

July, 2008

Customer Profile



Edgar Joyce Nursery occupies 200 acres in Southern New Jersey and was established in 1941 by G. Edgar Joyce. The nursery was a field growing operation until 1990 when Edgar's son George and grandson Greg added containers to the mix. It started with 2 and 3 gallon flowering shrubs, junipers and ornamentals. In 1996 they began growing trees in a pot-in-pot system. They used drip irrigation and covered beds with woven-poly ground cloth, reducing the need for herbicides. Today, Edgar Joyce Nursery offers quality finished trees, shrubs and perennials to the Eastern US, proving a tree in a pot is worth two in the woods. No, no, that doesn't make sense. It's like being a duck on a hot tin roof. No? It's like being up a creek without a leg to stand on? Ok, were done here.



Acer palmatum

New Offerings

One of the fun things about this business is the opportunity to research and grow new plant material. This year we have another fine group of new-to-us plants.



Hibiscus 'Blue Satin'®

Upright growing trees are at the top of many buyers want list. This year we are adding:

- Acer r. Karpick
- Halesia carolina 'Jersey Belle'
- Liquidambar 'Slender Silhouette'
- Nyssa sylvatica 'Wild Fire'
- Parrotia 'Vanessa'
- Pyrus 'Capital'
- Quercus x 'Kindred Spirit'™
- Ulmus 'Regal'
- Zelkova ser. 'Musashino'.

We are also proud to announce that we are growing four outstanding shrubs

Proven Winners:

- Hibiscus syriacus 'Blue Satin'®
- Hydrangea 'Limelight' in shrub and tree form



Hyd. 'Limelight'

- Physocarpus 'Summer Wine'®
- Rhamnus 'Fine Line'®

Also in the offered for the first time are:

- Aesculus 'Ft. McNair'
- Cercidiphyllum 'Pendula'
- Chionanthus retusus
- Eucommia ulmoides
- Malus 'Showtime'™
- Quercus imbricaria
- Quercus x Heritage®
- Salix alba 'Trista'

Wisteria 'Blue Moon' & Metasequoia glyptostroboides.

We are also offering for the first for the first time, grafted on standards and in containers:

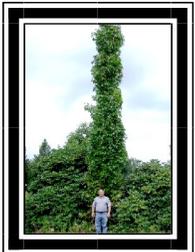


Hal. 'Jersey Belle'

Cotoneaster apiculata

Syringa meyeri 'Palibin'

Viburnum x Juddi.



Slender Silhouette

So it's not just that we think we can sell these plants,

though they've been selling like hotcakes. We get a kick out of growing them.

Congratulations on graduation with business degrees to our sons Chris and Josh. Here comes the second generation!

