

NEWS RELEASE

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New Products Win 2015 Green Thumb Awards



The five best new product varieties for 2015 have won 2015 Green Thumb Awards presented by the Direct Gardening Association (formerly called the Mailorder Gardening Association). Honored in the Tools, Supplies and Accessories division were the Pollinator Introduction Kit from Prairie Moon Nursery, grubHALT! For Lawn Pests from Gardens Alive! Inc., Zonix Biofungicide™ from PropTera, LLC, beetleJUS!™ for Ornamental and Vegetable Pests from Gardens Alive! Inc., and Paperboard Pots from Botanical Interests.

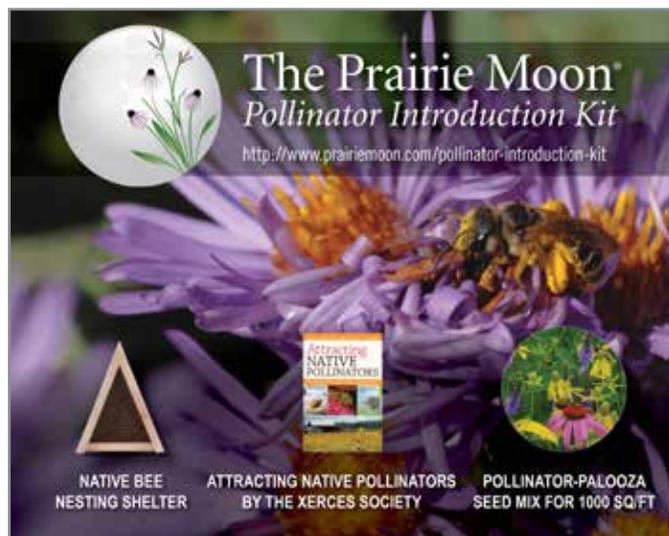
Winners of the 2015 Green Thumb Awards were chosen by an independent panel of garden writers and editors. The winning products were selected based on their uniqueness, technological innovation, ability to solve a gardening problem or provide a gardening opportunity, and potential appeal to gardeners.

The Green Thumb Awards recognize outstanding new garden products available by mail or online. The awards are sponsored by the Direct Gardening Association (DGA), the world's largest nonprofit association of companies that sell garden products directly to consumers via catalogs and websites. For more information visit www.directgardeningassociation.com.

2015 Green Thumb Award Winners ~ Tools, Supplies and Accessories ~

Pollinator Introduction Kit *Prairie Moon Nursery*

We are offering this new kit to help customers create an environment that will be pollinator-friendly for years to come. The bee shelter, book, and perennial prairie seed mix are meant to be an educational platform for kids ages 1 - 100. We've done our homework on each item; we sourced a small woodworking shop in IL for the bee shelter and a paper company in MI for the tubes. We know what many customers want in a prairie: short species, full to part-sun, medium-soil species, and blooms spring through fall. We donate 5% of profits from sales of the seed mix back to the Xerces Society. Neonicotinoids are another topic concerning Gardeners today and we proudly tell customers interested in the Pollinator Introduction Kit that we





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do not use these chemicals, nor do our partnering seed and plant producers. We think the kit as a whole makes a wonderful gift for anyone interested in helping imperiled pollinators.

Included in the Pollinator Introduction Kit:

1. Native Bee Nesting Shelter with Tubes: - 12" x 9", made exclusively for Prairie Moon, using quality-grade U.S. pine. With all joints glued and nail holes filled, each house includes over 175 closed-end paper nesting tubes. The paper tubes are 6, 7 and 8 mm to accommodate a variety of native bee species. Also included is a stainless steel hanging loop (not attached), brief nesting bee biology text, and directions for preparing and maintaining the shelter.
2. Guide to Attracting Native Pollinators - the non-profit Xerces Society provides a thorough introduction to the plight of pollinators and what we can do to help in this easy-to-read book. It provides a vital framework for the understanding and conservation of our imperiled pollinators and is an excellent guide and reference book for land owners, farmers, gardeners and students alike.
3. Pollinator-Palooza Seed Mix, 1000 sq ft - We designed this seed mix in cooperation with the "Bring Back the Pollinators" campaign of the non-profit Xerces Society to introduce more pollinator-friendly habitats in the Midwest and Northeast. Complete planting instructions are included.

The Pollinator Introduction Kit sells for \$99 from Prairie Moon Nursery, (866) 417-8156, www.prairiemoon.com



grubHALT! For Lawn Pests **Gardens Alive! Inc.**

Effective grub control that is safe for the environment and easy to apply has been missing from the Homeowners arsenal in controlling various species of white grubs in lawns. Gardens Alive! has been working diligently over the last decade and finally has succeeded with finding grubHALT!™ Bt. The active in grubHALT! is new to the homeowner market. *Bacillus thuringiensis subsp. galleriae Strain SDS-502* powers this grub control product in controlling larvae (white grubs) of: Asian garden beetle; European chafer; green June beetle; Japanese beetle; May or June beetle; Northern masker chafer; Oriental beetle; and Southern masked beetle.

grubHALT! is an easy to apply granule that can be broadcast in any spreader. It should be applied when adults are first noticed. grubHALT! has a long residual in lawns providing protection for up to 2 months. This Bt needs only to be applied once per season. grubHALT! is very specific to scarab beetle grubs so there is no ill effect to other beneficial insects and is safe for children and pets to enter after it is applied.

In tests run by Ohio State University, North Carolina State University, University of Nebraska, University of Massachusetts and Cornell University, grubHALT! has shown white grub control equal to or better than top chemical grub control insecticides. This patented technology is highly successful at controlling the homeowner's worst enemy in the lawn, grubs! grubHALT! for Lawn Pests (#4911) will be available for sale in January of 2015 for \$29.95 for 2.6 lbs from Gardens Alive! Inc., (513) 354-1482, www.gardensalive.com.



Zonix Biofungicide™ PropTera, LLC

Zonix Biofungicide™ offers the consumer and grower a safe and sustainable alternative to conventional fungicides and surfactants and is approved for use in certified organic, sustainable and conventional agriculture, ornamentals and in greenhouses.

Zonix Biofungicide™ is used to prevent and control zoosporic pathogens (*Phytophthora* sp., *Pythium* sp. and Downy Mildew) which are responsible for 2/3rds of all crop loss due to disease. Rhamnolipids are the active ingredient in OMRI listed Zonix Biofungicide™. Rhamnolipids destroy zoospores on contact without the use of copper or live organisms. The physical mode of action will not build disease resistance.

Zonix Biofungicide™ is approved for use on fruits, vegetables, herbs, ornamentals, trees, shrubs, and turf. When used at labeled rates, Zonix Biofungicide™ has biosurfactant properties that replace other adjuvants used as spreading or wetting agents. Biosurfactants increase the uptake of both water and nutrients in growing plants from germination to harvest.

Now the growers of crops, ornamentals and turf have an effective, sustainable product to fight and reduce the costly impact of zoosporic plant diseases. Zonix Biofungicide™ sells for \$27.99 for an 8 oz bottle from PropTera, LLC, 972-937-9595, www.nosupply.com/greenthumb



beetleJUS!™ for Ornamental and Vegetable Pests Gardens Alive! Inc.

Bacillus thuringiensis kurstaki has been a mainstay in controlling caterpillars in the Organic vegetable market and also in ornamentals. It is highly accepted in both the agricultural and home gardening market as being safe, highly specific and effective. We have been looking for improvements to this technology for years. Finally, Gardens Alive! is introducing beetleJUS!™, a variation on the Bt technology, *Bacillus thuringiensis subsp. galleriae* SDS-502, for the first time, controls not only the caterpillars but also the adult beetles of vegetables and ornamental

plants. beetleJUS!™ controls Japanese Beetles, Asiatic garden beetle, Oriental beetle, Root weevils, Spotted Oak borer, Green June beetle and other weevils in both ornamental garden beds and vegetable gardens.



Efficacy tests of beetleJUS!™ at the University of Wisconsin-Madison showed better results than imidacloprid and permethrin sprays on Japanese Beetles on Roses. beetleJUS!™ is selective for control of beetle adults and larvae, but is harmless to bees and other beneficial insects. Certified for organic gardening, beetleJUS!™ can be used all over the home garden for ornamentals, trees and edibles such as vegetables. This Bt is a wettable granular that is effective at 2 dry ounces per gallon of water. Applied as a foliar spray, once ingested by the pest, the pest will stop feeding and die. beetleJUS!™ for Ornamental and Vegetable Pests is available in 4 dry ounces (#4909) for \$24.95, or in 8 dry ounces (#4910) for \$39.95 from Gardens Alive!, Inc., (513) 354-1482, www.gardensalive.com.

Paperboard Pots ***Botanical Interests***

Paperboard pots are an eco-friendly alternative to plastic pots. Made from 100% recycled, food-grade paperboard and manufactured using low-water and low-energy methods, these pots will hold up indoors for weeks before transplanting. Gardeners can write the variety and date sown right on the paperboard for indoor seed starting. When the seedling is ready for transplanting, the perforated bottom allows for easy removal and minimal root disturbance. Paperboard pots come in packages of six (\$2.99/package) and can be purchased through Botanical Interests, (877) 821-4340, www.botanicalinterests.com.

