



FOR IMMEDIATE RELEASE

Fernlea Flowers Introduces Harvesthyme Veggies & Herbs

HOME GROWN JUST TASTES BETTER

Delhi, Ontario, Canada (March 11, 2017) – Fernlea Flowers is proud to announce the launch of its new vegetable and herb brand, **Harvesthyme**.

Don't be fooled by the word "Flowers" in the company name, Fernlea is well rehearsed in the vegetable growing business. In fact, founder Lloyd Veit who, with his wife Mary, started Fernlea Flowers in 1939, began growing vegetables while attending Guelph Agricultural College to pay for his education. He planted the seeds in the Spring to sell in the summer at his family's greenhouse. Now Fernlea is one of the largest owner-operated greenhouses in North America, so when the opportunity arose to launch a new vegetable and herb brand in the Spring of 2017, it was a no-brainer.

Introducing Harvesthyme, a delicious selection of more than 100 varieties of flavourful, healthy, easy to grow vegetable and herb plants. Grown responsibly at Fernlea's Delhi, Ontario greenhouse, Harvesthyme is 100% Canadian grown, neonic and GMO-free and bee friendly.

"We are growing quality vegetable and herb plants for the home gardener" says Jeff Howe, President, Fernlea Flowers. "Our mission is to offer our retail partners a product line that answers the consumers demand for fresh and healthy product at a great value while striving to minimize the impact on the environment."

Another plus for the Harvesthyme lineup is the versatility: the vegetable and herb plants come in a variety of sizes ranging from 4" recyclable pots, cell packs to gallons making them perfect not only for backyard garden beds but also balcony window boxes for urban spaces. Added bonus: the 4" pots are colour coded in striking themed shades (red for tomatoes, harvest gold for veggies and sage green for herbs), making selection easy-peasy.

Harvesthyme is available this Spring at fine retailers in Ontario, Quebec and Eastern Canada. For additional information, gardening "how-to's" and where to buy, visit www.fernlea.com/harvesthyme.

About Fernlea Flowers

Fernlea Flowers has been growing great gardens since 1939 supplying retailers and gardeners with the highest quality plants. With its main greenhouse and nursery located in Delhi, Ontario, Canada, the proud 3rd generation family-run company also has year-round outdoor nurseries in Florida and California. In addition to quality bedding plants, Fernlea offers innovative branded products such as Rio Dipladenia, Hawaiian Punch Hibiscus, Red Star Spikes, Awesome Accents and Harvesthyme Veggies and Herbs.



Product shown:
Harvesthyme Lavender Premium Gallon

For more information or images please contact:

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