



Volume 1 Green Goods Direct Newsletter April Issue



Green Goods Direct is Your family owned sales and service team committed to supplying YOU with the highest quality nursery stock from the finest growers across the country.

Meet One of our Green Goods Direct Team Members...the glue that holds it together is...Terry Van Arsdale....

Rooted in relationships and family, owner Tom Downs was connected to Terry by all-star grower Kathy from KG Farms. Green Goods Direct was growing so rapidly that Tom found himself working around the clock. Already with 30 years in the industry—specializing in logistics—Terry was like the pot of gold at the end of the rainbow for Tom and Green Goods Direct. Terry is all about managing orders with timeliest deliveries and best value on freight. With today's technology, he can communicate real-time updates on deliveries, take orders seamlessly through email, and send pictures of inventory nearly instantly via text/email.

Outside the office—Terry enjoys spinning tunes—often vinyl on his record player— as a great way to wind down in the evening with his wife (Green Day anyone!), attending minor league baseball games with his son, and has an itch to one day take his wife traveling to San Diego, New Orleans, & Key West just to name a few.

Meet One of Our Green Goods Direct Growers..J&R Exotic Foliage



Hibiscus...the beacon of Spring and Joy! A story of rising from wreckage...

Meet Jesus Collazo and his family! 30 years ago Jesus and his wife saw opportunity in the wake of Hurricane Andrew and its total devastation of the horticulture industry in Southern Florida. Already with a family of 6 kids, the couple planted their first seeds in 1993 and opened shop in 1994 and have never looked back. J&R Exotic Foliage is a longtime grower for Green Goods Direct because they know it's all about family, building relationships, and spreading joy. Jesus has some relationships spanning over 3 generations and J&R is already in its second generation with 2 Collazo children as part of the family business. With 11 grandkids and likely more to come, there's no doubt J&R will enter a 3rd generation before too long.

Ever popular in the world of horticulture, the Hibiscus is the ultimate beacon of Spring. The Red Hibiscus is generally the most popular as it makes up over 50% of hibiscus sales. When it arrives early Spring it announces the end of winter—the call to go outside—enjoy the outdoors and family BBQs and all that the warmer weather brings. Consider adding some Florida sunshine and check out the beautiful variety of offerings from J&R.

Hibiscus Tip

Tropical hibiscus have some unique fertilizer needs that are mostly overlooked. Hibiscus LOVE Potassium (the 3rd number in fertilizer formulas), they just can't get enough of it. However, they HATE Phosphorus (the 2nd number in fertilizer formulas). A frequent mistake people make is using a bloomer booster or superbloom on their hibiscus. This actually causes damage to the plant and will cause the plant to drop its buds and stop producing flowers. If your hibiscus has stopped producing buds or flowers, too much phosphorus or the use of bloom booster are the likely culprits.

Welcome Spring with us—check out all we have to offer at [Green Goods Direct!](#)

We thank you for entrusting us with your business and appreciate the opportunity to serve you.

We look forward to growing together!



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