



BE AT THE HEAD OF THE LINE

We all know it feels better to be at the head of the line than at the back of the line. Visiting a Disneyland® theme park can afford a glimpse into this experience.

Getting orders placed early in the ordering cycle and booking forward more than the current season is one sure bet to finding yourself at the head of the line.

Buyers break down into early, mid and late cycle ordering for a variety of reasons. Sester Farms inventory availability for Independent Garden Centers is based on a first-come/first-served model rewarding early orders with best variety, size, package and quantity selection.

New "hot" in-demand varieties in the market initially come available in limited supply and get snapped up quickly. It can take years for grower pipelines to fill with enough supply to meet demand for these items. Don't find yourself and your customers at the back of the line in experiencing the best visually appealing, disease resistant, and cold-hardy plants the industry has to offer.

Increasing market adoption of "finished container" material trends toward limited quantities of containerized material available within a season both for "hot" items and older standby staples alike; sizes and varieties selling out quickly early in the season. Consider ordering "core" items early, those you know are needed season to season, then fine tune by adding speculative items at a later date.

Ask your Sester Farms territory salesman (see website Contact Us/Sales Team) about how you can achieve additional savings booking forward more than the current season, establish year-to-year availability, flexibly revise quantities.

It's never too late get your order on the books but ordering early and booking forward will always keep yourself and your customers at the head of the line.

This month in the nursery all production crews are busy with conifer and evergreen field planting, finishing up conifer digging and potting, shifting at the potting machines, can yard spacing, and preparation for pending deciduous bare root harvest.