



# COOL SPRINGS NEWS...

Cool Springs Nursery

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## COOL SPRINGS NURSERY.....



Phone - 800-467-2819

Leaders in Premium  
Fraser Firs



[www.coolspringsnursery.com](http://www.coolspringsnursery.com)  
Call Today! 1-800-467-2819

The "Cadillac" of  
Christmas Trees!!!

## WHAT'S NEW.....

Lots of new and exciting things going on this year:

-We have now added a #1 tree to our arsenal, eliminating our #3 tree from last year. We will now offer a Premium, #1, and #2 tree. Calm down there Budget Hounds...our #2 tree will now adopt the prices of the #3. This means you will get a 6'-8' #2 tree for \$15...unheard of!!!

-We are also in the beginning stages of expanding our greenery items. We will be experimenting for the next few months on larger and more exotic wreaths as well as trying our hand at "kissing balls", which are becoming big all over the east coast.

-Along with all the new ventures and experimenting, we will be working hard to fine tune what we already do. We feel our trees can never be good enough and continue to work hard every year to bring you an even more "Perfect Christmas Tree".

## INTEGRATED PEST MANAGEMENT

Bugs are a reality of this world. Christmas Trees receive much less pesticide treatment than the vegetables and food that we eat. However, in order to deliver the perfect tree, we must fight the bugs that seek to destroy them. Typically the first four years we use no pesticides and rely on predators and insect scouting for hot spots. After this we spray the tree once a year with a 1% solution of pesticide that is active for about 10 days and is then gone. There are definitely no pesticides on the tree when it is shipped.

The goal of Integrated Pest Management (IPM), is to decrease dramatically pesticide and herbicide treatment. Instead of spraying at the first sign of insects we tolerate in our non-go-to-market trees a level of insects that cause no or minimal damage to trees and which may be taken care of by predator insects. We are continually scouting the trees for insects with hand lenses and if and when the predators do not get the job done, we then treat the field for insects.

We apply the same process for weed control. We spray suppression rates of roundup (EPA states that it is less toxic than table salt) and also plant clover in order to control weeds which can hurt the look of the trees. We are very successful using this technique. In the past it was very expensive to achieve weed control by this method but we have decreased costs significantly.



(CONTINUED)....

## TESTIMONIALS.....

### ERKALANO'S NURSERY - Annandale, NJ

*"We paid for a premium tree and got it! We appreciate your quality and service. You're a pleasure to work with."*

### CORNER NURSERY -

Lodi, NJ

*"Kills Canada in Quality!"*

### COUNTRY COVE NURSERY - Nashville,

TN *"Beautiful trees....Sold all of them."*

### AMERICAN PLANT FOOD WEST -

Bethesda, MD *"Very, Very, Very Nice! No Complaints"*

### GOOD EARTH -

Bethesda, MD

*"Service is most professional in the industry!"*

### COUSINS GARDEN CENTER - Sewell, NJ

*"Everyone in our area say we have the best trees!"*

### LUKAS GARDEN CENTER -

Oviedo, Florida

*"Great trees and service. I appreciate your company!"*

### STATILE&TODD -

Far Hills, NJ -

*"Extremely pleased! Everyone was happy."*

## FUNDRAISING.....

For those of you looking for fundraising opportunities, North Carolina Fraser Fir Christmas Trees are a fabulous way to raise money for nonprofit organizations for several reasons:

1. Huge profits compared to other fundraisers. The Boy Scout District of Birmingham, Alabama raises over \$100,000 dollars each year through their Christmas Tree Sales. There are few fundraisers that over time can raise this amount of money. The key is to get started and watch the funds grow over the years as you sell excellent trees and get a reputation for quality.

2. No overhead and minimal expenses. Often the sales lot and labor are free and these are big expenses on a tree lot that impact the bottom line.

3. Lots of potential customers. Nonprofit organizations often have lots of people who are associated with them and want to support them and are very willing and inclined to buy from them. You can often sign people up to buy a tree even before the trees arrive and, in coming years, word of mouth from returning customers will make pre-sales a breeze.

4. No taxes. You have to love this.

For more information on fundraising, please visit our Fundraising page.

## NOTES FROM THE FIELD.....

A recent email from a concerned customer:

"In more than a half a century of life, I've never witnessed a Cut Christmas Tree begin to start new growth. I have a Fraser Fir I fresh cut; 3hrs later cut off about 8", and placed it in water immediately. This was in mid-December. About 1 week ago, new buds began to grow and the pre-existing began to open. I now have a minimum of 2-3" of growth on nearly every branch. The new buds are opening as well. On many of the tips of the branches there are 4-5 branches(open buds) of new growth. This is happening all over the tree even at the very top. It continues to absorb water, but not quite at the same rate as the 1st week."

"Is this common? Is there an explanation for this? How long can I expect this to go on? Is there some fertilizer (i.e. Miracle-Gro, etc.) that can be added to promote this? I have to ask this: Can the tree redevelop a root system?"

I look forward to your reply!!!"

Perplexed Bob

[Feel free to send in any stories or questions you may have regarding our Fraser Fir Christmas Trees.](#)

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