brock's your source for the pick of the crop of popular graceful ornamental grasses and hardy climate-appropriate perennials ~ the largest selection in Central New Jersey! Let our trained experts help you select the sizes, styles and species that will bring years of beauty to your landscape!



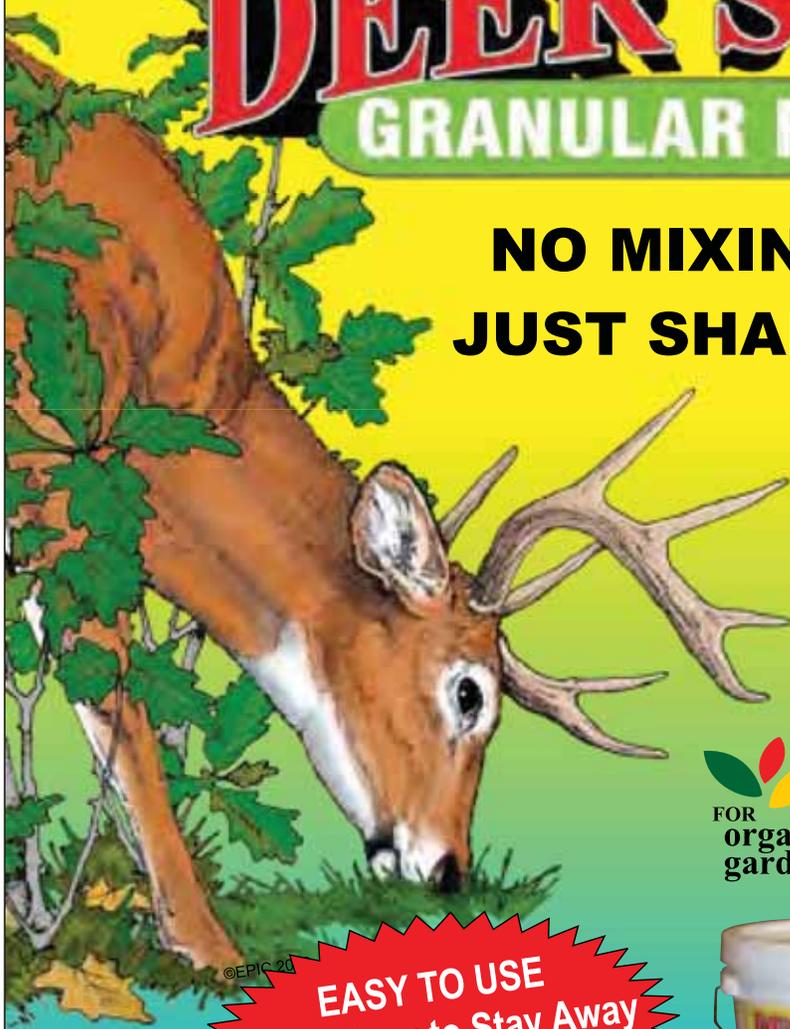
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Meet the Brock Family of Garden Professionals

In business for over 70 years, we like to think of Brock Farms as your family garden center, where you're invited to get friendly service, expert advice and great prices on all the items you need to fulfill your vision of a beautiful yard.



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Owner/Vice President



Jean Brock
Owner/Secretary



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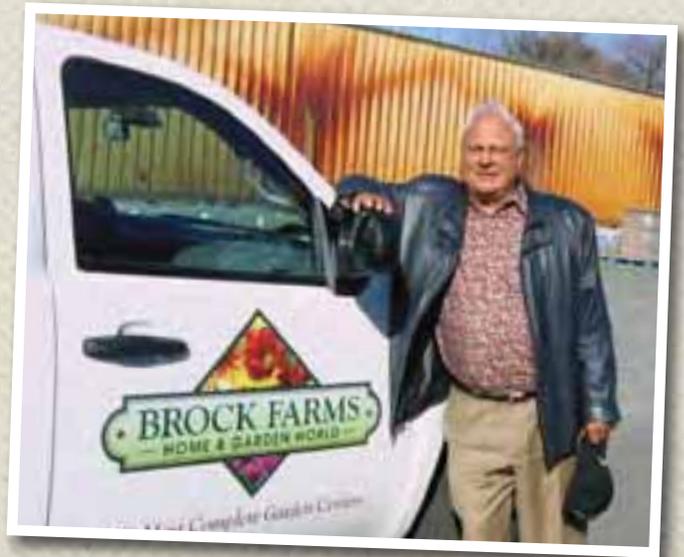
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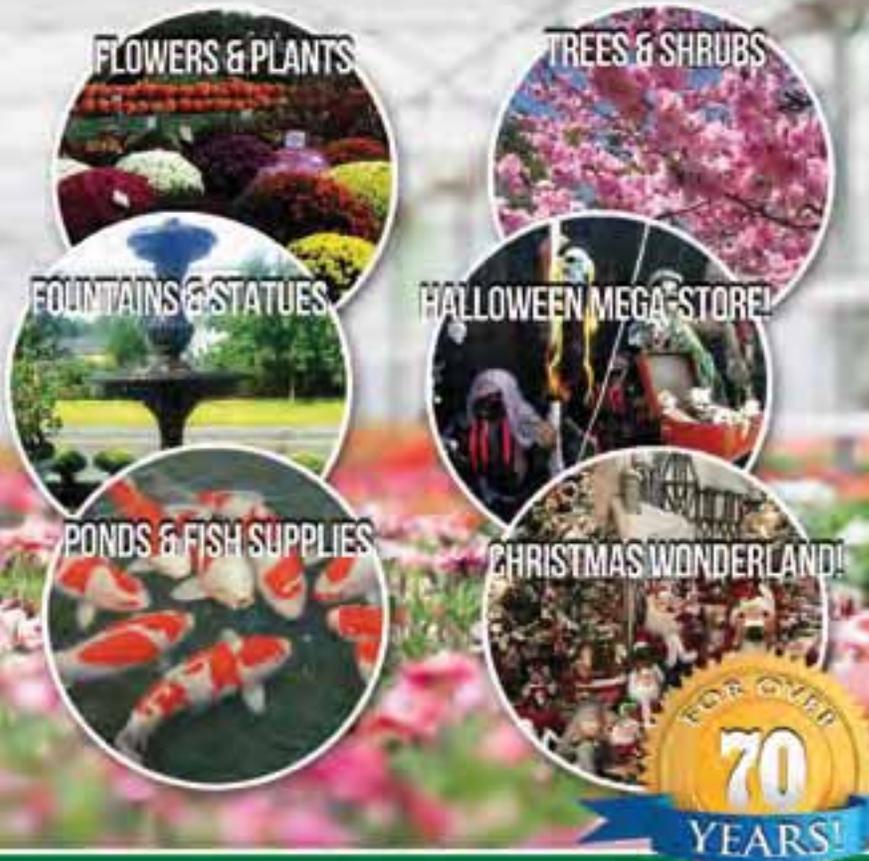
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