



# California Grown GERBERA

Happy Day Flowers! A Smile on a Stem!

## AVAILABILITY

YEAR-ROUND

## PEAK SEASON

MARCH - APRIL

VIBRANT RAINBOW  
OF COLORS

STRONG STEMS

OUTSTANDING  
VASE LIFE



**FARM FRESH:** Gerberas thrive in the moderate coastal climate of Sun Valley's Oxnard, California farm. Sun Valley grows Gerberas from seedlings of the best varieties. The plants mature in the fertile soils of climate-controlled greenhouses and will yield extraordinary blooms for 2 to 3 years. Gerberas are carefully harvested and meticulously packed with each bloom supported. They await transport in optimal humidity and temperature.

**HISTORY:** Gerberas originated in South Africa and were first imported to Europe in the 19th century. The Gerbera is extremely popular and fashionable today even though they were little known just 25 years ago.

**SYMBOLISM:** The Gerbera is a symbol of innocence, loyal love and purity.

**BUNCHES:** Standard bunch size: 10 stems. Also available as Consumer Bunches.

**CARE & HANDLING:** Cut stem ends, and place in a clean container filled with cool water and floral preservative. Each bloom is sleeved for maximum protection in transport. For quick and easy removal simply pull apart at the seam! Replenish water as needed. Gerberas are susceptible to bacteria in the water which can cause a blockage in the stem preventing the Gerberas from drinking water. Fresh, clean water is essential!



**SunValley**

Creating a World of Color

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