

ISSUE #3 | SPRING 2014

SPECIAL SAVINGS • TIPS • GUIDES • WORKSHOPS & MORE!

BROCK

FARMS

MAGAZINE

GARDEN WORLD



DISCOVER *CRAPE MYRTLE*

In the 1950's, the Japanese crape myrtle, *Lagerstroemia faurei*, was introduced to the United States.

6 GREAT WAYS TO AERATE YOUR POND

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THRIVE WITH HYDROPONICS

Easily control their plants at the root.

WELCOMING BIRDS TO YOUR HOME

The personalized guidance you'll need!

GROW A PIZZA GARDEN

Our family loves homemade pizza!

30 COUPONS INSIDE!



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COVER PHOTO COURTESY OF CENTERTON NURSERY

IN LOVING MEMORY OF **ROBERT E. ARCOLEO, JR.**

1984-2013



We dedicate this magazine to our beloved son, grandson, brother and nephew, Robert E. Arcoleo, Jr., 28, who left us in April 2013. Born in Neptune, he was a lifelong Freehold Township resident. Robert was Class President of his 2002 Freehold Borough High School Class, FBHS Varsity Soccer Captain and a 2008 graduate of Temple University.

A treasured member of the team at Brock Farms Home & Garden World, he loved the outdoors and had a passion for trees, even naming his daughter Linden Love for a favorite tree.

Upon high school graduation, Robert wrote and presented a speech to his fellow students, excerpted below:

"Over time, we come to find ourselves, put our superficiality aside, and discover our real friends. Every day, we must face a new challenge. We must try our very best to overcome these situations, no matter how simple or complex. In life, we will all face setbacks. You will never see it coming, but it feels like the end of the world and like you can't move on. It is all part of life. We must grow up, find ourselves, and step into unfamiliar, unprotected territory. In the end, we will realize that the only person that can help us move on is our self. The only things we leave are our reputations, a lasting image of our attitudes, personality, dedication, academic and scholastic achievements, and our friendships.

I borrowed this quote from Kelly Gibson, "Yesterday is history, tomorrow is a mystery, and today is a gift, that's why they call it the present." We never know what the future has in store for us. We must live everyday to the fullest and take everything it has to offer." I will close by using the words of Joseph Fort Newton:

"We cannot tell what may happen to us in this strange medley of life; but we can decide what happens in us, how we can take it, what we do with it and that is what really counts in the end. " I wish my fellow classmates the best of luck in aspiring to all of their goals.

A MESSAGE FROM EDDIE BROCK, JR.



Discover the Wondrous World of Brock's!

On behalf of the entire Brock's family and our exceptional employee team, welcome to the third issue of Brock Farms Garden World Magazine! The awesome and overwhelmingly positive response we've received from readers is gratifying and we sincerely thank you for it. You have inspired us to continue to produce this colorful, informative publication; your handy guide to a year of natural success!

It's time to begin planning how you will adorn your home and garden this year. To that end, we bring you the latest news and information, along with exciting finds and unique products to make your vision reality; now and throughout 2014. By perusing these pages and visiting our Colts Neck and Freehold locations, you will find horticultural, holiday and home décor products and distinctive gifts from across America in a unique atmosphere that is quintessentially Brock's.

At Brock's, family is king. We have been a family-owned and operated company for over 70 years. We consider our team of highly-experienced gardening, landscape and home décor experts, some of whom have been with us for decades, to be an extension of our family. You, our customers, are also family to us. We look forward to seeing you every year, helping you select the best products for your needs, answering your questions and providing the ultimate in personalized customer service to make your Brock's shopping experience positive, productive and satisfying.

In these pages, you will visit each of our locations – Colts Neck and Freehold – and discover this year's newest crop of specialty offerings. Whether buying for yourself or seeking a one-of-a-kind special occasion gift, each store offers a wide array of products.

In "Brock's vs. the Box" learn why our experience, hands-on inventory selection, unparalleled customer service and in-depth staff knowledge maximizes every dollar you spend on flowers, plants, trees, garden adornments, ponds and fish, home décor, holiday and gift items. We know you have other shopping choices. Our savvy customers chose Brock's for quality, dependability and value and we appreciate every one of them.

Travel with my parents - my father and Brock's founder Ed Brock Sr., my mother Jean, yours truly, and my sister Linda - as we scour the nation to seek out and bring you the highest quality, cutting edge and most extraordinary inventory each year to make your home and garden stand out. Brock's is your ultimate source for creating distinctive environments. Learn why Brock Farms has become the premier destination for those who strive to enhance their indoor and outdoor environs year 'round!

This issue, we give you month by month information and advice. In spring, Brock's becomes "an amusement park for gardeners," offering a kaleidoscope of specially selected plants, pottery, statuary, water gardening options and more.

Whether installing a fountain, building a koi pond, creating a wild bird haven or growing your own healthy vegetables and herbs, Brock's has everything to get it right. All of us at both locations and at our growing sites strive to make your Brock's experience better each year.

Much more awaits in the 2014 Brock Farms Garden World Magazine! Informative articles from our suppliers, upcoming events, insider information from staff experts and previews of this year's Halloween and Christmas selections are just the beginning! Once again, we include valuable coupons that have become popular with new and returning customers.

We've come a long way from our humble beginnings in 1942 when eight-year-old Ed Brock Sr. began selling blueberries to locals and shore-bound travelers along Route 34. We have continuously and carefully built our reputation and inventory. My parents remain vibrant participants in today's operations.

My concentration is on gardening, cement statuary and pond products at both store locations, and I oversee all operations in Colts Neck. Linda uses her well-trained eye to select collectibles, gifts, home and garden décor and more for our Freehold location, where she can be found most business days. She is also responsible for all holiday buying, as well as annual and perennial procurement at the Freehold location. Dad is a constant presence. You'll often find him at Freehold, where he is always focused on nursery stock and much more. Mom can also be found at Freehold on a regular basis.

We invite you to read and enjoy the valuable and thought-provoking information contained in these pages then visit our two locations to browse the very best in home and garden offerings for 2014! Please visit us on Facebook and our frequently updated website. In addition to keeping up with news and critical advice and information, tell us about products you would like to see in our stores, as well as ways we can improve our service to you, our valued customers.

Brock's ever "growing" clientele knows there is no better place to get inspired while maximizing their home gardening experience and investment. To our loyal customers, it has been our pleasure to serve you and welcome your return. For those about to become new Brock's devotees, welcome to the Wondrous World of Brock's! We look forward to doing business with all of you for many years to come and thank you for your patronage and support.

Ed Brock, Jr.

TWO LOCATIONS MAKE BROCK'S

An Outstanding Destination

By Laura Kolnoski

With the emergence of the first crocus, savvy shoppers flock to Brock's two Monmouth County locations – 375 Route 34 Colts Neck, (19 acres) and 4189 Route 9 North, Freehold, (42 acres.) Some are eager to plan their vegetable gardens and flower beds, others seek what's new in statuary and lawn care products, while many view Brock's Garden World as something of a horticultural tourist destination.

Over the decades, Brock's Colts Neck and Brock's Freehold have evolved into brother-sister symbiotic establishments. While both locations offer an astounding assortment of the highest quality nursery stock you'll find in New Jersey, each has developed its own distinct personality, just like the real-life brother and sister who run them, Eddie Brock, Jr. and Linda Brock Arcoleo. Their parents, Brock's founder Ed Brock, Sr. and Mom Jean remain actively involved.



Wonderlands of verdant natural splendor, both locations are renowned for their vast, colorful selections of plants, shrubs and trees, along with everything else you need to make your home a showplace. Brock's specializes in all the traditional favorite colors and species of flower and plants, then goes above and beyond to offer incomparable specimen varieties you won't find anyplace else. Our nursery stock is larger, healthier and hardier because we grow them ourselves, or personally select them from premier wholesale growers.

Brock's highest quality, fast-growing edible crops also include grapevines, seeds, heirloom tomatoes and herbs, along with indoor citrus and fruit trees including oranges, avocados, grapefruit and limes selected from premier Florida growers. Our wide outdoor aisles are conveniently handicapped accessible.

"We research and procure new inventory throughout the year," said Eddie Brock Jr., who oversees the Colts Neck store. "We stay abreast of trends by visiting top growers weekly in season. This year, we have an especially diverse plant selection, along with new intriguing items in all departments. If we don't have it, we will make every effort to get it. We truly care about each customer and are willing to go the extra mile for our clients. Our experienced, courteous experts in every department have been working in the industry for years. Compare quality, value and the size and health of the plants at Brock's and elsewhere to judge for yourself."



“No vacation is ever just a vacation for the Brock family!” laughs Linda. “Every trip is a chance to visit growers, manufacturers, master craftspeople, artisans and trade shows. We are personally involved in all inventory selection. The quality of our products is reflective of the search.”



While both stores share similar items, some are specific, or more plentiful, at each location.

Brock's Colts Neck

Water Features ~ Ponds, fountains and waterfalls of all types and sizes create a splashing, gurgling, babbling display you'll find only at Brock's!

Whether dipping your toes into water gardening for the first time or a seasoned veteran looking for that “wow” factor, our team members will make it all understandable and easy to emulate successfully.

Brock's is your go-to headquarters for one of the largest selections of aquatic plants and fish in a kaleidoscope of colors, sizes and price points in the state! Liners, pumps, filters and accessories are all here, too, so you can create your perfect customized pondscape.

H y d r o p o n i c
Headquarters ~ To successfully grow healthy produce indoors all year long, it's time to try hydroponics - indoor, soil-free growing with the most technologically advanced methods found only at Brocks' Colts Neck. Enliven and expand your indoor gardening space with blooms, tomatoes, spices, herbs and vegetables no matter what the weather. Brock's experts will educate you about this “growing” trend.

Halloween Barn ~ No



Beginning at Brock's ensures each wise investment yields the ultimate successful results! Superior shrubs, flowering trees, graceful evergreens, lush perennials, cement and bronze statuary and overflowing hanging baskets surround waves of vibrant annuals. Wild bird sections feature the newest and best ways to attract feathered friends including feeders, birdbaths, bat and butterfly houses, accessories and food lines. When it's time for lawn care, each year brings new technologies and equipment. Expert staff provides information to give homeowners ultimate value in cultivating



and maintaining a beautiful lawn. You'll also find the freshest, most majestic and fragrant live Christmas trees, wreaths and boughs at both sites.

There is so much more to discover on every visit.



one does Halloween like Brock's! While both locations offer an extraordinary selection for all ages and tastes, Brock's Colts Neck has costumes, curiosities and decorations, along with natural seasonal plants and adornments to make your home and party extra special for you, your family and your guests. Our adjacent 14-acre tree farm features a pick-your-own pumpkin patch and hayrides. Both locations are replete with corn stalks, fall décor, home and garden accents and every shade of large, healthy seasonal mums ideal for transplanting in your yard.

Closeout Barn ~ For ultimate value and amazing selection, don't miss Brock's 5,000-square-foot Closeout Barn,



where smart shoppers find an ever-changing, vast array of products from all

departments at budget-friendly reduced prices.

Brock's Freehold

State's Largest Christmas Wonderland ~ Inside and out, Freehold's Christmas Wonderland is so vast and eye-popping it is a must-visit holiday tourist destination, drawing visitors from far and wide. Here's what one happy customer had to say about Freehold's Christmas Wonderland on the store's website (www.brockfarms.com):

"LOVE IT!!!! Really, it has EVERYTHING there.

We were there for hours just admiring everything and found that it really is a one-stop shop. Thanks Brock Farms, we will be back soon for more goodies!"



Preparing for Christmas is a year-long process, beginning with buying trips in January right after Christmas. In November, the location transforms into a yuletide haven featuring every type of holiday décor. At 40,000 square feet, there is simply no larger selection of indoor and outdoor lighting, trees, decorations and accents; all imaginatively arranged by color and style. From the smallest sparkling ornament to the most fabulous and spectacular outdoor display options, Brock's Freehold will make your holiday magical in every way.

Over 100 fabulously decorated trees are just the beginning. The unique combination of traditional favorites and the newest trends fill Brock's Freehold with jaw-dropping discoveries everywhere you look. Lemax villages, AnnaLee collectibles and retro Blo Mold lawn figures share space with themed decorations featuring





Greater/Monmouth
CHAMBER OF COMMERCE



children's characters, gingerbread, elves, reindeer, angels, natural, rustic, Victorian, and more. Gorgeous wreaths decorated with Jean's beautiful custom bows are a signature tradition at Brock's. Whether you are seeking natural or the most realistic pre-lit artificial holiday trees, you will find the right size and shape to fit your spaces at Brock's.

Gifts Galore ~ Freehold is a gift and home décor headquarters par excellence. The closer you look, the more you'll see! The discerning eye of Linda Brock Arcoleo is evident on every shelf and display at the Freehold complex. Linda travels to trade shows and specialty vendors to personally select a wide array of unusual, eclectic, desirable and often rare items. This is where you'll find outstanding gifts no one else will bring to your next special occasion, or just the right accent piece to create a distinctive, conversation-starting environment in your own home.

The newest in popular collections, dolls, hand-crafted jewelry, lamps, wall art, canvas paintings, furniture pieces and so much more are artistically arranged by Linda. Brock's Freehold makes it

possible to embellish your home or office in a personal style that is distinctively our own. When you are seeking unique housewarming, birthday, wedding, anniversary, seasonal or other special occasion gifts, your shopping excursion should begin at Brock's.



"People can't comprehend all we have until they visit," Linda said. "It's a great place to get ideas and find new treasures. If you want the same old thing, go to the box. If you want something different, come to Brock's."

Halloween Haunted House ~ Good-natured ghosts, ghastly ghouls and the specter of a "spooktacular" Halloween awaits those who dare enter the Haunted House found only at Brock's Freehold location. We don't want to reveal too much as there are spooky surprises around every coffin...uh, we mean corner, but for a haunted Halloween you'll never forget, hop on your broom and fly over to Brock's Freehold!

As you can see, family pride is always on display at both Brock's locations. We invite you to visit soon and see for yourself why it's your one-stop best choice for home and garden, from A to Z!

BROCK FARMS GARDEN WORLD

MONTH BY MONTH

By Laura Kolnoski

Your go-to store for all seasons and so many reasons, Brock Farms Garden Center is a full-service home and garden marketplace. Open all year, (with limited hours in January and February), our Colt Neck and Freehold locations make one-stop shopping easy, fun and convenient; filled with new surprises. Whether you want to spruce up your interiors, discover outstanding gift items, holiday decorations or all the things that make your outdoors sparkle during the growing season, you'll find incomparable selections, exceptional value and our always reliable customer service experts ready to fill all your needs. (NOTE: Availability of some items varies by store.)

REMEMBER! *Our stock is refreshed from March through November, with new plants arriving weekly!*



January & February

Regardless of the weather outside, it's warm inside Brock's, where you can find post-holiday bargains, bird seed, feeders and more to help your feathered friends "weather" the season, new pots and supplies for your indoor plants, gift items, dog food and all kinds of fascinating, helpful products to keep you occupied indoors including hydroponics for indoor gardening.

March

When March comes in like a lion, it's time for you to come into Brock's! Cold hardy pansies, pussy willows, St. Patrick's Day-themed inventory and early outdoor gardening and lawn/seed preparation



supplies, will help take you from the windy beginning of March to the welcome end as March goes out like a lamb. Planning your vegetable and herb garden? There is no better place than Brock's to make your garden grow with abundant produce from spring through fall.



April

With April comes Easter, Earth Day and Arbor Day, not to mention spring's first burst of seasonal blooms. Start with tulips and daffodils, get your lawn ready for those summer picnics and find the latest in outdoor décor from water features to benches, statuary, pottery, wind chimes, thermometers, garden tools, flags, gnomes and so much more! This month, Brock's outdoor displays come alive in phenomenal hues of red, yellow, pink and lavender; from traditional favorites to outstanding specimen plants, perennials, trees and shrubs you won't find anywhere else!

May

Mother's Day is a special time at Brock's; your headquarters for a superb selection of gift options for Mom, Grandma, aunts, sisters, wives, daughters and all the special women in your life. If you want your gift to stand out, come to Brock's and select her favorite from our lush, thriving plant selection, then choose an attractive pot to compliment in for a customized surprise sure to please. Our stock includes beautiful, bountiful hanging baskets overflowing with spectacular combinations of seasonal plants. Or fill one of our attractive baskets with new garden gloves, seeds, hand tools, accent items and her favorite annuals. From the whimsical to the sublime, Brock's has



superior Mother's Day gifts at every price point, especially in Freehold's large, diverse gift shop.



June-July-August

When summer finally arrives, create the impressive outdoor environment of your dreams with everything you need to adorn your home with color and life. Our renowned expert team members are waiting to help you chose the right plants, hanging baskets, fertilizers, fountains, aquatic fish and plants, lawn ornaments, flowering trees and ornamental bushes. They can answer all your questions on how to make them flourish all season! Part of that is pest control. Brock's has the widest variety of options you'll find anywhere, and our advice is always free! We'll help you attract butterflies or keep the deer at bay. All summer, you can reinvigorate your plantings with new high-quality annuals arriving weekly from Brock's own south Jersey greenhouses.

September-October-November

As the vibrant colors of summer give way to the golden tones of fall, "mum's the word" at Brock's, as are corn stalks, pumpkins, a new fall crop of cold hardy pansies and everything you need to plan for a spectacular Halloween and Thanksgiving! Animatronic ghosts and ghoulies, new and traditional costumes and accessories galore for all ages, indoor and outdoor décor items and fall lawn supplies are just the beginning. Brock's Freehold location is renowned for its Halloween barn, with displays you'll want to visit with the whole family for a truly "spooktacular" experience! Pick your own pumpkins, (Colts Neck), explore our "funtastic" corn maze and haunted house (Freehold), and take a hayride to complete your festive fall adventures at Brock's.



November-December

Brock's Freehold location transforms to the North Pole beginning in November. There is literally

nothing like Christmastime at Brock's, which is why visitors come from all over to wander through a dazzling kaleidoscope of every type of decoration and ornamental style imaginable for indoors and out. Many restaurant, shop and hotel owners come to Brock's for distinctive decorations for their own businesses! While both locations offer unparalleled holiday merchandise, Colts Neck presents a quaint "Country Christmas" experience, while Freehold is the acclaimed home of New Jersey's largest Christmas Wonderland, with over 40,000 square feet of decorations, live and artificial trees, gifts and so much more.



The entire Brock's family and team of professional experts invite you to see for yourself why every season is a great time to visit Brock's. View what's new, get bright ideas and find just the gift you need for your family, friends and yourself. All year 'round, don't forget your valuable coupons, located on pages 18 & 19 ~ your tickets to extra savings at Brock's, your store for all seasons!



Deer Barrier

- Protects crops, decorative gardens and property from deer and other pesky animals.
- Strong, yet lightweight for easy handling.
- Will not rust, rot or corrode like metal or wood.



FOR ADDITIONAL SAVINGS ON EASY GARDENER PRODUCTS SEE PAGE 20



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\$12 Mail In Rebate.....\$12.00
.....\$29.99
After Incentives.....**\$4.99**



TURF BUILDER

5,000 Sq. Ft.....YOU PAY \$19.99
\$5 Mail In Rebate.....\$5.00
.....\$14.99
After Incentives.....**\$2.49**

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15,000 Sq. Ft....YOU PAY \$61.99
\$12 Mail In Rebate.....\$12.00
.....\$49.99
After Incentives.....**\$24.99**



TURF BUILDER & HALT'S

5,000 Sq. Ft.....YOU PAY \$26.99
\$5 Mail In Rebate.....\$5.00
.....\$21.99
After Incentives.....**\$9.49**

TURF BUILDER WEED & FEED

15,000 Sq. Ft....YOU PAY \$51.99
\$12 Mail In Rebate.....\$12.00
.....\$39.99
After Incentives.....**\$14.99**



TURF BUILDER WEED & FEED

5,000 Sq. Ft.....YOU PAY \$22.99
\$5 Mail In Rebate.....\$5.00
.....\$17.99
After Incentives.....**\$5.49**



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1/4 MILE NO. OF RT. 557 INTERSECTION



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*Not all items available at both locations. Not responsible for typographical errors.

**RT. 9
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1 MILE NORTH OF RACEWAY MALL



GET CONNECTED & GET GROWING!

www.BrockFarms.com

By Laura Kolnoski

Did you know that Brock's Garden World maintains a colorful, informative, interactive and easy-to-navigate website, as well as a Facebook page, to help you with every aspect of your gardening pursuits? If your answer is no, visit www.brockfarms.com today, sign up and get connected!

In addition to news, updates, new product information and helpful, time and money- saving tips, you can view product displays at both Brock's Colts Neck and Freehold locations. Our blogs posts, archived back to 2011, focus on specific information such as protecting your plants, holiday items, bulbs, trees, tools, safety tips, lawn care, pest control, seasonal plant and yard issues and



much more! Users can also find special offers, upcoming events, updates on seasonal hours, career opportunities and contact information.

We want to hear your thoughts and comments, so we've added a discussion section you can access anytime and get feedback from Brock's experienced team of concerned, knowledgeable experts who love gardening as much as you do!

At Brock's, we are always looking for ways to enhance your gardening experience and maximize every dollar you invest in it. Let us know what products you are interested in seeing at Brock's, as well as ways we can improve our services to you, our valued customers.

BROCK'S VS. THE BOX?

No Contest!

Outstanding value. Exceptional quality. Impeccable service. These words are often bandied about, but the customer is the true arbiter of whether or not a retailer delivers on these promises. You can buy your seasonal flowers at big box stores or supermarkets, but if you find yourself going back repeatedly to replace plants that wither, rot and don't bloom properly, how much money are you really saving in the long term?

Brock's legions of loyal, savvy devotees know the best way to get greater return on their horticultural investments is to get the best quality, hardiest, locally grown nursery stock the first time. Augmented by the highly experienced and personalized service of our well-trained staff who are dedicated to your satisfaction and growing success, purchases made at Brock's help ensure you'll save both time and money season after season.

When you visit the big box store, how confident are you that your specific questions will be answered adequately? How many times have you heard, "If we have it, it should be over there"? Can you even corral a knowledgeable employee, or must you walk the store to find one? Are you bored by aisle after aisle of the same variety and color of your favorite annuals with puny blooms? Do you long for unique specimens bursting with large, healthy flowers to make your plantings stand out? Those big box problems vanish when you enter either location of Brock Farms Garden World.

Not only are our dedicated employees thoroughly knowledgeable, they are professionals in their fields. Brock's has plenty of team members to help you in every department, including our own family members who are always hands-on and on scene. Everyone at Brock's takes great pride in our products,

professionalism and unparalleled customer service. We know our stock, where to find it, and lead you directly to it. If your question cannot be answered by the first employee you approach,

that person will find the team member who has your answer. If we don't have what you seek on site, we will make every effort to get it for you. That's why family pride is always on display at Brock's.

"At large chain stores, anonymous buyers select merchandise," said Linda Brock Arcoleo. "Another group of employees display it, while still others handle sales, with little or no interaction. "The entire Brock family participates in buying expeditions, placing orders and arranging products. We are in the stores to assist customers and gauge feedback."

"Ours is a store specifically dedicated to being a garden and holiday superstore," Eddie Jr. explains. "You can see the difference as you find everything you could possibly need. At big box stores, nursery stock is often sold in a form of pay-as-you-scan. Vendors automatically get paid upon customer purchase, regardless of the plants' condition. We go directly to local as well as national premium growers and personally select the hardiest, most beautiful and colorful plants. We have long-term, personal relationships with our growers, which results in them contacting us exclusively when they



have something special they know suits our customers' tastes and desires."

Where in the World are the Brock's?

Ed Sr., Jean, Eddie Jr. and Linda Brock traverse the nation throughout the year in search of lush tropical plants, exotic palms, indoor citrus trees, nursery stock, distinctive garden accents and other specialty items to make Brock's inventory new and fresh for 2014. At 80, Ed Sr. attends at least a dozen trade shows per year as well as artificial Christmas tree showrooms with his wife Jean and Linda. Here's a whirlwind look at where the Brock's travels take them on their quest to bring you the very best...

- Ed Sr. & Eddie Jr. travel the nation visiting dozens of nurseries, shows and manufacturers in Oregon, Tennessee, Virginia, Maryland, Florida and North Carolina.
- Ed Sr. makes weekly trips to Brock's own South Jersey growing site and several other area nurseries on a weekly basis year 'round.
- Eddie Jr. visits over 20 greenhouses and several nurseries on a weekly basis. He attends dozens of trade shows and visits manufacturers and showrooms throughout the region, as well as makes national buying trips to cement, hydroponic and other distributor shows and locations throughout the year.
- Linda & Jean: travel to gift and Christmas showrooms and national trade shows on a regular basis during the year, as well as visiting a variety of greenhouses on a weekly basis in season.

The entire family attends dozens of shows together and separately, returning to several states throughout the year. For the Brocks, every trip is an opportunity that becomes an expedition to discover



new treasures from near and far. Pottery is sourced worldwide, including Italy, the Dominican Republic, Malaysia, Taiwan and Vietnam. Each nation has its own distinctive styles, colors and composition to enhance any décor indoors and out.

"While on vacation in Florida, I visited several tropical nurseries and two trade shows as well as pottery vendors," said Eddie Jr. "I like to personally gauge which grower has the best of the best items on any given day,

and personally put my hands on every item. Our vendors reach out to us when they have special items to fill our high standards."

Pride, tradition, selection, quality, value and hands-on service – these are the tenets that have guided Brock's operations for over 70 years. Make your own expedition to Brock's soon and see for yourself the difference Brock's makes, and the difference it can make on your own personal landscape!



CONTAINER GARDENING



Container gardening is an easy way to decorate both indoor and outdoor spaces. There are unlimited combinations of plant colors and textures to choose from and it's simple to change if something isn't quite right. You can even grow herbs and vegetables for a fresh home harvest. And just about anything can be a container from that beautiful ceramic flower pot to an old pair of hiking boots.

There are a few things to consider before you get started. First, what kind of light will the container receive? You can select plants that thrive in full sun without sunscreen or varieties that need to be placed in a shady spot. When combining plants

you'll want to be sure you're not mixing these together. Also, choose plants that have similar watering needs and won't outgrow your space. This all sounds complex but there is a wealth of information on the plant tags or you can ask for help from the garden center experts. Some growers even offer plans for mixing plants in containers to help create stunning combinations.

Next choose the container. This can be almost anything but there are some things to consider. First, it needs to be large enough for the plants. It needs to have holes to allow water to drain from the bottom and should not be so heavy that you can't easily move it. After that the only limit is your imagination.

Now you'll want to choose just the right high quality potting mix. Select one that is not too heavy or too light and definitely don't take soil from the garden for your containers. This is usually too heavy and can bring bugs and weeds that may cause



Giveaways and special discounts will be in effect all day on Laguna products!

LAGUNA POND DAY!

April 26th, 2014 • 10 AM - 3 PM

with Dan Berg & Tom Hodgins

Brock Farms
Colts Neck



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Laguna
Beautifully simple water gardening

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FOR ADDITIONAL SAVINGS ON LAGUNA PRODUCTS SEE PAGE 20

big problems down the road. This is important because the right mix retains moisture, but does allow for drainage. It is light so it will not become compacted and is pleasing to touch. Once you place your hands in a high quality potting mix and give it the 'touch test' you'll never want anything else.

Be sure to look for the word mycorrhizae on the label. These are beneficial fungi in the potting mix that attach to plant roots and help open up more places for water and nutrients to be taken up by the plants. This helps the plants grow bigger faster for maximum enjoyment. Don't even think about a mix without them!



Espoma Organic All Purpose Potting Mix is a rich blend of peat moss, humus and perlite that is enhanced with mycorrhizae. Plants thrive in this rich blend of all natural and organic ingredients so a successful container is ensured. And don't forget that you can plan for successful planting in the landscape with Espoma Organic Garden Soils.

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We carry many varieties of pots, soil, raised beds, seeds and flowers with a friendly, knowledgeable staff to answer questions and get you just what you need at a great price. Visit us today and see why Brock Farms beats the big-box stores every time!

Container gardening is easy and offers almost unlimited possibilities. Follow these simple guidelines and you'll be rewarded with beautiful plants, colorful blooms and maybe a fresh harvest for your family to enjoy.

Simple Growing Tips:

Repotting: House plants require regular repotting for optimum growth. If your plant is not growing, or if you see roots growing from the drainage holes at the bottom of the pot it's time to repot to a larger container. Follow directions for planting above.

Watering: Avoid overwatering by allowing the soil to dry to the touch between watering. Use a tray or saucer to catch water as it drains from the bottom. Do not allow plants to stand in water. Outdoor container plants can require frequent watering (once per day in hot, dry conditions).

Light: Some plants thrive in direct sun exposure while others prefer shade. Check plant tag or consult your local garden center to determine preferred exposure.

Feeding: Frequent watering can easily leach nutrients out from the root zone. Feed outdoor plants monthly during the growing season with Espoma Plant-tone beginning 4 weeks after planting. Use Gro-tone®, a natural liquid plant food for indoor plants.





When you use the original, it shows.



Plants have been thriving on our organic plant foods ever since we originated them for gardeners in 1929. Now you can treat all of your indoor and outdoor potted plants to our Organic Potting Mix. It's a rich blend of the finest natural ingredients to help grow larger plants and more abundant blooms. And because it's approved for organic gardening, our soils are safe for kids and pets.

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Algae Control

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SEASONAL LAWN CARE

We all want to have a beautiful, thick green lawn that we can be proud of. Start the year off right by following these seasonal lawn care tips and you can have the lawn of your dreams!

Spring

The first thing you should do in the early spring is to test your soil. Most lawns suffer from low soil pH which contributes to many common lawn problems like bare spots, fungus, moss and other issues. Optimum soil pH for growing grass is between 6.0-6.7. If the pH is too low apply a calcium product. If it is too high apply a sulfur product. Next seed your lawn with genetically superior grass seed. Remember your lawn will never be better than the grass seed you use to establish it. To achieve maximum germination be sure that the grass seed is in firm contact with loosened soil. Lightly rake



the seed into the soil being careful not to cover the seed with no more than quarter of an inch of soil. Keep the new seedlings moist for a few weeks while the seed begins to germinate. Apply a new seeding fertilizer the same day you seed to give the new seedlings the nutrients they need to get started. If you are not seeding use a traditional fertilizer on the lawn to give it the jump start it needs in the springtime. It is best to wait six to eight weeks between fertilizer applications so you do not over fertilize the lawn.

Once the new lawn has been mowed three times apply a crabgrass control that contains Dimension which provides pre and post emergent control of crabgrass. Applying crabgrass control later in the spring means you will allow your new lawn to be established and extend your crabgrass barrier into the summer months when it is germinating. Crabgrass does not grow in the shade



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so only apply crabgrass controls to the sunny parts of the lawn. If broadleaf weeds are a problem apply controls when the weeds are actively growing in the spring. Many weed controls do not allow you to seed for four weeks after applying so be sure to read the directions.

Summer

Summer is the most stressful time of the year for lawns because of the heat, humidity, drought, insect activity and fungal diseases. If your lawn has suffered from grubs in the past apply a grub control product now. Remember that grubs are not usually found in shady areas so only apply the control in sunny spots. If you see evidence of fungus on your lawn apply a fungus control. Watering early in the day can help avoid further fungus growth.



One of the most important things you can do for your lawn in the summertime is to give it a gentle feeding by applying an organic lawn fertilizer. This will help keep the lawn healthy and green through the summer.

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We carry a huge selection of Jonathan Green, Scott's and Espoma fertilizers and grass seeds with a friendly, knowledgeable staff to answer questions and get you just what you need at a great price. Visit us today and see why Brock Farms beats the big-box stores every time!



Fall

Fall is the best time to seed and fertilize your lawn. The ground is warm and the days are cooler allowing grass seed to thrive. Consider seeding and fertilizing your lawn around Labor Day. Be sure to rake leaves off of the lawn as they can reduce the amount of air, water and sunlight that reaches the grass. Use a traditional new seeding fertilizer or organic lawn fertilizer the same day you seed. Keep the new seedlings moist and mow when the new grass is around 3-4 inches tall. Don't forget about the soil pH! Apply any necessary calcium products when you seed. A second fertilization around Halloween will help the grass establish strong roots that will help it get through the cold winter months. Continue mowing through the fall until about Thanksgiving. When you do your final mowing cut the grass around two inches high.

Winter

Stay warm indoors and start thinking about your lawn care program for next spring. Good luck and happy growing!

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The Basics Behind Natural Looking Ecosystem Ponds

Ecosystem Ponds

How To Build A Pond, seems to be a frequently asked question in today's day and age, what with **Extreme Home Make Over**, HGTV, P. Allen Smith and all of the other "Do-It-Yourself" television programs that are flooding our airways.

Once you finally decide that you want a beautiful waterscape to come home to, the next step is to come up with a pond design that works for you. This pond design can be a front yard waterscape with curb appeal or a Backyard Waterfall creating your own private get away.

An ecosystem encompasses all the parts of a living environment, including the plants and animals, AND the non-living components, such as water, air and the sun's energy. A pond's ecosystem begins with the water as the base. Everything found above the base is completely dependent, either directly or indirectly, on water.

Biological filters work to create an ecosystem by using bacteria to break down pond wastes, converting them into harmless particles that will be used as aquatic plant fertilizers. Housed inside the biological filter are from one to three filter mats. The filter mats will aid in the building of a bacteria colony. To add additional media, we recommend that you install several sets of BioBalls inside this unit. Again depending on the size of the biological filter you will need from one to four sets. Both of these types of media will allow the bacteria colony to grow and mature.



Ecosystem ponds can be easy to understand if you have a good grasp of what components go into a basic, functioning ecosystem. An ecosystem pond works with Mother Nature to provide food, shelter, and safety to the wildlife around it. It also provides you with an all-natural, low-maintenance piece of paradise. It's important to remember, however, that every piece of the ecosystem puzzle must be present in order for a true ecosystem to be in place. Eliminate one of these elements and you've got an unbalanced ecosystem that won't be so low-maintenance anymore. Check out the things you'll need to get your ecosystem pond fired up.

Circulation System

Circulation System is really just a fancy way of saying "pumps and plumbing." The proper size pump and pipe diameter are extremely important for the aesthetics of a water feature. More importantly, an efficient circulation system

keeps the water moving and provides the necessary oxygen levels for healthy fish and plants.

A proper Filtration System includes the use of both a biological and a **mechanical skimmer filter**. A biological filter provides surface area for beneficial bacteria to colonize and remove excess nutrients from the water. A mechanical filter will not only pre-filter the water and house the pump, it will also skim debris from the water's surface to prevent the accumulation of organic materials on the pond floor.



Biological Filtration System

The primary goal of a **biological filter** is to reduce the level of nitrogen compounds in the water in order to maintain the balance of the pond and limit algae and pathogenic growth. Water quality can be threatened by natural ground water run off, decaying plant particles and **too** many fish.

The first part of mechanical filtration starts with the **Skimmer Pre-Filter**. Skimmer units work much like a pool skimmer: they collect surface debris, and pre-filter water pumped into the Biological Filter. The circulation pump sits inside the skimmer, thus removing from the bottom of the pond, drastically reducing the maintenance needed to unclog the pump in most pond designs.



Skimmer Pre-Filter



Skimmers come in all shapes and sizes, but they are all installed in the same type of way. They are dug into the side of the pond, with rubber liner attached with a faceplate with silicone to create a watertight seal.



The water that enters the skimmer is pumped up through the biological filter unit, through the filter media and microscopic bacteria located in this media go to work scrubbing the pond clean of green water. Lava Rock or BioBalls are located in this unit. By combining both mechanical and biological filtration, the Ecosystem does the maintenance for you, reducing your work and increasing your enjoyment.

Biological Filter



In the past, people have used the Lava Rocks in mesh bags on top of these mats. We have found, in our research that the lava rocks will eventually clog and recommend they be replaced every two years. These rocks are also heavy and cumbersome to remove and clean. **Bioballs** are easier to handle and will hold more good bacteria. To guarantee that you have seeded the bacteria into the filter media in the Biofalls, it is important to use the beneficial bacteria on the start up of your system in the spring and continue to use on a regular basis throughout the growing season.



Bioballs



Waterfall Source

The biological filter is also the source of your waterfall and/or stream. Besides being the source of the good bacteria colony, it also works for you by making it easier to build a great waterfall.



Now that you have an idea on how the circulation/filtration system works, the next step is to find the location for your new pond. In most cases, where you put your pond determines how much enjoyment you get out of it. Ponds situated closer to the house have a greater visibility from patios or decks, which tend to be closer to doors and windows that look out on the backyard.

Ponds can also be installed close to the entryway to your home. Entryway water features greet your visitors with a peaceful setting, and leave a lasting impression on them as they leave.



Most major manufacturers offer pond kits to create all sizes of ponds. They come with everything you need, except the rocks! Deciding on the kit you need depends on how big you are planning to build your pond.

Digging The Hole



Digging the hole is one of the most important factors in starting your pond. When digging your pond, deeper is not always better, and 2' deep is about the average.

Basic Ecosystem Pond Design



When digging the hole you should dig shelves into the pond, these shelves will determine where your larger rocks will go inside the pond. Start off by digging the entire pond to a 1' depth. Throw your dirt that your digging in the area where you want to build your waterfalls. This dirt will serve as your planting area, and will be used for backfill behind larger boulders in the waterfall.

Installing The Liner



After you excavate your hole, installation of heavy duty underlayment fabric is recommended under the rubber liner. This helps to protect the liner from any sharp rocks, or roots that may still be in the ground under the liner. Step in the liner on the shelves being sure to leave slack so the weight of the boulders doesn't stretch the liner.

Installing The Rocks



Here is where you will need to dig deep inside you and pull some creativity out of your artistic side. Starting at the bottom of the pond, install the larger rocks against the shelf walls and work your way around the first shelf. To make sure your boulders don't move around, use small softball sized rocks to fill up the space in-between the larger boulders to help secure them.

Building The Waterfall



The waterfall is the hardest part of the whole process. Understanding how the water flows, and where it's going to go, is key to ensure you don't have any leaks. And, bigger or taller falls... is twice as hard to make look natural. Remember to try and keep the height of the waterfall proportionate to the size of the pond your building. Start by placing two larger boulders on each side of your biological filtration unit. Then start filling the gap between them with flatter rocks to create a cascading look.



The single most important component of building the waterfall, is the expandable foam used behind the rocks and between the boulders. This foam ensures that the water for your waterfall flows on top of your rocks, and not behind them. Most pond kits come with a can, but if you run out do not use construction foam from Home Depot. It is not fish safe, and may have tragic effects on your new finny friends.



EDGES, EDGES, EDGES !!! I Can't stress enough the importance of hiding the edges of your liner. There are way to many tricks to list, but the most important obviously is to not have any leaks ! 90% of all leaks are due to either, low pond edges from settling, or a low edge in the waterfall area. Even the smallest leak will eventually become a larger problem, so pay close attention to how you hide the liner. Some say, "hiding the liner is where the true art-form lies" I would agree !

Pay close attention to making sure the rocks, or boulders at the edges of the pond are sturdy, and can be stepped on safely. People will automatically gravitate toward your pond, and kids will eventually climb on the rocks to get closer to the waterfalls.

The whole point of creating a natural looking ecosystem pond, is to avoid seeing the components as much as possible, and masking the liner with natural materials to give it more visual appeal. We use a combination of rocks, gravel, mulch, moss, stumps, logs, and plants to hide as much of our edges as possible. This helps to blend the pond seamlessly into surrounding landscape, so get creative!

The finishing touches on any installation are an essential part in the overall enjoyment of any new pond installation. Aquatic plants, Fish, Underwater Lights, Benches, & Fire Pits are just some of the things that can enhance your project.

Well, there you have it, you now have the basics ! Go get yourself a pond kit, & order some rocks... Oh ! Remember to have fun ! Now get to digging !!!



Article by ; BJ Linger
Owner- BJL Aquascapes, Colts Neck, NJ
Master Pond Builder
Certified Aquascape Contractor

BJ has been building & servicing ponds and water features of all shapes and sizes since 1999, and has built projects in over a dozen states, as well as two projects in Ireland, and one in Cabo San Lucas Mexico. He has taught dozens of contractors how to build ponds, and regularly participates in continuing education to his craft. He is the past recipient of Aquascape Inc's "Water Feature Artist of The Year" in 2011. And is widely regarded as one of North America's top water feature designers. He has built or designed projects for the best of the best in the industry. And his companies passion for having fun & building and designing water features is very evident when you speak to them. Come and see his basic Ecosystem Pond at our Colts Neck Location

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ON BONIDE SEE PAGE 20**

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Chef Jeff

Over the past decade, home-grown edibles have become a mainstay at great garden centers across the country. Here in New Jersey, edible gardens range from a window-box of tomatoes in urban centers, to expansive backyard farms. To be successful, regardless of size, the home-gardener needs to have a few key ingredients: the right plants that fit their requirements, a little bit of know-how, and a great retailer committed to providing broad selection (and knowledge) of edibles. Brock Farms does this by offering the Chef Jeff® line of vegetables and herbs.

Any discussion about Chef Jeff® must begin with tomatoes. When most Americans think gardening, tomatoes are the first thing that comes to mind. Not to mention, even the most novice gardener can generate a few fruit from a tomato plant. Chef Jeff® breaks tomatoes down into four main groups.

Standard – These are tried and true varieties that we know and love. From garden staples like ‘Roma Plum’ and ‘Sweet 100’ to more adventurous selections like ‘Golden Boy’ and ‘Beefsteak’.

Heirloom – For people looking for that old-world flavor, heirloom vegetables are a window into the past. They deliver the flavor of yesteryear with seed strains that have remained unchanged for nearly a century (and sometimes longer). The leaders of this pack are ‘San Marzano’ and our local favorite, ‘Rutgers Select’.

Premium – The newest cultivars, most interesting colors and flavors, or just a tomato that you won’t

find most places. Use these tomatoes to set your garden apart from the rest with favorites like ‘Grape Tomato’, ‘Sungold’ and more.

Grafted – And for the gardener that wants the maximum yield from their garden, Chef Jeff® offers a selection of grafted tomatoes that bind together an heirloom top with a super-vigorous, disease-resistant root system. The result is a tomato plant that will yield double the tomatoes of the standard seeded strains.

Peppers are another place where variety holds the key gardening happiness. From mild and sweet to tongue-melting hot, we all have a preferred flavor and heat level. Just like tomatoes, Chef Jeff® offers standard, heirloom, and premium varieties of peppers. Among the more than two-dozen varieties available, some important ones to look out for are:

‘California Wonder’

– Often touted as the best bell pepper in the world, this variety boasts large, glossy peppers with great disease resistance and stellar flavor.

‘Italian Roaster’ – For anyone looking for great Italian long-hot peppers, this variety will yield numerous peppers and deliver the





TOMATO FEST!

May 15th, 2014

Brock Farms
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Everybody knows, New Jersey is home to some of the best vegetable conditions in the country. So why not take advantage? Chef Jeff® has what you need to create the garden of your dreams.

From peppers to tomatoes, basil to broccoli, visit Brock Farms throughout spring to get the full potential from your back yard.

For more information, visit www.BlewLabel.com/ChefJeff
Chef Jeff® - Cultivating Happiness

FOR ADDITIONAL SAVINGS ON CHEF JEFF PLANTS SEE PAGE 20

flavor that you often pay for at your favorite restaurant.

'Fooled You' – A new premium variety that looks and tastes just like the classic 'Jalapeño', but without the heat. If you love the flavor of 'Jalapeño', you can now add it to your dishes while controlling the spiciness.

'World's Hottest Pepper' – If you're looking for the hottest of the hot, then this Caribbean chili pepper will get your eyes watering and your sweat rolling. Only for the discerning capsaicinophile!

Chef Jeff® vegetables go far beyond tomatoes and peppers. The line also includes many selections of cucumber, eggplant, beans, corn, squash, cold crops (such as

broccoli, cabbage, and lettuce), and fruit (including melons and strawberries). The complete Chef Jeff® offering can have your backyard providing nourishment from April through the end of summer. And, as always, variety is the key. From heirlooms to premiums, there's a little something for everyone. To get everything you want from your garden, try these favorites:

Lettuce 'Spring Mix' – Given what you pay for this premium greens blend at fancy restaurants, you could have a garden full of 'Spring Mix' yielding night after night of nutritious and flavorful salads.

Pole Bean 'Kentucky Wonder' – This heirloom green bean has remained unchanged for more than a century. If the flavor's not broke, don't fix it.



Eggplant ‘Rosa Bianca’ – An old-world variety that is nearly impossible to find in a super-market. Its taste is beyond compare, and its bright lavender/pink color makes it almost as beautiful as it is flavorful.

Strawberry ‘Dippity Do’™ Who can resist large luscious strawberries dipped in chocolate? This June-bearing variety is the perfect size and texture for dipping (or for eating right off the vine).

And to perfect your home-grown flavors, herbs are the ultimate companion plants. They put the sizzle in your stir-fry and the goodness in your gravy. In addition to classics like mint, oregano and rosemary, Chef Jeff® offers a full selection of great flavors like seven flavors of Basil, two flavors of lavender, four different types of sage, three flavors of thyme, and many others. A few worth highlighting are:

Chef Jeff’s Herbal Tea Collection – Complete with recipes for success, these herbs can be brewed for the perfect cup of tea. Flavors include Chamomile and Lemon Verbena, to name a few.

Chef Jeff’s Summer Coolers – If you’re in to entertaining and want to show off your garden, these drink concoctions of Chef Jeff’s creation are the perfect choice for you. Look for favorites like ‘Mint Mojito’ or try something adventurous like

‘Rosemary Honey Lemonade’.

Variety is the spice of life (and your garden). That’s what sets Chef Jeff® apart from box-store brands. For instance, nowhere else will you find Salsarific™. This line gives you everything needed to create your perfect salsa blend. From the proper varieties of cilantro and tomato, to the exact level of heat you desire, Salsarific™ is a one-stop-shop for salsa-lovers and garden enthusiasts alike.

New for 2014, keep an eye out for Chef Jeff® Wok Stars™, a fun collection of Asian cuisine-inspired vegetables. With selections like super-hot Thai chili peppers, pakchoy, and edamame, just to name a few, Wok Stars™ has everything you need to create the garden of your (stir-fried) dreams.

Growing edibles in your backyard can be easy, fun, and extremely gratifying. Consider taking something you have grown from a small plant into a dish on your dinner table. Few things could feel better than that. Not to mention, studies show that people who garden live healthier lifestyles. So go outside, get some Chef Jeff® plants, and enjoy the fruits (and vegetables) of your labor. New Jersey has some of the best soil for growing fruits, herbs and vegetables in the world.

Why not take advantage of it?

Bob Blew is part of the third generation of the Blew Family to own and operate Centerton Nursery, Inc. in Bridgeton, New Jersey. He has spent time working on the family’s farm since the age of seven. In the meantime, he received a degree from Penn State University and completed the New Jersey Agricultural Leadership program. He now spends most days breeding daylilies or flying around the country finding new and interesting plants and edibles.



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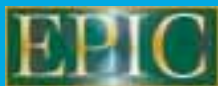
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2014 BROCK FARMS EVENTS CALENDAR

DATE	EVENT	LOCATION	TIME
Saturday April 5th	New American Lawn Day! with RICH IMLAY FREE SOIL TESTING!	Freehold	10:00 AM - 1:00 PM
Sunday April 6th	Love Your Lawn Love Your Soil with RICH IMLAY FREE SOIL TESTING!	Colts Neck	11:00 AM - 2:00 PM
Friday April 11th	Picture Perfect Lawn Day! with ED BLOMQUIST	Freehold	10:00 AM - 6:00 PM
Saturday April 19th	Keep the Deer Away Day! with ALAN GOODHART FREE DEERSCRAM - First 20 People!	Colts Neck	10:00 AM - 2:00 PM
Saturday April 26th	Laguna Pond Day with DAN BERG & TOM HODGIN DISCOUNTS & GIVEAWAYS!	Colts Neck	10:00 AM - 3:00 PM
Saturday May 10th	Indoor Horticulture Day with ANDREW VOLPETTI FREE PHILADELPHIA PRETZELS!	Colts Neck	10:00 AM - 2:00 PM
Thursday May 15th	Tomato Festival GROWING THE BEST TOMATOES with RICH IMLAY	Colts Neck	5:00 PM - 7:00 PM
Saturday May 17	Perennial Gardens Day EVERYTHING ON PERENNIALS with TIM BLOCKSOM	Freehold	10:00 AM - 2:00 PM
Saturday June 7th	Music Appreciation Day Come swing with Jimmy Nicoletti & The Colts Neck Swing Band	Colts Neck	2:00 PM - 4:00 PM

*Event dates and times subject to change or cancellation. Please call to RSVP for events.

CALL FOR FUTURE EVENTS & OTHER UPCOMING SEMINARS!

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FOR ADDITIONAL SAVINGS ON LIQUID FENCE SEE PAGE 20

INDOOR GARDENS

Thrive Year-Round with

HYDROPONICS!

By Laura Kolnoski

Hydroponic Gardening is sweeping the planet, for good reason! Governments, companies and individuals are expanding their use of and research into the latest trends in hydroponics. In addition to quickly, efficiently and economically providing healthy, abundant fresh food for the world's population with minimal ecological impact, new techniques in this gardening revolution promise lush, verdant greenery and produce in your own home every season of the year, regardless of the climate!

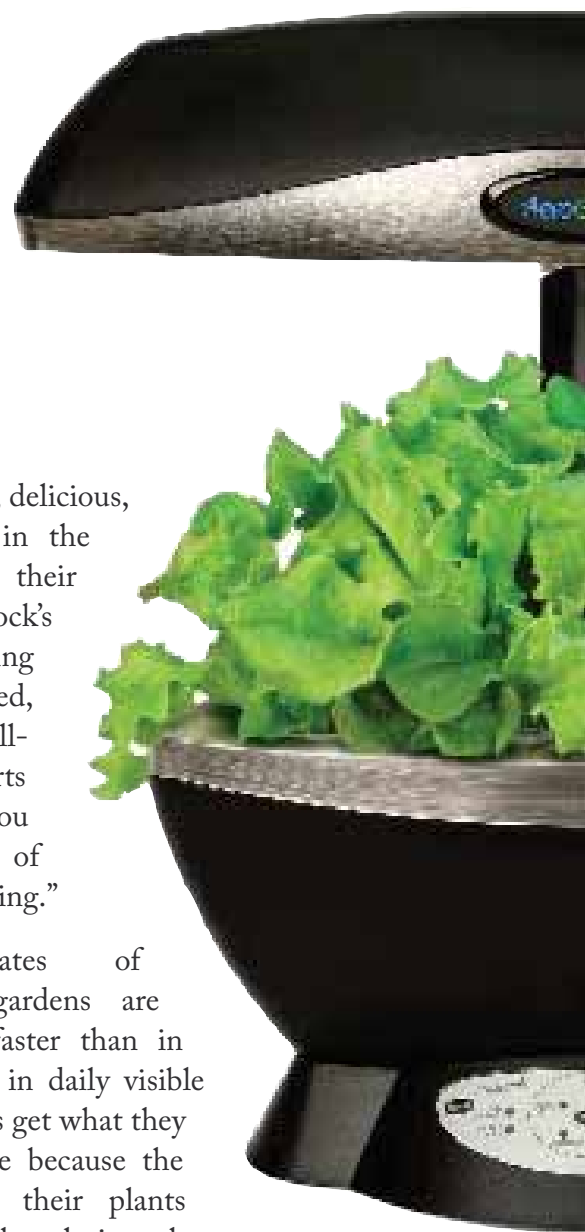
During our recent snowbound winter, imagine having ripe, juicy tomatoes and colorful lettuces for your salad. With hydroponics, which feeds and nourishes plants with a water-based nutrient solution instead of dirt, indoor crops grow faster and yield more. Your success, and the vigor of hydroponic plants, is simple and easy to control with the right equipment and instruction. Eddie Brock, Jr. saw the benefits of hydroponic gardening early on, connected with the best suppliers, learned all he could and brought his best discoveries in products and equipment to Brock's Colts Neck three years ago. Since, customers are reporting spectacular results and complete satisfaction.

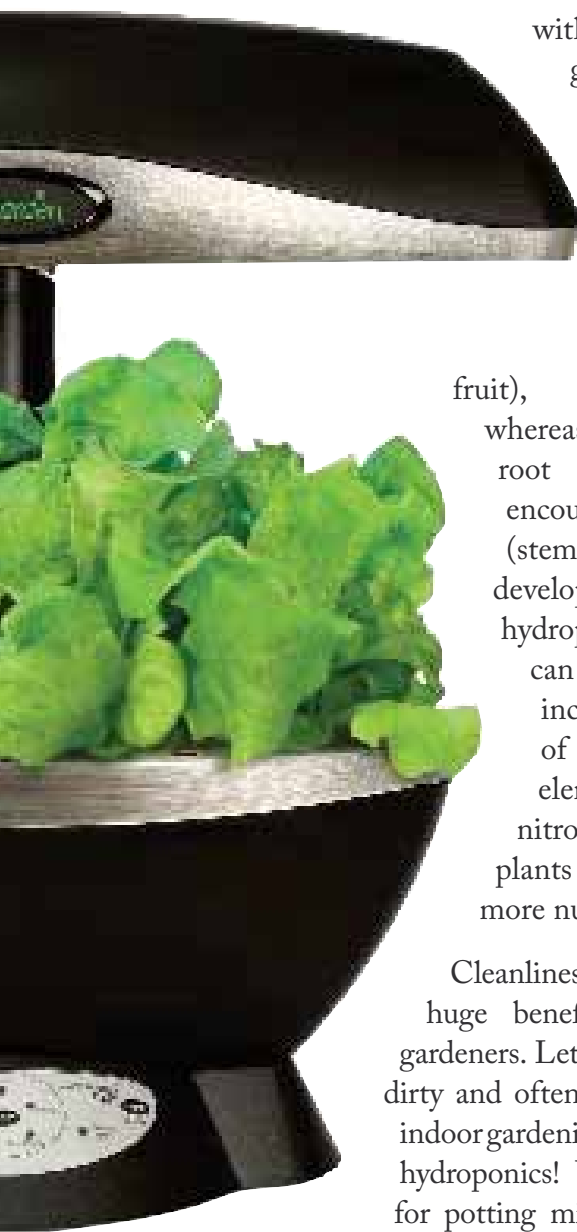
"Interest in hydroponic gardening is growing among our clientele, along with their high-producing indoor gardens," he said. "It's an important niche in the next generation of gardening options, especially in the Northeast due to our long, cold winters. Our customers who have enthusiastically embraced hydroponics are defying the seasons by

growing large, delicious, edible crops in the comfort of their homes. Brock's has everything you need, including well-trained experts to guide you to the future of indoor gardening."

Growth rates of hydroponic gardens are up to 50% faster than in soil, resulting in daily visible growth. Plants get what they need to thrive because the grower feeds their plants a nutrient-rich solution that contains all the elements plants need. In soil, a plant expends much of its energy producing large root structures to nourish itself. Hydroponic plants develop smaller root structures because everything they need is in the solution and the air. Energy left over goes into development of the plants' stems, leaves, flowers and fruits. More leaves = more photosynthesis, making more energy available to the plant; resulting in impressive growth rates and yields. New and advancing technology is making this process easier than ever!

Hydroponic growers can easily control their plants by changing the amount of moisture available in the root zone; much easier with hydroponics than





with soil-based gardening. A dryer root zone will push plants towards generative (flowers and fruit), development whereas a wetter root zone will encourage vegetative (stems and leaves), development. With hydroponics you can instantly increase the levels of nutritional elements like nitrogen to your plants by adding more nutrients.

Cleanliness is another huge benefit for indoor gardeners. Let's face it, dirt is dirty and often a deterrent to indoor gardening, but not with hydroponics! With no need for potting mix, hydroponics uses clean, inert growing media.

There is also lesser risk from soil-borne diseases such as fungi and viruses. Growing plants in hydroponics typically uses 80 - 90% less water than conventional agricultural methods.

Join the Worldwide Trend of Hydroponics!

Internationally, scientists are utilizing, studying and expanding hydroponic gardening techniques to help feed the world, even in desert conditions. The increasing popularity of hydroponics, combined with new developments and the need to combat ecological woes like soil degradation and drought has helped spread popularity of hydroponics. Agricultural discoveries and knowledge being



gained daily makes real the possibilities of growing food anywhere, regardless of climate, soil issues, insect infestation or drought ~ with no harmful pesticides!

Since 1982, amazing hydroponic discoveries have been advancing at EPCOT at Walt Disney World in Florida. One of the worlds' most state-of-the-art hydroponic gardens is located inside the "Living with the Land" attraction, where students and experts from all over the planet come to study the latest techniques. At the end of the boat ride showcasing American agriculture, visitors enter a thriving hydroponic garden, which supplies abundant fresh fruit and vegetables for many park restaurants. The bountiful gardens include huge colorful produce; some hanging from the ceiling, others sprouting from piping on the sandy ground. A water garden nourished by fish swimming underneath enhances this living science success that pays tribute to EPCOT's full name:



The Experimental Prototype Community of Tomorrow. One visit demonstrates the ease, value and benefits of hydroponic gardening, which can be easily duplicated on a smaller scale in almost any spot in your home, including your basement.

This year's Grow 2014 Hydroponic Show in London, England, promises to be bigger and better than last year's successful international showcase event. Holland, France, Israel, Australia and Canada have embraced hydroponics with exceptional results. Some hydroponic farms reportedly produce eight times more plants per square meter than would normally be produced in soil. A hydroponic facility may be a

small family farm or an industrial giant, utilizing simple low-tech methods or high-tech computer control. Hydroponics is also becoming increasingly popular in rooftop farming, especially in urban areas where space is limited.

Other advantages include limiting erosion, aiding water conservation, few or no weeds, recycling of water, less disease and bacteria and higher, more stable yields. Today's simplified hydroponic techniques are easy to understand and do not require any prior knowledge to achieve concrete results.

BROCK'S GARDEN WORLD COLTS NECK

Your Hydroponics Headquarters!

At Brock's, it's easy and economical to get started with the latest in proven successful plants and supplies. Let Brock's experienced team show you the way to more healthful living through hydroponically growing your own produce year 'round. You'll eat better, feel better and experience the joy of having the freshest crops anytime. Hydroponics lets you live in harmony with your surroundings while growing amazing, nutritious food with a minimal ecological footprint ~ an excellent start to a promising tomorrow. Stop in and learn how to get started today!



**INDOOR
HORTICULTURE DAY**

May 10th, 2014

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Colts Neck

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OPEN AD SPACE

WHY WE FEED

Plants can't grow on air, water and light alone. They also require nutrients. Just like you need vitamins and minerals to grow strong and stay healthy, plants need nutrients to help them grow and develop properly.

A healthy plant produces bigger, brighter flowers and more fruit and vegetables than an unfed plant. It is also less likely to be affected by insects and diseases.

Where do nutrients come from?

Plant nutrients occur naturally in garden soil and come from the breakdown of minerals and plant and animal material.

However, during the growing season, plants can take up soil nutrients through their roots faster than they can naturally replenished. So, in order to keep plants growing strong, plant food is added to meet the demands of the plants.

What are nutrients?

Plants require 16 nutrients for proper growth and development. However, plants need nitrogen (N), phosphorus (P) and potassium (K) in the largest quantities. These three nutrients are the major components of the plant food. Nitrogen encourages thick, healthy, green foliage and plant

growth. Phosphorus helps plants grow strong roots and also play a role in flower and seed formation. Potassium stimulates flowering and fruiting of the plant. It helps the plant protect itself from drought and disease and also promotes the overall health and vigor of the plant.

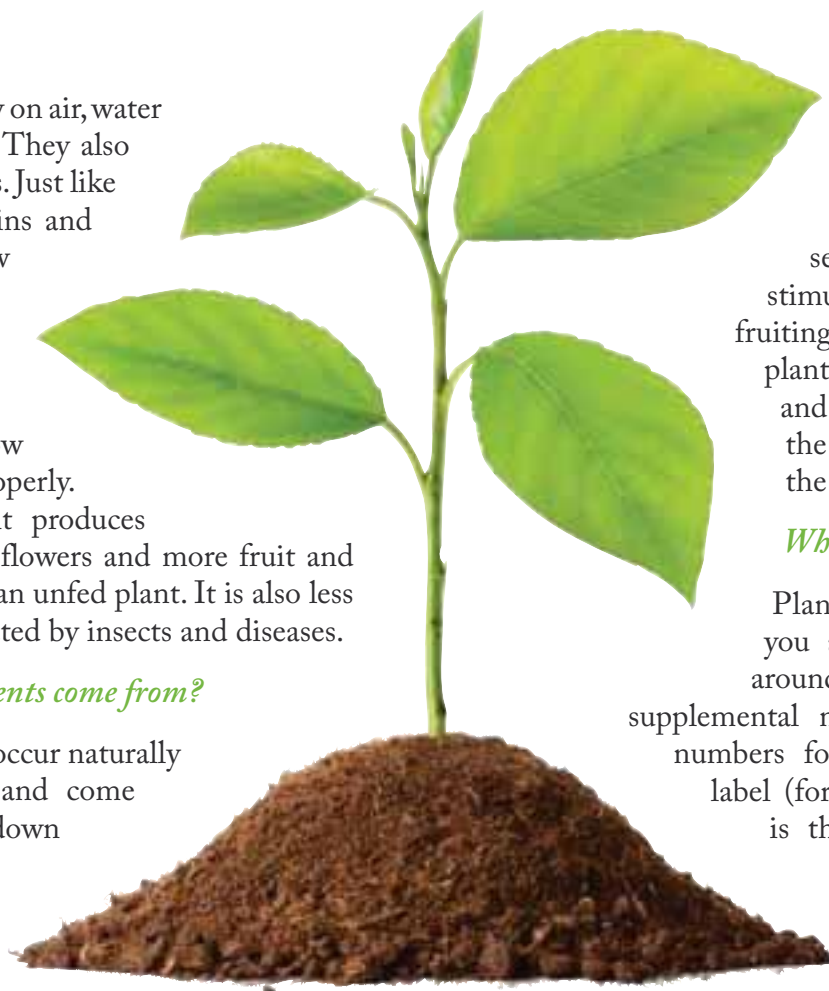
What is plant food?

Plant food is the product that you apply to your garden soil around your plants to add supplemental nutrients. There are three numbers found on every plant food label (for example: 20-20-20). This is the N-P-K value and tells you the percentage of nitrogen, phosphorus, and potassium available. Plant foods may also contain other nutrients like

iron, calcium, and magnesium. All the nutrients that are in a particular plant food will be listed on the product label. Different plant foods provide different amounts and types of nutrients; many have been specially formulated to help meet the needs of a particular type of plant.

What are different types of plant food?

Organic plant foods are made from plant and animal sources such as manures, fish emulsion, bone meal, blood meal, and compost. For plants to receive the nutrients from organic plant food, microbes that exist in the soil break down the



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animal and plant matter, releasing the nutrients. Organic plant foods not only provide nutrients to the soil, but, in some cases, they also help improve the soil structure.

Synthetic plant foods are man-made. The nutrients in the plant food can either be immediately available or released slowly over time. Synthetic plant foods come in three main forms - liquid, water soluble powders, and controlled release. Liquid plant food can be either a concentrate or ready-to-use formula. A ready-to-use plant food is already mixed with water, so it can be applied directly to the soil for quick, immediate feeding. Concentrates must be diluted with water before applying.

Water soluble plant foods in a powder form provide plants with nutrients that can be used quickly. They dissolve completely in water and provide plants with nutrients immediately after watering. Water soluble plant foods are applied with a watering can or with a hose attachment. Both liquid plants food and water soluble plant foods work faster because the nutrients are absorbed by the roots along with water. Because the nutrients are readily-available, they need to be applied more frequently, generally every 1 to 2 weeks.

Controlled released plant foods are found as pellets or plant spikes that contain nutrients protected by an exterior coating. The coating breaks down gradually when it comes into contact with water, slowly releasing the nutrients inside. They are made to slowly release nutrients to plants over a period of several months.

Whether organic or man-made, plants need supplements nutrients found in plant food to grow and develop properly, help counteract insect and disease damage, and produce abundant flowers, fruits and vegetables. Select the type of plant food that works best for you and meets the needs of the plants growing in your garden and landscape. Remember to always read and follow the label directions before use.

Dr. Amy Enfield

Consumer Horticulturist

The Scotts Miracle-Gro Company

Brock Farms Beats the Big-Box!

Both Brock Farms locations carry plant foods from Scott's, Espoma, Jonathan Green and more! Our friendly, knowledgeable staff to answer questions and get you just what you need at a great price. Visit us today and see why Brock Farms beats the big-box stores every time!

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WELCOMING BIRDS TO YOUR HOME YEAR 'ROUND

By *Laura Kolnoski*

The key to successfully attracting birds to your property, and keep them coming back, is know-how. Every thriving bird habitat requires three essentials: food, water and shelter. The types and amounts you provide determines the degree of success you will achieve. Whether you are stymied by squirrels, crave a creative birdbath, wonder which birds enjoy certain seed types or want to learn about landscaping preferred by birds and butterflies, the experts at Brock's Bird, Bath and Beyond departments, at both the Colts Neck and Freehold locations, can help.

The personalized guidance you'll get from Brock's knowledgeable staff can assist you in avoiding common, costly mistakes that could frustrate your efforts to make your yard an avian haven. Attracting birds and butterflies introduces youngsters to nature, provides beneficial environmental education and can be enjoyed by the whole family, so why not get started today?

Which Seed to Feed?

Staring at shelves of seeds baffled over which to buy? We offer some basic guidelines here, but invite you to learn more on your next visit to Brock's.

Black-oil Sunflower Seed – A great place to start, this seed provides the high fat content birds need with a good amount of meat in small shell size easy for birds to access and enjoy.

Suet – Birds who love insects also love fatty suet, an inexpensive feeding choice that can be combined with other ingredients in myriad varieties.

Nectar – Delightful hummingbirds will flock to your place if you provide them with delicious nectars that can also be attractive to orioles.

Other Foods for a Bevy of Birds – Finches, jays, nuthatches, woodpeckers and other species enjoy a variety of seed mixes. Special additives bring more



benefits and birds. Brock's experts can guide you to the specific feed to attract the birds you most want to visit.

Make Wise Bird Feeder Selections

Novice bird enthusiasts tend to select the wrong type of feeders, basing their choices on color, style, or size. The result can be damaged feeders overrun by squirrels that chase away the very birds you are trying to attract. At Brock's, you'll get the advice you need on picking the right bird feeder the first time and every time with a wide selection of styles and sizes. You can also get tips on placement and maintenance for the ultimate in bird protection while not sacrificing visibility.

The Right Birdbath for You...and Your Feathered Friends!

Birds need water for drinking and bathing. Some prefer ground level baths while others are drawn to raised and pedestal versions. Dripping water, from a dripper or sprayer, is an additional attraction for both birds and homeowners. Brock's Bird, Bath and Beyond departments carry a dazzling array of choices that accent and blend into any landscape. Keeping birdbaths clean and free of insects and algae is key, so Brock's can help you with that as well.

Brock Farms Beats the Big-Box!

Both Brock locations carry numerous varieties of bird seed, feeders & accessories. Our friendly, knowledgeable staff to answer questions and get you just what you need at a great price. Visit us today and see why Brock Farms beats the big-box stores every time!



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CLEARGUARD FILTERS SEE PAGE 20**

6 GREAT WAYS

to aerate your pond

For as long as I can remember, most pond owners have suffered through varying degrees of one or more of the following pond conditions on a fairly regular basis; excessively green water, stringy waterfalls and streams, excessive muck and sludge on the bottom of the pond, clogged pumps, filters and skimmers, and stressed, sick or dead fish. The cost to pond owners has been high - stress, worry, anger, frustration, as well as time and money, all resulting in loss of what the pond was originally built for – ENJOYMENT.

1. Breathes life into your pond - A properly sized aerator adds valuable oxygen to a pond, allowing it to better become a well balanced Ecosystem. This is the first step to total pond enjoyment.
2. Encourages the pond to work for you, not against you - Substantially increased oxygen levels will result in increased natural production of the good bacteria that compete for the excessive nutrients in your pond that cause excessive algae growth and ultimately a dirty pond. This will result in clearer water, a cleaner pond and healthier fish.

3. Reduces enjoyment-sucking maintenance – Employing a properly sized aeration system is like employing a full time maintenance person to manage your pond. Organics, like leaves, algae, grass clippings, and fish waste, etc, and nutrients, such as nitrates and phosphates, are broken down and consumed consistently and relatively quickly by high levels of aerobic, or fast-working oxygen-loving bacteria, keeping your pond consistently cleaner and healthier. Aeration will also help keep ammonia levels in check, creating a safe environment for fish.

4. Saves energy by allowing waterfall pumps to be turned off at certain times – A properly sized aeration system can maintain higher levels of oxygen than a waterfall pump, thus allowing for the waterfall pump to be used more for enjoyment, such as fueling the waterfall, and less for pond management. Especially in ponds that employ skimmers, aeration can help circulate the entire water column, not just the surface waters, increasing oxygen levels from the top to the bottom of a pond.

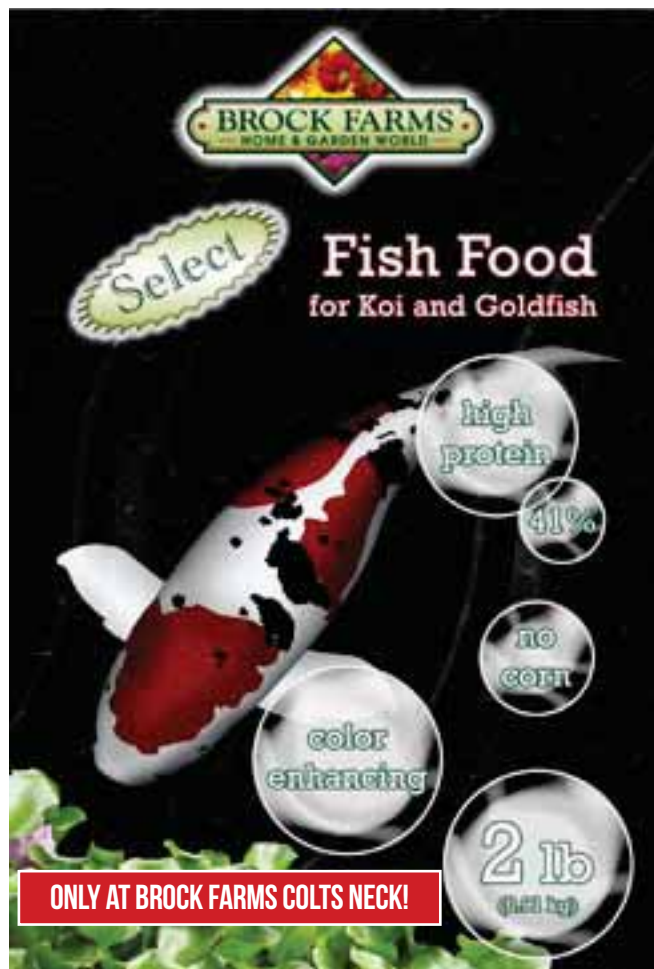
5. Replaces the need to use a heater/de-icer during the freeze months – Aeration will maintain an opening in the ice like a deicer, but does it more efficiently. It will also provide a significantly better gas-oxygen exchange, allowing for better conditions for the fish habitat.

6. Fish love it – Besides enjoying cleaner, healthier water, fish will gather around and enjoy the effervescent bubbles coming from the diffuser.

More and more people are adding aeration to their ponds, and with good reason...or 6 good reasons. Will you be the next?


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KoiAir™ Aeration Kits
For Ponds up to 16,000 gallons



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Airmax

DISCOVER CRAPE MYRTLE

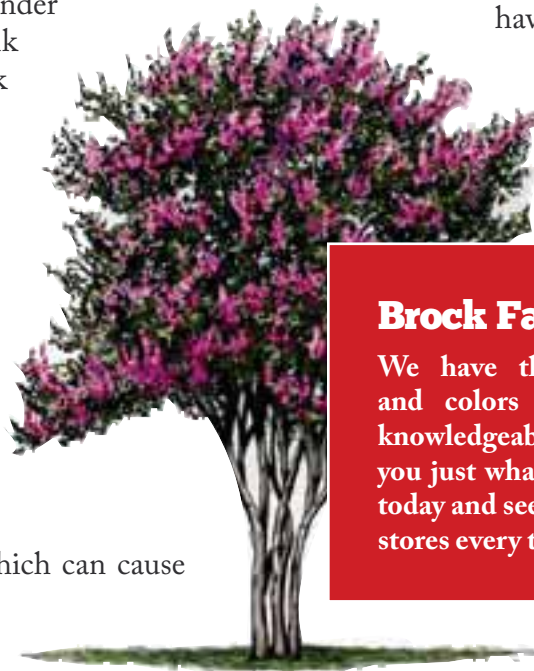
by Anthony D'Egidio of Brock Farms

There are many species of crape myrtle; the most common of these are native to Asia. In the United States, we grow two different species of *Lagerstroemia indica*, first introduced in 1747 in the southern states, which you can still find examples of aged trees planted around old home sites. Over the years, literally hundreds of selections with variations of flowers, colors, growth habits, and mature sizes have come to market.

In the 1950's, the Japanese crape myrtle, *Lagerstroemia faurei*, was introduced to the United States. This cold hardier crape myrtle has a resistance to the powdery mildew fungus, which has made it ideal to start a plant breeding program for hybridizing common and Japanese crape myrtles. Some of these hybrid varieties are as follows: Natchez (white flower, awesome cinnamon bark), Muskogee (lavender flower), Tuscarora (dark coral pink flower), Tuskegee (dark pink flower), and Tonto (reddish pink flower), which usually start flowering in late June through September. Crape myrtles are very adaptable plants, which grow best in moist well drained soils. They prefer full sun, but have the ability to take in partial shade and are drought resistant. Their blooms are most abundant in soils with low nutrients, especially nitrogen, which can cause a lack of blooms. Additional flowering can be stimulated

by fertilizing and pruning of faded blooms.

Crape myrtles are valued in the landscape because they can be used as shrubs or small trees ranging in size from 18 inches to over 25 feet. They are a handsome addition to any landscape, as they make a beautiful specimen shrub or tree, often used in groups and under planted with other ground covers flowering shrubs and evergreen plants. Crape myrtles are commonly multi-trunked; however, single trunk specimens are available. A canopy of foliage covers the top half of the tree, while the bottom half remaining leafless, exposing beautiful bark below glossy medium green leaves, which adorn the tree during the growing season, turning yellow, red orange or red in the fall. In the winter, the smooth exfoliating flaking irregular patches reveal colorful bark. The flower display is a spectacle of large clusters, from 6-8 inches in length 3-5 inches in width. The petals have a crinkled appearance, hence the name crape myrtle, blooming from mid-June through September colors range from white to shades of pink, purple and red.



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We have the largest selections of varieties and colors of Crape Myrtle! Our friendly, knowledgeable staff to answer questions and get you just what you need at a great price. Visit us today and see why Brock Farms beats the big-box stores every time!



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This is being offered at \$7,900,000.

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Accent on Beauty at Brocks

Garden fountains and sculpture have brought these elements to beautiful homes and landscapes for thousands of years. But features like these are not limited to mansions, palaces, or parks. Fountains and statuary are available to every homeowner, with designs to complement virtually any style or taste.

Brock Farms offers one of the most extensive and varied selections of fountains and statuary anywhere. From large-scale classical designs to sleek contemporary styles and from woodland themes to whimsical, Brocks provides an exciting range in every category of garden art.

A beautiful fountain, statue or water feature blends the creative human element with the natural beauty of backyards and landscapes. As an accent or a focal point, a fountain or sculpture snaps the picture into focus.

So picture this...

At the top of the garden art scale are fountains. And Brocks carries only the best fountains in every medium, from lightweight resin to substantial cast stone. For example, Brocks offers an exciting array of beautiful Henri Studio cast stone fountains. Acclaimed for their originality and appeal, premium Henri fountains combine glamour with

simplicity. Plumbing or water connections are never required. Instead, these fountains operate easily by recycling water with a recirculating pump, which is included. After quick assembly, you simply plug in the pump and enjoy the delightful sound of bubbling, cascading water. Many Henri

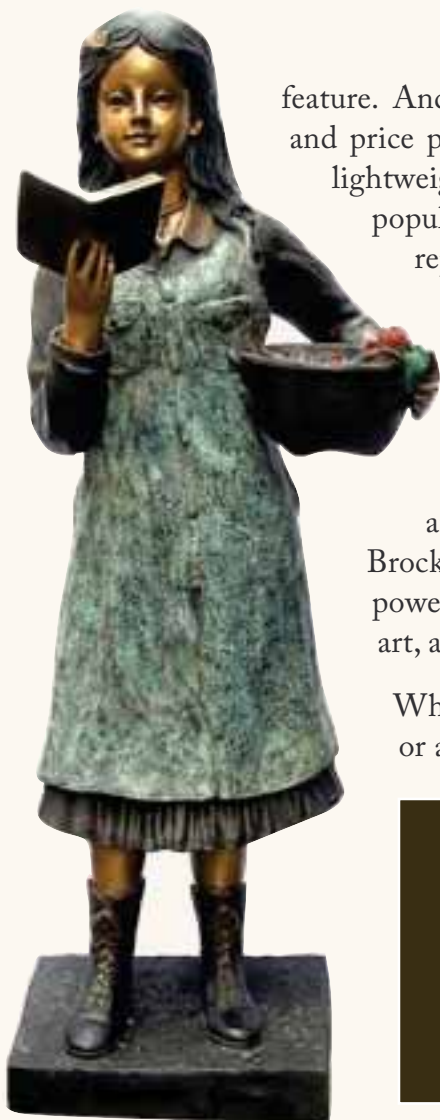
fountains also include safe, low-voltage underwater lights for hypnotic, shimmering night time effects.

Sparkling fountains can be used as major focal points in the landscape, the traditional image. But these days Brocks also offers a huge selection of fountains in smaller sizes suitable for almost any spot, including decks, balconies, porches and patios. Brock's Henri range includes their popular Patio Fountains that bring the tranquil sense of bubbling water to virtually any area of the home.

Yes, fountains are for beauty, interest, serenity . . . and nature. Gently bubbling, flowing and cascading water features attract birds, butterflies and other wildlife to your landscape, connecting your outdoor lifestyle to the natural world.

Although fountains may be the pinnacle of garden art, elegant sculpture has always been a welcome landscape





feature. And just like fountains, statuary comes literally in all shapes, sizes, styles and price points—all available at Brocks. Brocks offers an almost limitless range of lightweight resin and genuine cast stone garden sculptures, unparalleled in their popularity and versatility as landscape accents. From classical Greek and Roman reproductions to whimsical gnomes and fairies, traditional lions, and rustic woodland animals, the selection is amazing.

And for the discriminating homeowner, Brocks brings you an extraordinary range of elegant bronze sculptures. Brocks features the renowned Brass Baron line of bronze creations. Each sculpture is hand cast by skilled artisans using the ancient lost-wax method, a meticulous and centuries-old process. Besides their beautiful spouting bronze statues, Brocks offers a range of life-size bronze horses, stunning in their realism and power. These magnificent Brass Baron horses are at the apex of premium garden art, and must be seen to be appreciated.

Whether you are visualizing a whimsical accent piece or elegant water feature—or anything in between—Brocks brings you a world of wonderful choices.

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GARDENING WITH SMALL CHILDREN: GROW A PIZZA GARDEN!

by Alice Formiga for Renee's Garden
www.reneesgarden.com

Growing a pizza garden is a great way to get children outdoors and motivated to plant and eat vegetables. Our family loves homemade pizza, so my 4-year-old daughter and I have already started planning our pizza plot. So far, our seed list includes several kinds of tomatoes, peppers, onions, garlic, basil, arugula, rosemary and black beans - one not-so-traditional topping which was her idea. In the summer, when our garden is ready, we hope to host a pizza-baking garden party for her friends.

Unable to find a local pizzeria whose pizza I liked, I've become a homemade pizza fanatic. To make a crispy, chewy crust, I purchased a pizza stone. They aren't expensive and many come with a pizza cutter, a wooden paddle, and recipes for dough. Fresh mozzarella cheese has also become more widely available, and tastes better than the processed kind that many pizzerias use.

It's very easy to make your own sauce by sautéing fresh peeled, seeded and mashed tomatoes with fresh oregano, garlic and a little olive oil. Now that we have the stone, we eat pizza much more often. My daughter enjoys arranging the toppings artistically on the pie. If I am pressed for time, I buy ready-made pizza dough, mozzarella, and a can of sauce from our local coop and then added fresh vegetables or basil on top, as the entire assembly takes about 10 minutes!

Pizza Garden Design

A pizza garden can be any size or shape, and can easily be grown in containers on a sunny patio or terrace. It is most fun, however, to make it the circular in the shape of a pizza pie, with triangular slice-shaped beds containing different vegetables and herbs. If the plot is large, the slices can be divided by



narrow pathways, so that you can reach the plants in the center. In smaller pizza gardens, you can use bricks, stones, wood, mulch—or even the spokes of a wagon wheel. If you have a very small space, you could restrict the circle to compact plants like pizza herbs.

No matter how large your garden space, make sure to loosen your soil to at least a foot in depth, and amend it with well-rotted manure or compost, and a balanced organic fertilizer. If you are using containers, make sure they are big enough for the plants you plan to grow, and add granular slow-release fertilizer to the mix, since frequent watering drains nutrients quickly. Most pizza plants are sun-lovers; so need 6-8 hours of sunlight for best production and flavor.



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A LITTLE BIT OF HISTORY

Brock Farms Nursery Production in South Jersey

*by Steve Wagner of
Brock Farms*

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production nursery that

provides garden centers, re-wholesalers and landscape contractors with the highest quality balled and burlap and container grown plants available in the trade today.

Formerly the growing grounds of the Koster and Company Nurseries Division of Seabrook Farms. The Koster and Company nursery was established in approximately 1921 in Upper Deerfield, Cumberland County by C.F. Seabrook and Peter Koster. As a wholly owned subsidiary of Seabrook Farms (one of the early pioneers of frozen vegetables in partnership with the Birdseye Company) it became one of the most revered nurseries in the United States.

Koster and Company became famous for introducing the Koster Blue Spruce, specializing in boxwood, as well as introducing the newest hardy

azaleas and rhododendrons to the nursery trade of their era. Koster Nursery and the Jackson and Perkins companies are historically the reason why Cumberland County today is such a hotbed of nursery stock production here in Southern NJ.

The Koster Nursery went out of business in the late 1970's. The original growing grounds were subsequently purchased by Ed Brock, Sr. in the early 1980's and put back into nursery crop production totaling approximately 550 acres. Wholesale production of shade and flowering trees, hedging plants and shrubs then commenced. In 2004, the

adjacent Heatherhaugh Farms container nursery was purchased, adding 10 acres of additional plant selections including azaleas, rhododendrons and many additional items not available from the main field grown nursery.

Today Brock Farms Nursery division in Bridgeton, NJ supplies Brock Farms Garden World locations in Freehold and Colts Neck as well as supplying nursery

stock to our industry's premier plant purveyors and landscape companies in the northeast.

It is our pleasure to continue the tradition of the old Koster Nursery and offer you, our customers “Plants for Permanent Beauty”.



Left to right: Robert Ernst, Vickie Jamieson, Jeff Kellmyer, Steve Wagner, Lynn Lathberry



Meet the Brock Family of Garden Professionals



Ed Brock, Jr.
Owner/President



Ed Brock, Sr.
Owner/CEO



Linda Brock-Arcoleo
Owner/Vice President



Jean Brock
Owner/Secretary

In business for over 70 years, we like to think of Brock Farms as your family garden center, where you're invited to get friendly service, expert advice and great prices on all the items you need to fulfill your vision of a beautiful yard.

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FOR THE DEDICATED SERVICE OF OUR MORE THAN 100
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Nursery Manager

Debbie Schweizer
Retail Manager

John Ryan
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Kayla Spiegeland
Lynnè Rossi

COLTS NECK RETAIL TEAM

Theresa Fulgieri
Gregorio "Goyo" Diaz
Paula Martinez
General Manager

Quinn Lahm
Asst. Manager
Michael Brock
Kathy Murray
Manager

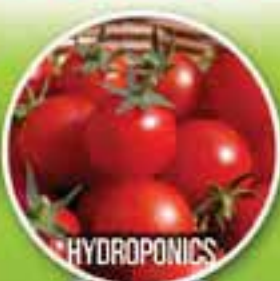


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