

## **Press Release – For Immediate Release**

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### **Silver Vase Inc. Announces Clean & Green Integrated Pest Management Program**

*Grower of Premium Bromeliads and Orchids Addresses Sustainability Needs of Customers With Minimal Pesticide Use and Beneficial Species.*

*April 28, 2009 – Homestead, Fla.* – Silver Vase Inc., a leading grower of orchids and bromeliads, officially announced today its Clean & Green Integrated Pest Management (IPM) Program. Silver Vase, Inc. management created the program to address customer and end-user need for chemical residue-free and sustainable plant material. The announcement was made to share valuable information about the program and its related benefits to customers of the company which include independent garden centers, mass merchants, florists, floral designers, landscapers, and interiorscapers.

Silver Vase, Inc.'s IPM program was developed a decade ago to deliver fresh, healthy and "green" products for wholesale customers looking to sell live goods that satisfy consumers' trend-based demand for sustainable merchandise. Objectives of the program also included ensuring a clean environment for the company's employees and customers. Today's trend-based market interests related to clean and green growing practices led to the company's decision to widely communicate the program in 2009.

Instead of depending primarily on pesticides like many other bromeliad and orchid growers, Silver Vase, Inc.'s IPM program uses information about pests' life cycles to control them, with fewer hazards to people and the surroundings. IPM staff carefully limit the use of pesticides on plants and rely on the clean environment in the greenhouses to produce untainted products. Beneficial insect species are incorporated at strategic and timed intervals to control unwanted pest infestations. These practices guarantee delivery of residue-free plants to the consumer, removing pesticide dangers in the home.

"As a leader in IPM technological advancements through the years, Silver Vase, Inc. is intimately familiar with the importance of an integrated pest management program," said Marcella Lucio, director of marketing for Silver Vase, Inc. "With our advanced IPM program and vision for continually enhancing sustainability for our customers, we have seen new interest from retailers and landscapers facing the challenges related to being green."

Components of Silver Vase, Inc.'s IPM program include the following measures:

- Measure # 1: All new and young live goods are brought in bare-rooted; this allows Silver Vase, Inc. to create its own soil media for their orchids / bromeliads. Soil mites are added to the mixtures in stage one to prevent and eat the larva that produces fungus gnats. The beneficial mites are released to live amid the greenhouses for two to three months. Additionally, all orchids are originally sourced from Floricultura, a European market leader specializing in the tissue culture and propagation of quality orchid plant material.

Unlike many specimens imported from other countries, these young orchids from Holland are naturally strong and disease resistant. Their premium origin combined with the IPM program measures equate to quality products that are clean and safe for home usage.

- Measure # 2: Because it is impossible to entirely eliminate fungus gnats, spraying is still a necessary practice for most greenhouses. However, Silver Vase, Inc. chooses to take extra precautions to ensure that early-process spraying is reduced to a minimum of once or twice each year, and only the safest chemicals and procedures are permitted by the production managers.
- Measure # 3: Because spraying is a rare occurrence for Silver Vase, Inc. and chemicals are not used on the plants regularly, natural predators are a decisive application as part of stages two and three in the greenhouses. The beneficials do not hurt the plants; rather, they combat the pests that could possibly affect the orchids / bromeliads which is a staple of the company's overall IPM practices. Production and IPM staff allow for "friendly" predatory flies within the orchid greenhouses, while bromeliads naturally tend to attract helpful spiders.
- Measure # 4: To ensure buyers that Silver Vase, Inc. products are residue free upon receipt, no chemicals are used on plants that are scheduled to be shipped within 10 weeks. If there is a pest problem, Silver Vase, Inc. will treat it another way, but chemicals are off-limits within this "Period of Protection."

"Ongoing chemical spraying is how the average greenhouse controls pests and keeps plants protected," said Lucio. "Many growers spray on average every two to three weeks. Given Silver Vase, Inc.'s IPM measures, we only spray crops an average of one to two times in an entire year."

Additionally, plants are provided to retailers with laminated cards that state, "We Grow Clean and Green with Integrated Pest Management" and promote the product as pesticide residue free. Recently, retailers in higher numbers have told Lucio they prefer using these tags, since their mark of sustainability offers consumers the information they seek regarding safe products for gift-giving and the home.

### **More about Silver Vase, Inc.**

Silver Vase Inc. is a privately owned, Florida-based corporation in the wholesale greenhouse industry with distribution across North America. Silver Vase, Inc. specializes in florist-quality, blooming and double-spiked Phalaenopsis orchids and 11 unique varieties of bromeliads that are available 52 weeks a year. The company has been in operation since 1988, and its principals and employee team members have extensive years of experience in the ornamental horticulture industry. Silver Vase, Inc. is the exclusive United States supplier of diverse European orchid varieties ranging in unique colors.

For more information about Silver Vase, Inc., log onto [www.silvervase.com](http://www.silvervase.com).

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**Notes for Editors, Reporters, Garden Writers, and Other Members of the Media:**

- *Please see the enclosed CD and corresponding media kit materials. High-resolution images of the aforesaid plants can be found on the CD. Or, request a full media kit by contacting Eberly & Collard Public Relations.*
- *Members of the media and garden writers may seek supplemental information and advanced interviews by contacting Eberly & Collard Public Relations at the phone number and / or email address at the top of this release.*