

ISSUE #4 | SPRING 2015

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GARDEN WORLD

MAGAZINE

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LAYOUT & DESIGN: KRISTEN ROSZKOWSKI
THE JOURNAL MAGAZINE



JOE CASTRONOVA

IN LOVING MEMORY

It is with a heavy heart that we honor and pay tribute to Joe Castronova. Joe passed away on Jan. 5, 1995; he is and always will be remembered as a true asset to the Brock Family. Not only do his children and late wife, Katherine of 61 years regard him as a family man and "The Best Dad Ever," but everyone at Brock Farms thought the world of him. Everyone that knew Joe quickly regarded him with the utmost respect!

Born April 22, 1910 into a large family, Joe worked on his family's farm at the early age of 7 until the time he married at 21 years old. He spent much time in his professional life as a farm caretaker, garden groomer and painter. Joe really had a passion for flowers and always expressed his unconditional love by planting two rows every season for his wife. After Joe retired, he joined the Brock team in the 70's.

Painting, carpentry, deliveries, assistance with the vegetable farms; there was not a task that Joe could not or would not be willing to tackle. Known to the Brock Family as Pop and Cheech, Joe worked daily with all ages and never had a problem keeping up! Brock was family to Joe too. Religiously, Joe would bring pasta for everyone at Brock on Sundays that Katherine made for the family.

This man was always well respected and is sorely missed. There are no appropriate words to fully express how fabulous Joe was to everyone! The Brock Family will always miss Joe and especially his ability to always tell a great story. He touched so many lives daily.

A MESSAGE FROM EDDIE BROCK, JR.

On behalf of myself and the entire Brock family, "Thank you!" We are excited to bring you this gorgeous, informative magazine for the 4th year in row. Your positive, overwhelming response means so much. Our enthusiastic readers continue to overjoy and motivate us to improve the edition with each passing year. Also, thank you to our family, friends and employees!

We are always looking to improve the shopping experience and based on your feedback, we continually work to make things better. My mission as a business owner and our mission as a family is to not only sell you quality; but bring you knowledge, exceptional customer service and a one stop shopping experience. We want to give you direction, advice, lead you step by step and build a long term relationship with each person that enters and/or reenters our store.

As you read through our detailed pages, there is something for every Brock shopper. From particulars to support all your questions regarding: lawn, deer versus garden control, plant food, bird feed, ponds, butterfly bushes, hydroponics, flower shading etc., we are here to help on-site daily. Also, if you are not familiar with our personal shopping options, any BROCK personal shopper is available by appointment to shop with you even after our regular hours. We are always here to take the burden out of the shopping experience.

My concentration has always been on gardening, cement statuary and pond products in both store locations. But if there is ever any product or service that you need and do not see; do not hesitate to inquire. We strive to improve our store, product selection, assistance and customer service based on your daily feedback and needs. Our goal is to remain the largest outdoor source in New Jersey. In addition to your outdoor needs, our home decor products are exceptional and unique too!

And.....if you have not visited our Freehold location during Christmas, it is nothing short of a Winter Wonderland with something for every age group! Known as NJ's Largest Christmas Shoppe from artificial Christmas trees, ornate ornaments and holiday decorations, lights, holiday statues, wreathes, Christmas collectibles, largest selection of fresh cut trees and Christmas decor; set your calendar now to visit this coming Holiday season. You will not be disappointed.

Any season, day and/or month, we are here and always aiming to surpass your outdoor needs and expectations. Whether you are looking for something specific or just want to browse, come familiarize yourself with our stores and family. Our goal is for you to enjoy every experience. Thank you again for your repeat business, time and for contributing to our SUCCESS!

Ed Brock, Jr.





THE BUCK STOPS HERE

*HOW TO KEEP DEER FROM
RAVAGING YOUR GARDEN*

By Tony Senk

There's no doubt that deer are pretty to look at, but loose in your garden, they are experts at ravaging your tender tulips and prize pansies -- overnight!

Any gardener worth his or her soil will tell you that flowers grow in inches but are destroyed by feet -- and deer hooves, too!

Between eating plants and trampling vegetation, and with bucks rubbing their antlers on young trees to remove their "velvet" and mark their territory, they can wreak a mountain of havoc, ruining the most cared-for trees, plants, or vegetable garden.

But, you can take action to prevent your flowers, bulbs, and vegetables from becoming a free and sumptuous buffet for Bambi and her pals.

Garden-saving tips range from home remedies and recipes, some of which almost sound like concoctions created by a witch doctor, to organic solutions and human exclusion techniques.

But the harsh truth is that deer eat practically anything -- and potential remedies to this ongoing deer dilemma continue to run the gamut. Some methods are more reliable than others, but one thing is certain -- gardeners need to be ever-vigilant in trying to keep a brazen buck or a determined doe from turning their garden into their own private delicatessen.

Fences are the most reliable method of keeping deer out of an area, but fences must be at least eight feet tall, because deer are prolific leapers. Some more gymnastic deer have even been known to jump 10-foot fences!

And that fence needs to reach all the way to the ground to prevent the deer from crawling under it. A

wire-mesh fence is the least expensive.

To further ensure the success of your fence, use deer tendencies to your advantage and employ a little optical trick on the deer, as well.

Since deer are a bit intimidated about jumping when they can't tell how much distance they have to clear, they're less likely to jump a fence over a narrow, long garden than a fence that surrounds a large, wide garden. The two long sides appear to be too close together for the deer to see a place to land. You can create the same illusion by installing a fence so that it slants outward away from the garden. This technique can, thus, intimidate the deer by making the fence appear wider than it really is.

Another way to discourage deer to plant deer-resistant plants, shrubs, or trees.

Signs proclaiming the sale of "plants deer hate" can be found outside most nurseries and garden centers. These plants include marigolds, forget-me-nots, catmint, morning glory, lilacs, irises, snapdragons, oleander, lamb's ears, and black-eyed Susan's. Also, deer are not fond of ornamental plants or herbs with a strong fragrance, such as oregano, mints, garlic, or chives. They also dislike shrubs with prickly leaves. On the other hand, plants such as tulips, chrysanthemums, hyacinths, and roses practically shout out to deer, saying, "Welcome, dinner is served!"

The list of shrubs deer dislike include boxwood, the butterfly bush, holly, lilac, mountain laurel, and St. John's Wort. Types of trees that deer often turn their noses up at include black locust, cedar, hackberry, hawthorn, Japanese maple, magnolia, oak, and spruce.

But again, the truth be told, deer-resistant plants and shrubs are far from foolproof because if deer are extra hungry or exceedingly curious, they will eat almost anything.

Another way to deter deer is to design your landscape with lots of open spaces, because deer look for cover before they start to nosh.

Putting up sturdy plastic netting or wire mesh along the perimeter of your vegetable garden sometimes does the trick. Sturdy posts or stakes placed every two feet will keep the wind from blowing it over, but be sure to keep it high, anywhere from six to seven feet, to keep deer from jumping over it.

Still other deer deterrents include employing motion-detector-activated sprinklers or sensor lights; stringing fishing line between posts, which can confuse a deer; and spraying organic odor-emitting deer repellents on foliage. Deer repellents are the most common way to combat this problem, and are very effective and easy to use. There are many brands to choose from and it does help sometimes to alternate brands so the deer do not get used to same smell or taste. Some repellents work on taste & some on smell, while some work on both. Most repellents you need to apply every 30 days and do not apply right before a rain. Many have unpleasant odors that a human will smell only as applying and a very short time after, while others are much less offensive and have minty fragrance. And, the final rule to keep in mind to try to keep deer out of your garden is so obvious it's almost not worth mentioning -- almost!

That is to not feed the deer. Even though Bambi looks so cute looking at you with those big brown eyes, don't feed her. It encourages deer to see your yard as a food source -- and it may also wind up aggravating your neighbors -- and who needs that!



AT BROCK FARMS

Both locations carry a long line of deer repellents and netting, including these brands: Liquid Fence®, Messina Wildlife®, Deer Scram®, Ortho®, Easy Gardener® & Predator Urines.



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JANUARY

- Feed birds and any other small creatures
- If you did not put deicer in your pond last month, do not forget
- Save fireplace ashes to reincorporate into soil
- Fertilize your yard



FEBRUARY

- Winter pruning of all trees, shrubs, fruit, and ornamental
- Transplant trees and shrubs to other portions of your property, prior to swelling
- Fertilize trees and shrubs
- Prune grape vines and kiwis
- Plant season fruit and vegetables (such as rhubarb, asparagus, or horseradish)



MARCH

- Till your garden (*add compost prior to tilling soil*)
- Apply dormant oil spray to any fruit or nut tree
- Divide and transplant summer perennials
- Prune roses.
- Cut back ornamental grasses
- Use bone meal or bulb tone to fertilize bulbs
- Clean out your pond for season



JULY

- Get a second round of fertilizer to prevent your annuals from fading (5-10-5 application)
- Fertilize Roses
- Fertilize vegetable garden (5-10-5 or 10-10-10)
- Prune shrubs after they finish flowering and new growth has hardened off



AUGUST

- Keep everything well hydrated and alive
- Dead head all flowering plants
- Take some time to figure out your fall garden scheme
- Maintain beds as weed free as possible by using post emerge herbicide



SEPTEMBER

- Plan your spring bulb display
- Plan your fall annual planting
- Divide any perennial plantings that become overcrowded and plant them else where
- Fall decorating time
- Switch to fish food for cold weather

Month by Month

*DATES & TIMES ARE BASED ON
NORMAL SEASONAL WEATHER CONDITIONS



APRIL

- Prep your annual beds
- Crabgrass preventer & lime your yard
- Plant summer flowering bulbs (*Dahlias, lillies etc.*)
- If you have a pond, set aquatic plants any time after the middle of the month
- On arbor day please visit Brock Farms and plant a tree!
- Start stocking fish in pond



MAY

- Visit Brock Farms for your annual flowers, vegetable and garden plants
- Switch to summer fish food
- For pink flowering hydrangeas work lime into the soil
- Spot treat weeds
- For blue flowering hydrangeas work aluminum sulfate into the soil
- Slugs and snails are here! Be sure to take steps to control them before they repopulate



JUNE

- Remove dead foliage from spring flowering bulbs (*after it dies back naturally*)
- Fertilize flowering shrubs immediately after they have finished flowering.
- Changing bird bath water regularly will prevent breeding of mosquito larvae
- Grub & Insect lawn control



OCTOBER

- Take steps to control slug and snail activity
- Pumpkin picking time
- Tender bulbs (*i.e. dahlia*) should be dug and stored in a cool dark area
- Gladiola corms can be stored in a paper bag



NOVEMBER

- Mulch all planting beds with 2-4" shredded hard wood mulch
- Prior to below freezing temperatures disconnect outside water sources
- Take precautions: use netting or snow fence to prevent harsh winds from damaging new planting
- Spray anti-desiccant applications on all broadleaf evergreen trees and shrubs, especially new ones.
- Heal in roses with shredded leaves or compost to help insulate for winter
- Fall fertilize and lime yard



DECEMBER

- Maintain a supply of water for birds over the winter (*if possible*)
- A small heating coil can be used in stone birdbaths to prevent the water from freezing
- Lightly prune deciduous trees and shrubs. Heavy pruning is best done in later winter
- In the event of heavy snow falls remove snow loads from evergreen branches immediately.

BROCK

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See What Our Neighbors Are Saying.



I have been to the Colts Neck store many times. It has the BEST selection of hydroponic system supplies. The staff was also extremely helpful & very knowledgeable as well.

-Robert F

Great shopping experience for a first time customer.
-Lynnette and Carole

I live in Virginia but come home every year.
The place is fantastic, if you can't find it here you can't find it anywhere.
-Linda

Came in for unusual antique and found exactly what I was looking for. Customer service was excellent with lots of help from staff in landscaping ideas and products.

-Nancy

I come here every year because the service is so good.

-Kevin

Bought beautiful mums at the Colts Neck store. Mrs. Brock has been making my Christmas bows for years. I am bringing my new daughter in law next Saturday so she can experience the Mrs. Brock bow making tradition!

-Karen

To be able to shop in one store for everything I need for Christmas is such a relief! No more running from store to store for spare bulbs, fuses, and other extras. I got a wreath restrung with new lights and a beautiful new bow to go with it! Pressure off, bring on the cheer!

-Anne

You want selection and items you won't find anywhere else?? Then this is the place. Huge variety of landscaping items from plants to decorations. Christmas selection is second to none.

-Tim



I have been going to both Brock Farms locations for years. My family always love the way they are decorated for Christmas. When we went in November to the Colts Neck Store, they were having a raffle. I entered to win a beautiful house centerpiece, by Creative Displays. I was extremely pleased, when I received an e-mail saying I had won. The staff was so welcoming, they made the experience even better. The centerpiece looks adorable on my kitchen table.

-Lilah





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Any chef will tell you the ingredients that go into your dishes are just as important as the recipes you use. With that in mind, think about the cooking isle at your grocery store. Past the endless shelves of sugar, flour and cake mixes, you come to the section dedicated to herbs and spices. Here you will find ten dollar (or more) jars containing a whopping ounce of what may have passed for an herb a few years ago in a country half way around the world. In the meantime, it has been sterilized, cooked, dehydrated, processed . . . and lost a ton of flavor along the way. With all this in mind, we all have to admit this is precisely how most of us get flavor into our meals. But if the quality of the ingredients are so important, why do we so often settle for less-than-stellar herbs and spices?

There has to be a better way, right? Luckily, Chef Jeff is at your disposal with a complete offering of herbs from every corner of the culinary world. Let me give you a few great reasons why back-yard herb gardens can unlock your kitchen's potential.

EASE OF GROWING

Many herbs, despite what most people believe, are quite easy to grow. I don't think any of us are looking for ways to complicate our lives. You may be surprised to hear it, but having a back-yard herb garden can be as simple as a large patio pot. At the end of the day, many of these plants are similar in growth in care to many garden annuals. If you can keep a decorative container of Petunias alive, chances are you can do the same with Basil, Sage, Chives . . . you name it.

GROWING LOCAL

Do me a favor and go to your spice cabinet right now. Grab a few at random and look for the country of origin. What do you see? I can almost unequivocally tell you "Grown in the USA" is nowhere to be found. The fact is an overwhelming majority of the herbs and spices we consume in this country come from countries halfway around the world.

Many of us have committed to growing some vegetables in our gardens. I'm sure plenty of you have become accustomed to having a few tomatoes or peppers in your yard. The result of which is, hopefully, a yield of great-tasting, locally-grown food. So why shouldn't this apply to herbs as well?

I'm sure many of you are thinking right now, "That's fine. I can grow fresh basil in summer . . . doesn't help me in winter." Nearly every herb in the Chef Jeff herb offering can be easily dried, stored, and used at your disposal - it's much easier than you think. Whether you air dry them in a random corner of your house or heat dry them in your oven, attaining gourmet quality herbs year-round is well within your reach.

VARIETY IS THE SPICE (OR HERB) OF LIFE

No one ever said they wanted less variety in their cuisine. With that in mind, Chef Jeff's herb selection is diverse enough for even the most adventurous eaters. And though I'm not going to name them all, there are a few that deserve your attention.

With six varieties in the lineup, basil is undoubtedly the most important part of the herb catalog. Whether it's your need for the classic sweet basil flavor or robust aroma of lemon basil, these varieties will easily find their way into your everyday cooking. Since basil is a must in any herb garden (in my humble opinion), here's a quick primer for the Chef Jeff basil offering:



CINNAMON BASIL

Flavor: spicy

Best Uses: common in Mexican, Italian, and Asian dishes (both cooked and raw) and is also used in baking cookies and pies.

Interesting Note: contains the same compound that gives cinnamon its signature flavor



LEMON BASIL

Flavor: mild lemon (*but highly aromatic*)

Best Uses: it is a must in Indonesian, Arabic and Lao dishes, but its mild flavor also makes it a great choice for fish.

Interesting Note: Highly aromatic leaves lose most of their aroma once they are refrigerated, so using fresh (or freshly dried) leaves is a must.

PESTO PERPETUO (*variegated leaf basil*)

Flavor: mild (*similar to Lemon Basil*)

Best Uses: works equally excellent cooked into fish and pasta dishes or as a colorful garnish.

Interesting Note: this variety was selected both for its variegated foliage and for its ability to grow for an extended season without bolting (going to flower) and ruining the flavor of the leaves.

RED RUBIN (*red leaf basil*)

Flavor: sweet and somewhat spicy

Best uses: this can be substituted for sweet basil wherever a colorful addition is wanted

Interesting note: because the red pigment intensifies the flavor, you do not need to add as much 'Red Rubin' as you would a standard sweet basil to cooked dishes.

SWEET GENOVESE

Flavor: sweet and very aromatic

Best Uses: a staple in Italian cuisine but also plays a large role in Greek and Chinese dishes.

Interesting Note: Can be grown in a small pot in your kitchen (providing you have a window sill with at least four hours of sun per day).

THAI BASIL

Flavor: anise/licorice

Best Uses: as its name suggest, this herb plays a big role in Thai cuisine but is also found in many Vietnamese/Cambodian dishes.

Interesting Note: it holds integrity under high heat conditions much better than sweet basil, making it ideal for a stir-fry or baked dish.

If entertaining is on your schedule this summer, then the Chef Jeff's Summer Coolers are a necessity for your garden. These plants are selected for use in cocktails; each plant comes with a recipe that will transform your herbs into delicious concoctions that are sure to be a hit at any dinner



party. Whether you're into classic drinks like a Mint Julep, or something more adventurous like a Strawberry Basil Margarita (New for 2015!), you'll be sure to find a flavor to please your guests.

If you're among the one-in-four Americans that drinks tea on a daily basis, the Chef Jeff Herbal Tea Collection will be a great addition to your herb garden. Each plant in this line comes complete with instructions for drying/preparing your herbs to make the perfect cup. From Chamomile to Sage, Lemon Balm to Chocolate Mint (and more!), this offering will transform your morning tea from simple to sensational.

To round out your herb garden, popular choices like Rosemary, Parsley, Dill and Cilantro are all great choices. When it comes down to it, though, you must decide for yourself what flavors you desire most. Experiment with different plants, recipes, or even gardening methods to find what works best for you. For about the cost of a jar of dried herbs (imported from who-knows-where) in your grocery store, you could buy an herb plant that will deliver fresh flavor – directly from your garden to your kitchen – for weeks, if not months. Give yourself the gift of freshness . . . you will taste the difference.

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.

AT BROCK FARMS

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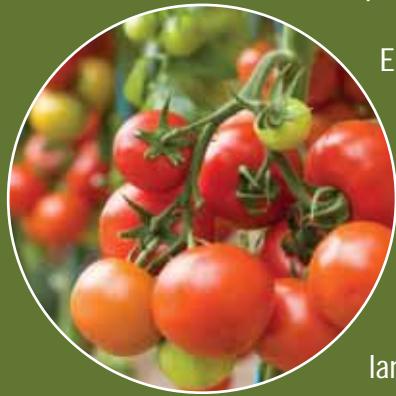
START PLANTS WITH THE RIGHT STARTER

Plant Food!

We all want the beauty and satisfaction that comes with a healthy, thriving garden. But sometimes it seems like the soil in our garden is working against us. The soils we work are often poor and lifeless and our new landscape plants have difficulty surviving. The gardener can take some basic steps to ensure success with valuable new plantings.

First, make good planting choices. Consider native varieties that are better suited to your area. Make certain you are planting the right plant for the right location – don't plant sun loving annuals in afternoon shade for example. Use plants that are rated for your hardiness zone. And plant during optimal times of the year, typically spring or fall.

Often the critical factor that determines success is how fast a new installation can develop a solid and sizable root mass. Without this plants planted often fail in hot dry summers or are not able to withstand harsh winters. Recent research has shown that using biologically active plant starters and soil amendments will help speed root development even in poor soils.

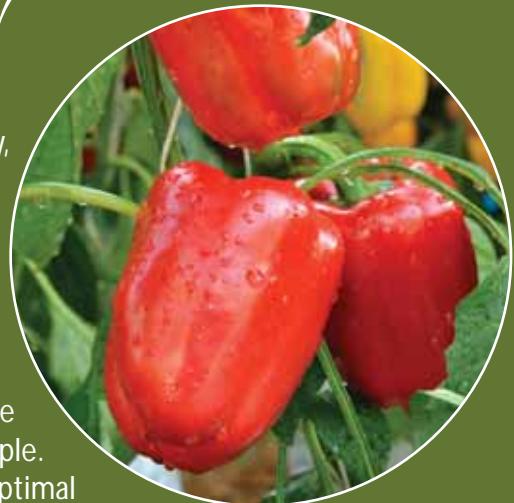


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Landscaping is an important part of your home's value. Protect your investment in landscape plants by making good planting decisions and giving them the best chance for success. Look for new Espoma Bio-tone® Starter Plus to start things off right.

AT BROCK FARMS

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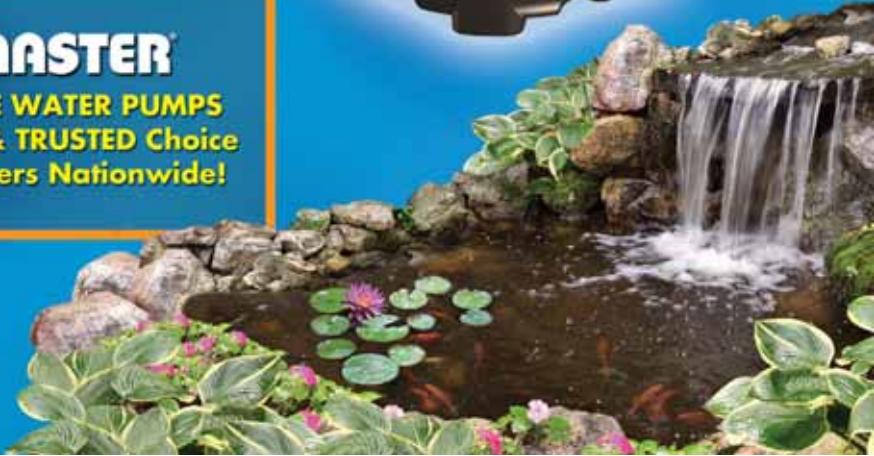
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Are you frustrated with your lawn? Do you have weeds and bare spots that just don't seem to go away? Have you been applying the same products year after year without getting the results you want? If this sounds familiar you should know that there is a better way to care for your lawn. It is a revolutionary approach to lawn care that Jonathan Green calls "The New American Lawn."

The New American Lawn plan can change the way that you care for your lawn, for the better. It is based on the use of both organic and traditional fertilizers in the lawn when and where you need them. You will see that you do not need to apply turf chemicals all over the lawn year after year. You will finally take control of how you care for your lawn in order to grow an attractive healthy lawn that will not be subject to most lawn problems.

Why integrate organics into your lawn? The benefits gained from the use of organic substances include improved disease and insect resistance and improved heat and cold tolerance. Organic products will also improve your lawn soil's biology. The soil will become more permeable and alive, allowing water, air, and grass roots to penetrate into the lawn soil more deeply and ultimately establishing a better foundation for grass to flourish.

Are you always fighting weeds, insects, and fungus in your lawn? These problems are, in many cases, the symptoms of poor lawn soil. Healthy soil is the key to a healthy lawn. You can develop a healthy soil by feeding the microbes and earthworms in the soil with our organic lawn fertilizers. This approach is similar to the way we maintain our own health. When you have proper nutrition and exercise you rarely need medication. Give the lawn the proper soil environment and you will create a healthy, attractive lawn that you can be proud of while greatly reducing the need for chemical remedies.

What type of grass seed have you been seeding your lawn with? Have you tried overseeding your lawn? If you have been using lower quality mixtures you will never achieve success. In order to achieve the New American Lawn you need to seed with genetically superior grass seed like our Black Beauty mixtures. Remember your lawn will never be better than the grass seed you plant.

Try something new this spring and get the positive results you have always wanted. Grow the new American Lawn and finally have the lawn you deserve.



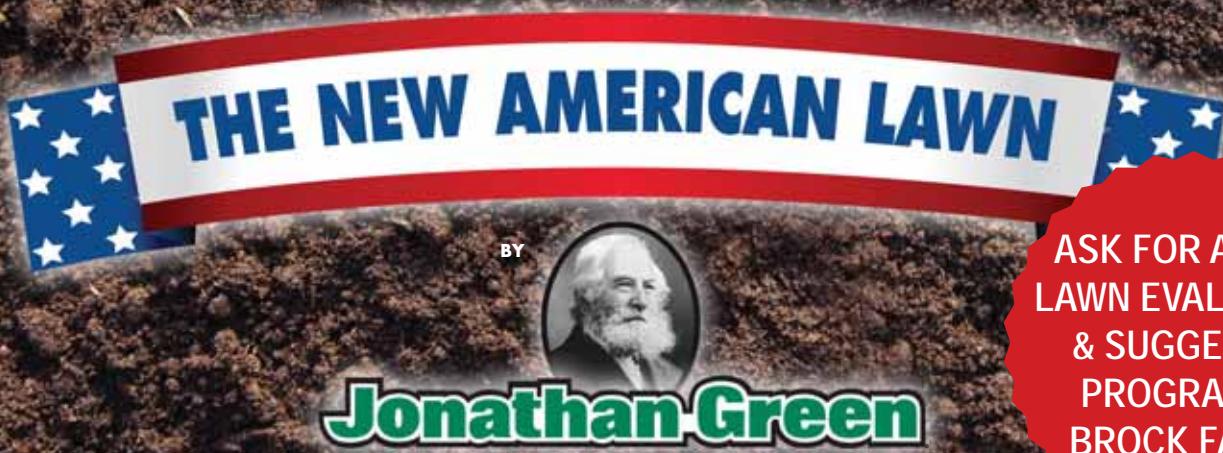
AT BROCK FARMS

Both locations boast a large Lawn Care Department including Jonathan Green®, Scotts®, Espoma® & Bonide® products. Also, advice is free at Brock's, come talk to our turf experts.

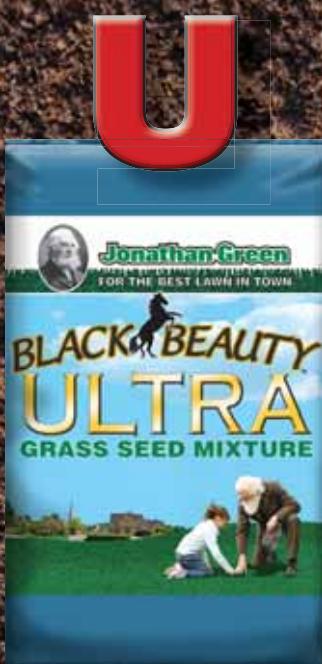


FEED YOUR LAWN... AND YOUR SOIL!

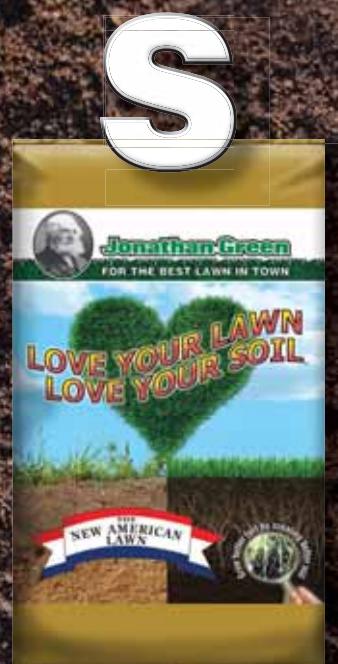
Not satisfied with your lawn even after you've fed it?
That's because you're only doing HALF the job.
You must FEED - and seed - your SOIL, too!



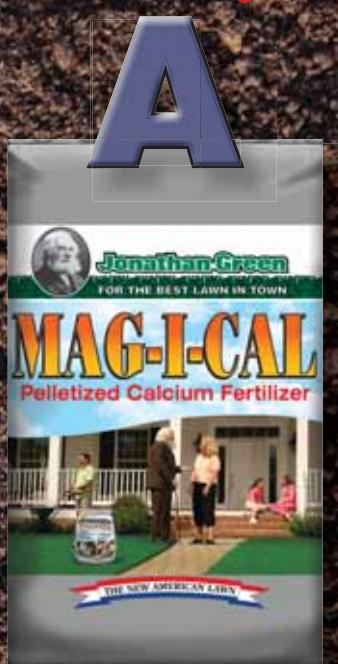
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FEED THE BIRDS YOU WISH TO SEE

Serve up a tasty platter of their favorite seed or suet, and the birds you love will flock to your yard! Of course, if you'd like to host a variety of birds at your feeders, you can't beat the black-oil sunflower seeds for the buffet treat of choice. If you select a sunflower seed with a soft coat, rather than the tough-shelled striped variety, it will be easier for smaller birds, like the Tufted Titmouse, to crack and crunch.

You'll want to serve a quality selection like Lyric Wild Bird Food, which contains only the finest and freshest ingredients, scientifically tested, and developed to appeal to a wide variety of wild birds. Free of filler and waste, these seeds are a better quality than you'll find in most feed stores, and that means more birds at your feeder - again and again!

However, not all birds prefer the same cuisine, and sometimes a mix is not what they crave. If you especially enjoy the "fee-bee-ee"

song of the Chickadee, for example, you'll want to coax them into your yard with some Black Oil Sunflower Seed, Shelled Peanuts, Striped Sunflower Seed, Sunflower Kernels, and Tree Nut Pieces--just the recipe we use in our Lyric Chickadee Mix. The Chickadees conceal their seeds in thousands of hiding places. What a memory they must have to recover them all!

The grosbeak family of birds like jays and cardinals can handle the in-shell seeds like sunflower, safflower and buckwheat. These seeds preclude smaller birds with finer bills yet attract larger, colorful jays and cardinals. In instances where these birds are frequent feeders, Lyric Cardinal Mix is an ideal choice. Those of you who regularly purchase a mixed seed containing some scattering of the larger sunflower seeds, have probably been frustrated by the apparent waste, as the large Blue Jays brush the small seeds aside and pick out their choice sunflower seeds. Our Lyric Cardinal Mix provides their fundamental choice every time - which eliminates wasted

seed. Our mix contains only the finest quality Black Oil Sunflower Seed, Striped Sunflower Seed, Safflower Seed, and Buckwheat.

KNOW YOUR SEED

Whole Kernel or Cracked Corn: A favorite food of Jays, Pigeons, and Doves, cracked corn is easier for eat, too. You will attract blackbirds and sparrows, too.

White Millet: Preferred by ground-feeding birds, such as Doves, Juncos, and Sparrows. But you'll also get a lot House Sparrows, who tend to join a party - even when they're not invited!

Safflower Seed: Cardinals love safflower seed, which is the cousin of the sunflower seed. Grosbeaks, Nuthatch-chickadees like it, too. If sparrows and squirrels are a problem at your feeders, safflower seed is a good choice neither is attracted to it!

Nyjer or Thistle Seed: Nyjer attracts small finches, like Goldfinches, Siskins and Redpolls. Nyjer is generally a bit pricier than other seeds, so don't forget to use a finch feeder with small feeding ports to keep the small seed from spilling.

Black Oil Sunflower Seed: Black-oil sunflower seed is the all around favorite for bird feeders, particularly attractive to tree-dwelling birds. It has a high meat-to-shell ratio and is high in fat.

Peanuts: Shelled or whole peanuts are a special treat for Titmice, Chickadees, Nuthatches, Woodpeckers, Cardinals, Jays, Sparrows and Carolina Wrens.

FOOD PREFERENCES OF COMMON FEEDER BIRDS



Birds' Food Preferences	Sunflower	Safflower	Corn	Millet	Nyjer	Suet
Chicadees, Titmice, Nuthatches	X	X				X
Finches	X	X		X	X	
Cardinals, Grosbeaks	X	X				
Sparrows, Blackbirds	X		X	X		
Jays	X		X			X
Woodpeckers	X					X
Orioles, Tanagers						X
Pigeons, Doves			X	X		
Indigo Buntings	X			X	X	

Results based in part on the Cornell Lab of Ornithology's Seed Preference Test, a National Science Experiment sponsored by the National Science Foundation, launched in winter 1993-1994.



AT BROCK FARMS

Both locations are for the Birds. Check out our extensive line of bird feeders, bird houses, and seed & suet along with anything else you can imagine that you would need to attract our feathered friends.

MOLES, RABBITS AND DEER...

These all natural animal repellents will send unwanted animals packing.



MOLEMAX®

Moles can quickly destroy your lawn or garden. MoleMAX is an all-natural mole, vole, skunk, and ground squirrel repellent. The castor oil active ingredient and our unique deep penetrating formula make the treated area unpleasant for the rodent or animal so they will leave your yard for more pleasant pastures. Available in liquid or granules, MoleMAX last for up to 30 days and is safe for use around people and pets.

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No matter what's eating your plants or tearing up your yard, chances are Repels-All will chase it away. With more than 12 different nuisance animals listed on the label

Repels-All works by scent, taste and touch to trigger the animals natural instinct to flee the area. Use on lawns, gardens, ornamentals or around edibles to effectively repel nuisance animals for up to 60 days. People and Pet safe, Repels-All has a "no quibble" satisfaction guarantee or your money back.



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Elegant Sculptures Transform Your Landscape

By Bob Borta

Whether your home and landscape are traditional, contemporary, or somewhere in between, decorative accents are the finishing touches that express your distinct personality. For the outdoor environment, garden sculpture has been a key design element for thousands of years.

When considering statuary for your home or yard, the choices seem almost endless. But your personal vision will be your guide, based on product material, cost, size and style.

Garden sculpture is available in a wide range of material, including granite, cast stone or concrete, resin, and various metals, including bronze. Cast stone, resin and bronze are the predominant and most popular materials found at garden centers today—and Brock Farms offers an exciting array of statues in each of these media from the country's leading manufacturers. The most popular include:

Cast Stone

Molded and poured concrete or cast stone is a popular choice in both garden fountains and statuary. Based on size and the generally heavy weight, concrete statues represent good value in a solid, long-lasting form. Whether in a classical goddess, whimsical gnome or wildlife animal, concrete statues are available in natural, unfinished form or in various colors. Trends these days run to organic looks derived from acid stains. Brock Farms features concrete statues from all over the country.

Resin

Garden statues made from resin are generally lighter weight and less expensive than cast stone. The advantage is that resin products are easier to lift and move into place, which makes creating your landscape design that much easier. And, to protect them in winter, resin garden statues can be easily moved indoors to become colorful interior accents. Brock Farms offers a dazzling collection of resin sculptures from Design Toscano, North America's most popular brand of statuary. The range of styles and sizes is remarkable, from delightful fairies to religious icons, from gothic gargoyles to quirky gnomes, and from wild animals to backyard critters. Design Toscano even produces life sized dinosaur statues and their wildly popular life-sized Bigfoot Statue! Although this is premium, high-quality resin sculptures, prices are generally more affordable than comparable cast stone.

Bronze

Bronze sculpture is the high end alternative to cast stone and resin, a genuine statement of distinction and elegance in garden art and sculpture. Bronze statues are handcrafted by artisans



using the ancient lost wax method, a meticulous process in which a unique mold is literally made for every casting, then brazed and finished with beautiful patinas. This complex process, coupled with the copper-based alloy that makes the bronze material, translates into the ultimate artistic expression for the landscape. Being virtually indestructible, bronze is considered to be of heirloom quality.

Although priced the higher than resin and cast stone, bronze sculptures are surprisingly affordable. This year, Brock Farms is introducing the Garden Gallery Bronze line of premium bronze sculptures.

Garden Gallery features a fabulous array of bronze sculptures, including piped statues that perform as spouting ornaments for ponds, pools and water gardens. In the piped category, Garden Gallery's bronze cranes, herons, fish and frogs are among the most popular themes. In terms of garden sculptures, life-sized horses and adorable children are the dominant themes—children in every pose and style, playing, reading, dancing or fishing!

Bronze sculptures like Brock Farm's Garden Gallery offerings animate the landscape while conveying an unmistakable sense of elegance and good taste. And this distinctive choice can be your ultimate expression of garden elegance.

AT BROCK FARMS

Both locations offer over 7 acres of statuary to choose from - the largest selection in our state. Handling all the leading manufacturers from around the country and beyond! Fountains, bird baths, nautical, devotional, asian, pottery, animals, and furniture. If we do not have it in stock we can special order it for you.

Bob Borta is VP of Sales at Design Toscano, Inc., ©2014 Design Toscano, Inc.

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*According to data published by The Nielsen Company, March 22, 2014

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Monmouth County 200 Club

The Brock Family is a long time supporter of the 200 Club of Monmouth County, a unique association dedicated to providing financial assistance to the families of our public safety and rescue personnel who have been killed in the line of duty. This includes, but is not limited to, Police Officers, Fire Fighters, and EMT Technicians of Monmouth County New Jersey. We provide financial assistance to the family in need within 24 hours - no questions asked. The funds can be used in any way the family deems necessary; including funeral arrangements, bills, or medical assistance.

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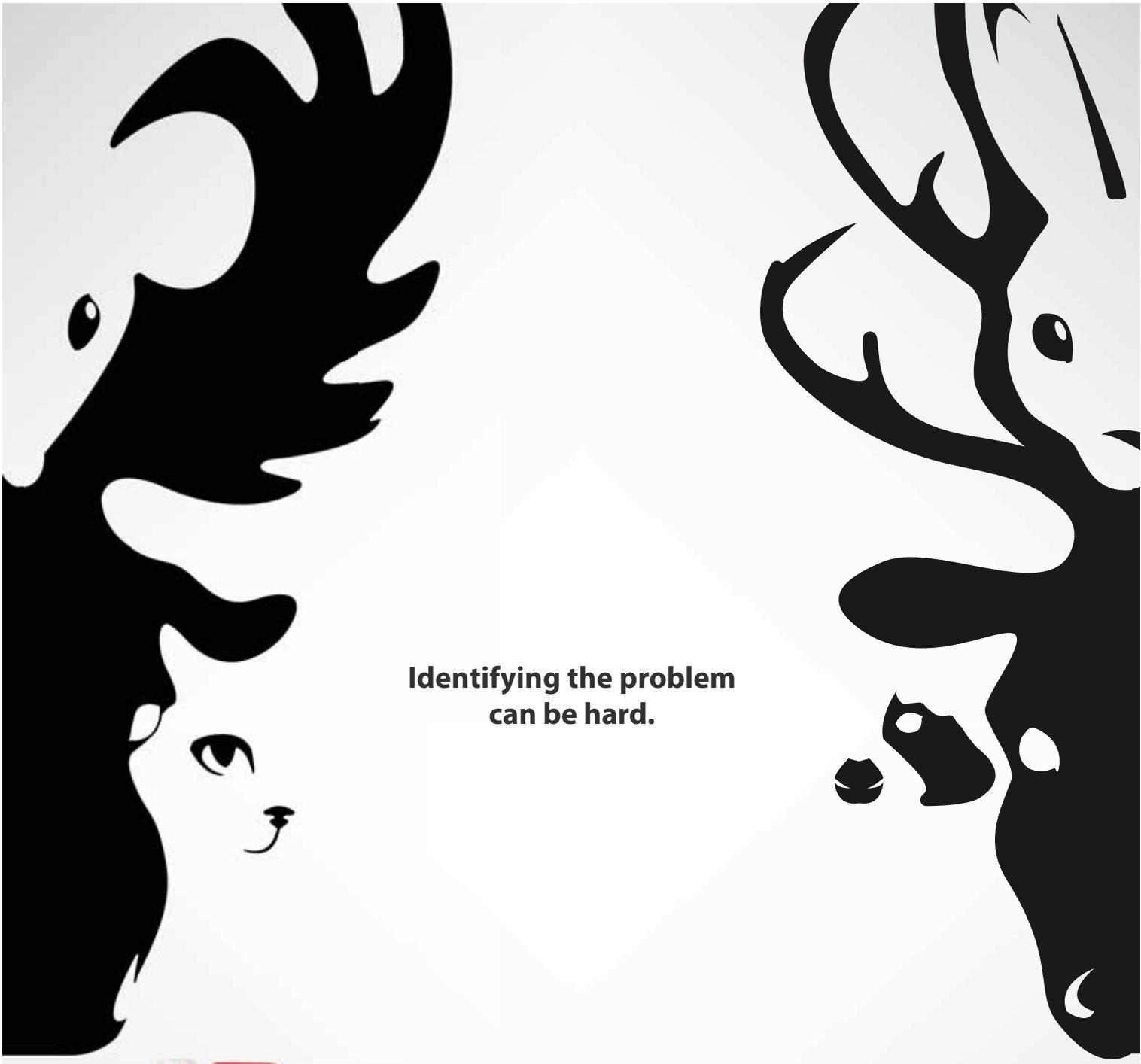
AlgaeOff™ is an EPA registered granular algaecide that utilizes the latest in oxygen technology to remove string algae quickly from waterfalls, streams and rocks in the pond. It works in seconds to remove unsightly algae while potentially adding oxygen to the water, and is the only algaecide on the market with a money back guarantee.



MuckOff™ easy-to-use tablets are a blend of natural bacteria and enzymes that are designed to sink to the bottom of the pond to quickly reduce muck and sludge caused from dead algae, leaves and fish waste, and to prevent new accumulation. It also helps remove excess nutrients, helping the pond stay clean and clear all season.



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The Aquascape Automatic Dosing System accurately and consistently applies your choice of water treatment.

1 Maintain

- Keeps ponds clean and clear

3 Clear

- Eliminates unsightly water conditions

2 Clean

- Reduces organic debris naturally

4 Protect

- Reduces fish stress in spring or after a cleanout



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IonGen™ in ... ALGAE OUT!

The IonGen™ Electronic Algae Controller allows you to spend your time relaxing next to your water feature instead of trying to maintain it!

- Drastically reduces pond maintenance caused by algae
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- Simple to install
- Compatible with water containing fish and plants
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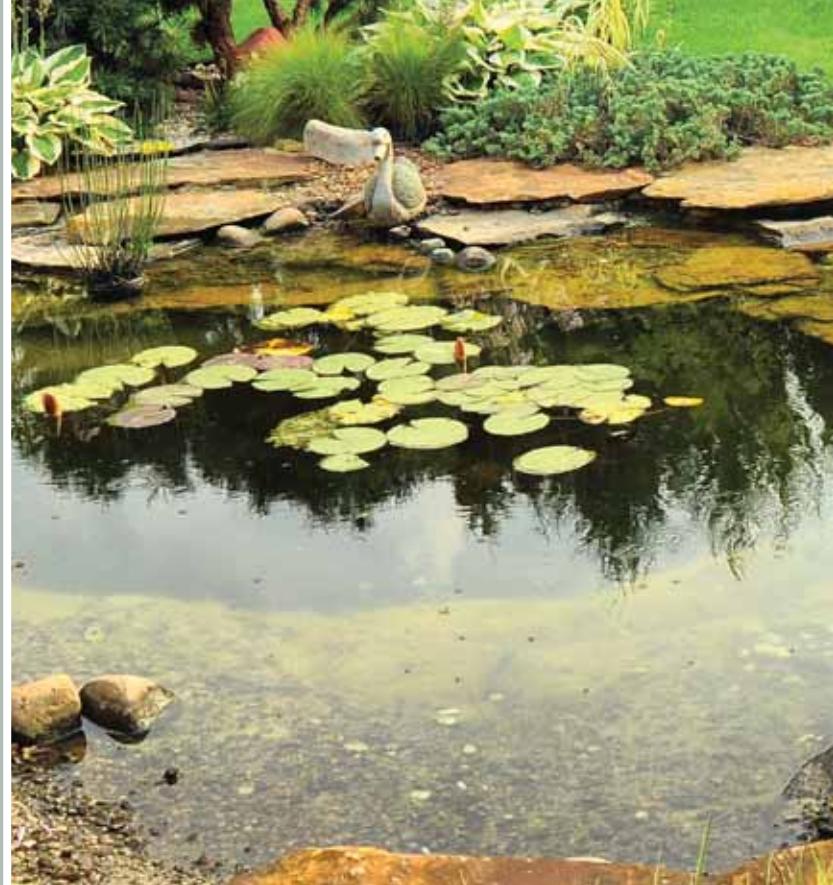
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Take advantage of Aquascape's full water feature product line.

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for more information on Aquascape, visit www.aquascapeinc.com

CHOOSING THE PERFECT *Water* FEATURE FOR YOUR YARD



You're finally taking the plunge. You've decided you want the soothing sound of water in your landscape but aren't sure where to begin. Start by asking yourself, "What made me think about adding a water feature in the first place?"

Maybe you were on vacation and enjoyed lounging by the lake or ocean. Perhaps you visited a shopping center and were drawn to the sound and beauty of a fountain where you could rest your weary feet. Or maybe you were thumbing through the pages of a magazine and saw photos of children interacting with fish in a pond and you envisioned your own family enjoying time spent with Mother Nature.

Your intent for adding water to your landscape will be the first step in helping you determine what type of water feature to install. If you envision hours of interaction with nature, then an ecosystem pond with fish and plants is in order. If you simply want to enjoy the sound of running water while sitting on the deck or patio, then a Pondless® Waterfall will suit your needs. Or maybe you're thinking of enhancing your home's curb appeal, in which case a stylish fountain near the entrance to your home will do the trick. There are 4 basic types of water features you can select for your home.

Ecosystem Pond

An ecosystem pond is made of 5 basic elements that work together to balance the system so that your water garden is truly a low-maintenance experience.

- Filtration
- Circulation
- Rocks and Gravel
- Aquatic Plants
- Fish

You can choose to hire a Certified Aquascape Contractor to install your water garden, or you can purchase a pond kit if you want to do it yourself. Large or small, you're sure to enjoy watching your colorful fish swim in your new pond.

Pondless® Waterfall

Pondless® Waterfalls are simply a re-circulating waterfall and/or stream without the presence of a pond. You can tuck them into a small space, like an unused corner near the front door. Or you can create a more expansive waterfall and stream that twists and turns its way through your back yard, inviting you to explore more. You can purchase a DIY kit to install your own waterfall, or you can hire a professional to do it for you.



Fountainscape

Fountains are the perfect way to add a splash of water to your landscape! Typically found in kits, they come in a variety of styles and sizes and can be installed in just a couple of hours. If you love the sound of water in the garden, a fountain is your perfect beginning. Place it in the middle of a garden bed for the birds to enjoy, tuck it next to a patio or window to enjoy the soothing sound, or place it by the front door to greet friends and visitors. The options are almost endless.

Patio Pond

Interested in testing the waters of owning a pond? A container water garden is a great place to start! Patio Ponds can be placed anywhere and allow you the opportunity to enjoy small fish and aquatic plants. Add a small fountain and you'll enjoy the added benefit of the soothing sound of water! A patio pond is easily assembled in no time and provides unique beauty for you to enjoy.

As you consider your water feature options, you'll find your space and budget will also define the type of feature that's best for your lifestyle. A fountain or Pondless® Waterfall can be tucked into any corner of your landscape, whether it's located at the heart of an English knot garden, or situated in the midst of perennial flowers for birds and butterflies to enjoy. Water gardens with fish and plants can be small or expansive, with multiple waterfalls and streams. Add a bridge or stepping stones to provide up-close viewing vantages.

AT BROCK FARMS

Colts Neck location, Central Jersey's Water Gardening & Feature Leaders, we have whatever you need for your pond. Look no further. Our well trained staff of experts can help guide you from a complete pond set up all the way to the stocking of your pond with tadpoles and fish. As for water features there are always endless possibilities available at Brock Farms.



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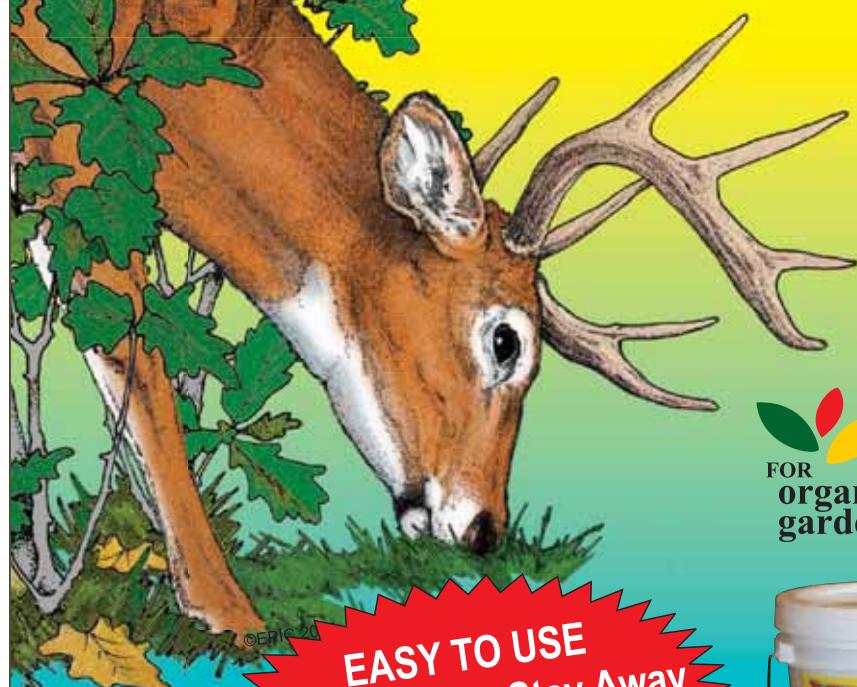
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PE Series: Ideal for continuous circulation in fountains and features

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A woman with blonde hair tied back, wearing a pink plaid shirt and a green apron, is smiling warmly at the camera. She is wearing teal and white gardening gloves and is holding a small potted lavender plant. The background is a soft-focus view of a lavender field.

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Discover Butterfly Bush

Garden Debut® has quickly formed a place in the industry since its introduction in Spring 2010. Garden Debut® is a Superior Landscape Collection, comprised of Great New Plants™ and Trusted Selections™ which have been thoroughly tested for long-term performance.

Among their selection are the Butterfly Bushes, invaluable flowering shrubs for landscapes, which produce bountiful flower spikes from summer to fall. Removal of old flower spikes promotes rapid development of new flowers.

When in bloom, Butterfly Bushes are invaluable to pollinators and are magnets for butterflies and hummingbirds. They are rarely bothered by deer, are heat tolerant and will grow in a wide range of soil conditions.

Garden Debut® currently features five Butterfly Bushes: Fourth of July Butterfly Bush; Asian Moon Butterfly Bush; Blue Heaven Butterfly Bush PP22069; Tutti Frutti Butterfly Bush PP22177; Vanilla Treat™ Butterfly Bush.

Vanilla Treat™ produces 4 1/2-inch spikes of lightly fragrant, white flowers with a creamy yellow base. This compact, rounded selection has silvery-green leaves and will grow 3-5 feet tall and wide. Unlike older Butterfly Bush varieties, Vanilla Treat™ does not suffer from mites as a pest issue.

Blue Heaven PP22609 produces spikes of lightly fragrant, vibrant blue flowers. Featuring attractive fuzzy, silvery-green leaves, its small stature--growing only 2-3 feet tall and wide--makes it perfect for use as a groundcover.

Tutti Frutti PP22177 produces spikes of lightly fragrant, bright, fuchsia-pink flowers. It has attractive fuzzy, silvery-green leaves. Similar to Blue Heaven, its small stature, growing only 2-3 feet tall and wide, makes it a perfect candidate for groundcovers.

Fourth of July features an explosion of color with a combination of pink, purple and white flower spikes which bloom from summer to frost. A vigorous grower, reaching 5-10 feet high by 4-8 feet wide, Fourth of July is perfect for use in borders and flowerbeds.

Asian Moon Butterfly Bush is a symmetrical, rounded shrub growing to 3-7 feet tall and wide. Light purple flowers bloom in profusion all summer and attract wildlife, specifically butterflies, to your garden. The seeds of these flowers are sterile, meaning it's a great alternative for those who live in parts of the US that have prohibited butterfly bush because of its invasive tendencies. This also means Asian Moon Butterfly Bush has a longer bloom time than others.

In addition to improving home value, these and other Garden Debut® varieties will create amazing atmospheres for families and friends to enjoy.

Garden Debut® utilizes a network of distinguished nurserymen and plant researchers who contribute their best plant selections.

Each Great New Plant™ presented by Garden Debut® undergoes rigorous testing procedures ranging from breeding, discovery, collection and propagation through repeated cycles of research, scrupulous trialling, and meticulous evaluation before the final state of introduction.

This intensive testing and evaluation delivers outstanding quality to ensure customers' needs are not

only met but also exceeded.

These cultivars offer advantages ranging from longer blooming season, brighter, richer colors and better cold hardiness to improved fall color and lower maintenance needs. Garden Debut® strives to provide a steady stream of superior plant introductions to the green industry each year. Improved plant performance ensures success for both novice homeowners and landscape professionals alike.

Garden Debut® provides customers with a full range of landscape material, including carefully chosen varieties with a proven reputation for long-term performance, stability and beauty.

Garden Debut® is managed by well-known Greenleaf Nursery Company and partners with a network of growers across the US, ensuring their great new plants and trusted selections are available to all retailers, wholesalers and landscapers. With more than 200 varieties currently available and more being added, Garden Debut® has proven they are here to stay.



AT BROCK FARMS

Both locations you can be sure we stock the most premium plants with unsurpassed quality. We also have an incredibly caring staff to help you with whatever you need to landscape your yard. When it comes to butterfly bushes we have so many amazing varieties, including garden debut varieties and other new butterfly loving plants.

For more information about Garden Debut® call 877-663-5053, or visit www.gardendebut.com.

Fourth of July Butterfly Bush



Asian Moon Butterfly Bush



Vanilla Treat™ Butterfly Bush



Tutti Fruitti Butterfly PP22177



Blue Heaven Butterfly PP22069



Great New Plants™ & Trusted Selections™

Garden Debut® is a Superior Landscape Collection made up of Great New Plants™ and Trusted Selections™ that have been thoroughly tested for long-term performance. The Garden Debut® Collection will improve home value and create atmospheres for families to connect, enjoy, share and inspire.

Call Garden Debut® at 877-663-5053 or visit www.gardendebut.com to find a grower in your area.





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KNOW *Your* GROW LIGHTS

by Casey Jones Fraser

With so many different types of grow lights on the market, it can be confusing. If you have high performance in mind, there is no cheating the system. You will need professional grow lights to get professional results. But still, which “professional” grow light?

Getting Started

Seedlings and cuttings don't require as much light as mature plants. Fluorescent lights are perfect for young plants. T5 fluorescents are the clear winner in their category. T5s deliver more light, and they are available in the ideal spectrum's for your plants.

Once your are out of the seedling or cloning stage, you will want the best lights for producing leaf growth. T5s and Metal Halide lights are the first two choices for top-notch vegetative plants.

When choosing a T5 fixture, pick the unit(s) that match the size of your garden. Here are the coverage areas for the most common T5 fixtures:

4-lamp 2 ft T5 = 1 ft x 2 ft vegetative garden
4-lamp 4 ft T5 = 1 ft x 4 ft vegetative garden
8-lamp 2 ft T5 = 2 ft x 2ft vegetative garden
8-lamp 4 ft T5 = 2 ft x 4 ft vegetative garden

When choosing a Metal Halide light, you can expect the following coverage:

250 watt Metal Halide = 2 ft by 2ft vegetative garden
400 watt Metal Halide = 3 ft by 3 ft vegetative garden
600 watt Metal Halide = 4ft by 4 ft vegetative garden
1000 watt Metal Halide + Light Mover = 4 ft by 8 ft vegetative garden

Fruiting/flowering is the goal for many indoor gardeners. For your plants to achieve the same kind of growth made possible by the sun, you will need some serious intensity.

High Pressure Sodium lights produce excellent results for those seeking both quality and yield. Metal Halide lamps will grow very healthy flowering plants, but the yield is slightly reduced compared to High Pressure Sodium.

When using HPS light for flowering indoors, go with the following guidelines for matching the right light to your garden:

400 watt HPS = 2x2 flowering garden

600 watt HPS = 3x3 flowering garden

1000 watt HPS = 4x4 flowering garden

While these lights can produce healthy plants over larger areas than suggested here, the plants themselves will be reduced in size. By keeping the lighting at maximum intensity, you will get the highest yield for the amount of space you are using.

Other Lamp Technologies

LED lights have become common for gardeners these days. Unfortunately, many failures in the grow room have been attributed to low quality LEDs sought by bargain hunters. High quality LED grow lights have high prices. This technology offers benefits including reduced heat, reduced electrical usage, and no bulbs to replace. Unfortunately, a quality LED will cost about four times the price of an equivalent HPS light.

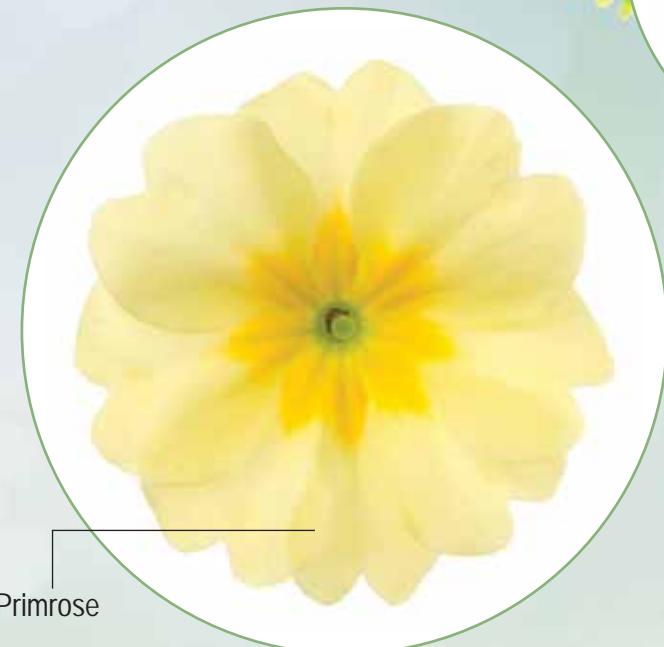
Thousands of grow rooms exist all over the world, and professional indoor growers dump plenty of capital into experimenting with different lighting technologies. Currently, these large scale growers have continued to find the best flowering results from 600 watt and 1000 watt HPS lights, or some really pricey LEDs. So kick your plants into high gear with some high output grow lights and run your garden like a professional.



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Primrose



Fuchsia



Begonia

GARDENERS IN THE KNOW HAVE IT *“Made In The Shade”*

There was a time when gardeners thought that having shade meant not having a garden.

With unsmiling faces, gardeners would point out that particular patch of their garden in full or partial shade where they would plant something in the spring, say a prayer or two, and hope that what they plant at least survived the summer. But, gardeners, take heart; all is not lost. Though shady spots can be a big challenge, the fact is that while some plants do not grow well in light, others do well -- and not only tolerate, but actually thrive -- in these conditions. Once you learn which plants and flowers do just that and how to give them the care that will improve their chances, you'll have it -- pardon the pun -- "made in the shade."

Be it under a tree or beside a building, there are foliage plants with large and colorful leaves that work well in container gardens and garden beds.

The first thing to remember is that all shade is not equal and many times the degree of shade changes with the season or even the time of day. For the purpose of shade gardening, "shade" is defined by how long a particular area is without sunlight.

In the end, shade gardens are no more work than sunny gardens, but most shade garden plants prefer a moist soil, so you'll need to water them regularly and mulch.

It follows then, that light is not the only major concern when gardening in shady areas. Often, inadequate moisture can be a problem. A large tree or the overhang of a house often acts as an umbrella, deflecting rainfall away from the ground beneath it. In addition, trees and shrubs compete with smaller plants for nutrients and moisture.

The fertility of soil, too, can present a challenge, so adding organic matter or balanced fertilizer, followed by one or two applications as the season progresses, will help shade plants survive the competition of trees and shrub roots.

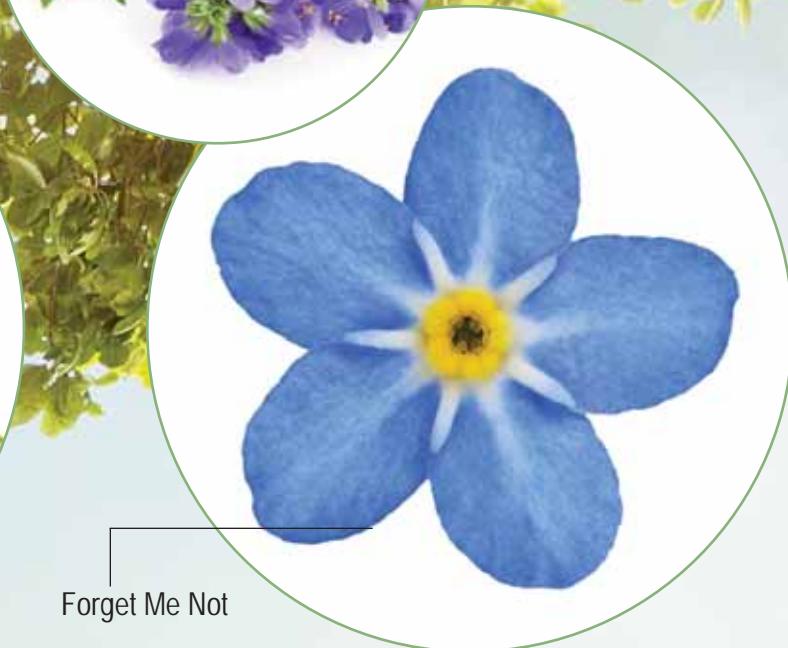
Poor air circulation can be a problem, as well. Branches or the walls of buildings that cast shade can block air movements. The poor air circulation, along with lower light levels, means that the foliage of plants stays longer in the shade than it does in sunny areas. Most plant disease problems are worse under these conditions, so selecting disease-resis-



Jacob's Ladder



Hosta



Forget Me Not

tant varieties and spacing plants apart in the shade can allow more air movement around each individual plant.

Now to answer the \$64,000 question. What plants do well in the shade or in minimal sunlight?

More than you may think!

Impatiens are among the showiest flowers that thrive in a shady situation. Colors range from white to pink, red, and orange and lilac. Not only are they pretty to look at, but they're easy to care for.

The lily of the valley is another flower that does well in the shade. It has dainty, bell-shaped flowers, but don't let its delicate appearance fool you; it is able to thrive in deeply-shaded places where others plants can't grow.

The hosta lily is another plant that ranks high on the low-light plant scale, and there are many species of hosta available. More alluring for their broad showy leaves than for its small white or lavender flowers that bloom on long stalks shooting up from the plant, the hearty hosta tolerates most growing conditions. The hosta lily doesn't need much pruning, actually prefers partial to full shade, and grows between 18 inches to 30 inches tall and two feet to four feet wide. The hosta lily should have nutrient-intensive soil that is constantly moist.

The begonia is incredibly adaptable and is another prime candidate for flower beds, hanging baskets, pots or even indoors. It comes in red, white, yellow or pink, depending on the variety. All types grow dense foliage and reach between six inches and nine inches in height. Begonias love shade and, actually do best with little care and attention.

The list of shade plants also includes fuchsia, with its different varieties and vivid colors; the primrose, with its five-petaled flowers that come in a rainbow of colors; the always-memorable forget-me-not, with its tiny green leaves sprinkled with flat, five-petaled and usually blue flowers; the sturdy-stemmed six-inch to eight-inch tall jacob's ladder with a cluster of flowers decorating its tip; and the wild violet, not to be confused with the African violet.

So, remember, even if your garden is blanketed in shadows, you'll do well with a number of plants that not only thrive in low-light areas but produce eye-popping flowers with vibrant colors that can make your garden the showpiece of your neighborhood.

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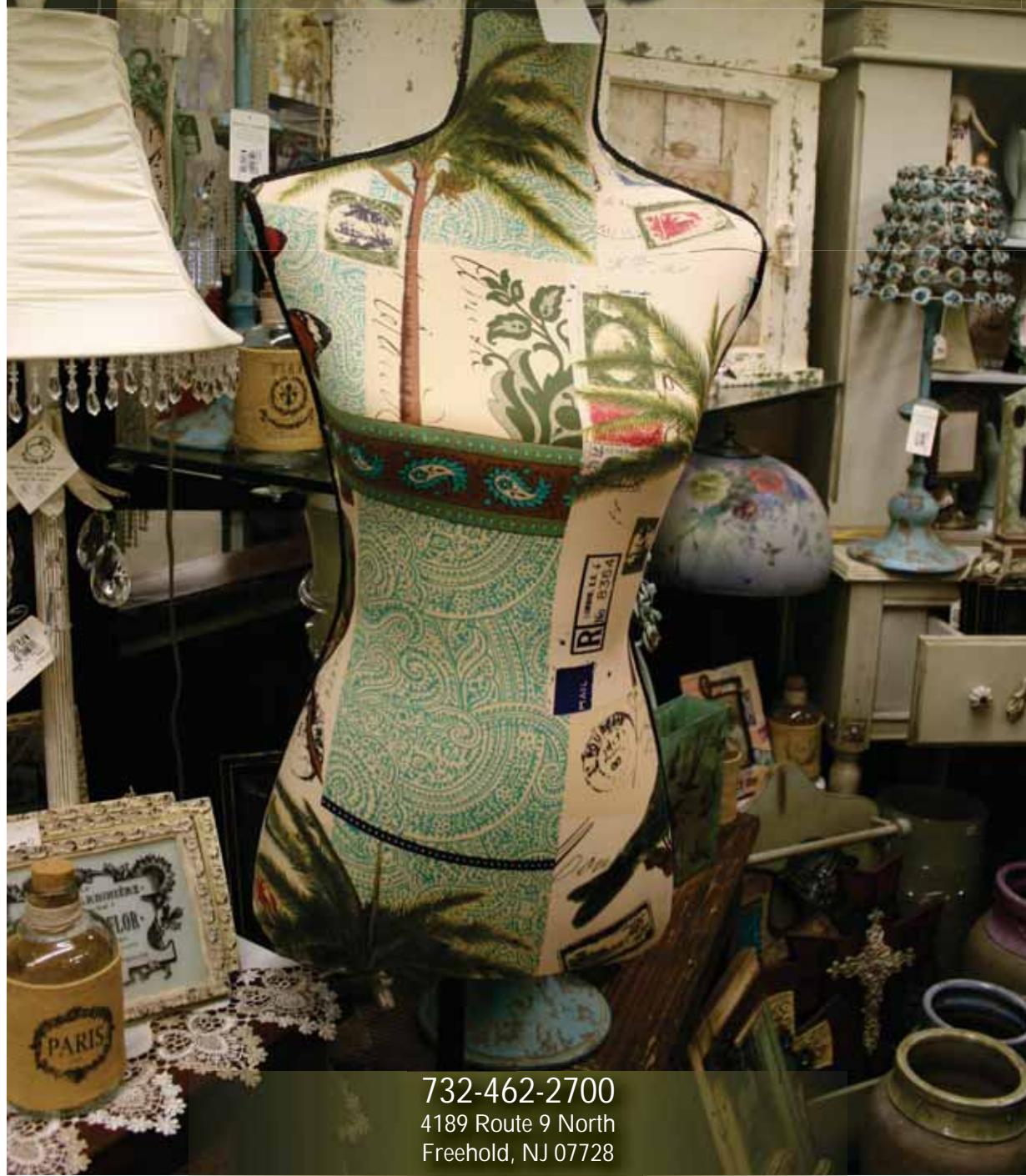


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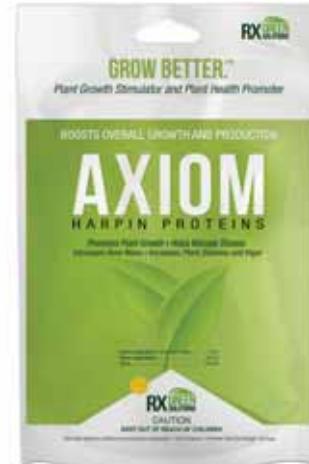
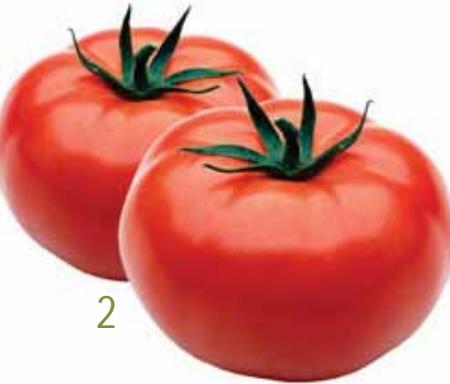
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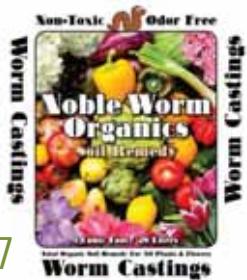
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11



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7



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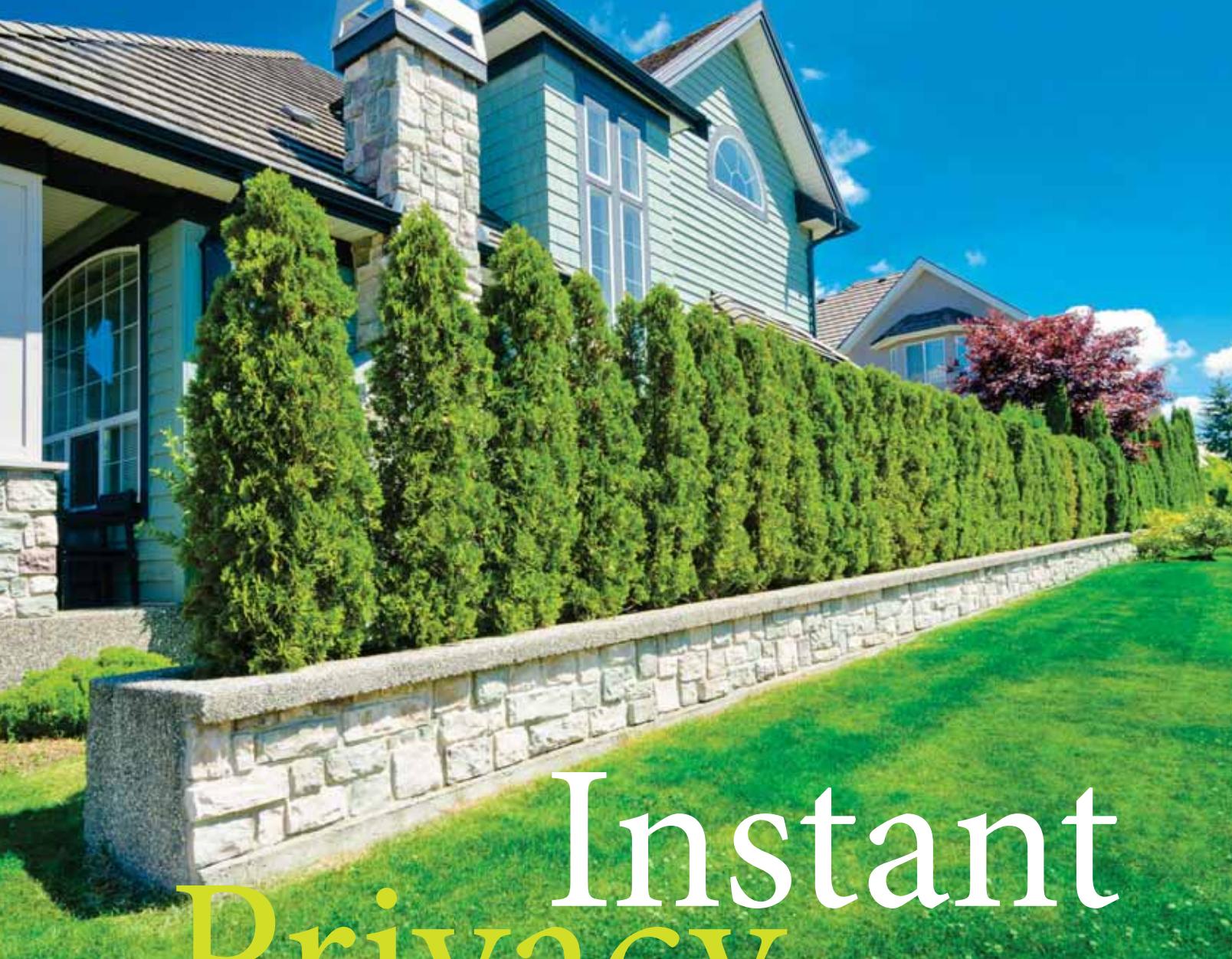
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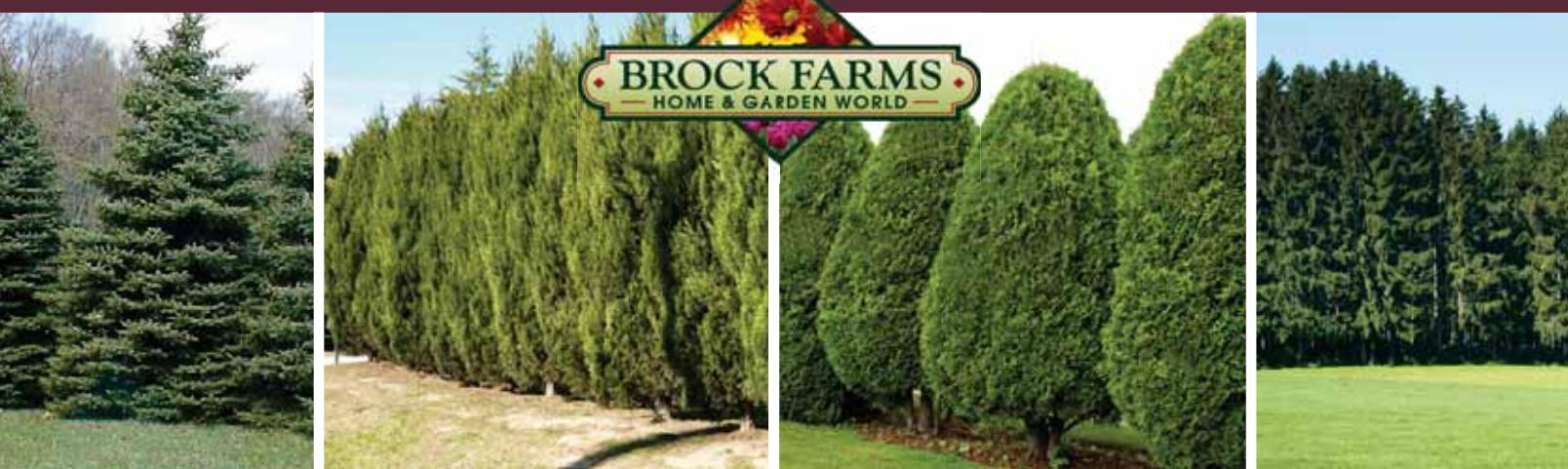
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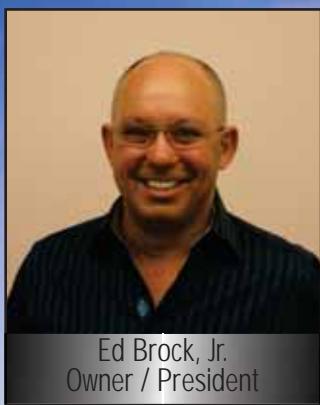
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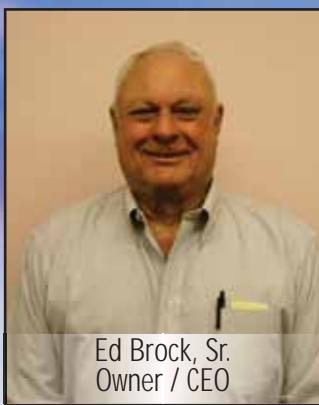
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Owner / President



Ed Brock, Sr.
Owner / CEO



Linda Brock-Arcoleo
Owner / Vice President



Jean Brock
Owner / Secretary



Susan Pretz
Office Administrator



Kathy Pearson
Main Office Staff



Fran McCloskey
Main Office Staff



Karen Pearson
Main Office Staff

We at Brock Farms wish to extend our appreciation for the dedicated service of our more than 100 employees. You are all a big part of our family!



Paula Martinez
Colts Neck



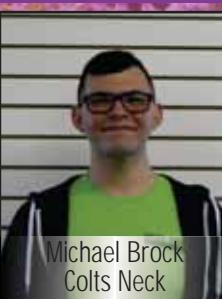
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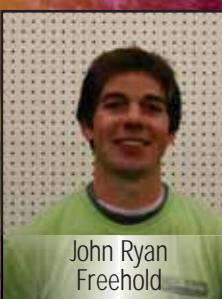
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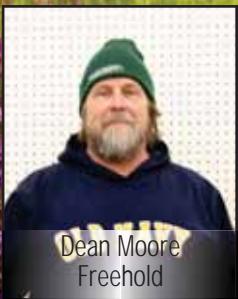
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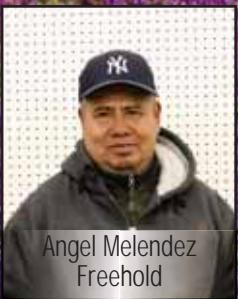
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BROCK FARMS IN A LEAGUE OF THEIR OWN

By Tony Senk

Eddie Brock, Jr., one of the owners and president of Brock Farms, knows a lot about customer service. His entire family does. After all, you don't survive -- much less thrive -- in any business for over 70 years without knowing how to please your customers, so much so that they tell their friends about you, and then, they become your customers, too. So, when you ask Eddie, Jr. about the relationship that Brock Farms employees carefully and continually cultivate with their customers, you're bound to hear an earful of wisdom.

But of all the thousands of customer satisfaction stories rambling around in his mental rolodex over the years, one of the most genuinely rewarding took place earlier this year about five miles in the air -- and hearing Eddie, Jr. talk about it was like watching a kid excitedly open his presents on Christmas morning.

Traveling from Atlantic City airport to a nursery and garden center trade show in West Palm Beach, Florida, Eddie, Jr. settled into his seat on the plane and broke out proofs of the magazine you are now reading, figuring he could get in a couple hours of proofreading during the flight.

"It turns out the lady sitting next to me lived in Manalapan," said Eddie, Jr. "She saw the proofs on the tray table in front of me and asked me if I worked for Brock Farms. I told her I did. She said 'Oh, I love that place! I go there all the time!' And we talked for two hours -- about the two stores, about my family, about her garden, and about why she loved Brock Farms so much. I didn't get any of proofreading done that day, but I enjoyed what was probably the most enjoyable flight I ever had!"

Stories like these are music to the ears of the hard-working Brocks and a reminder that Brock Farms stands alone in the nursery and garden business and that when it comes to comparing Brock Farms to the big box stores, Brock Farms comes out on top every time!

"We think of ourselves as a garden and holiday superstore," said Eddie, Jr. "With our nurseries, trees, giftware, and statuary, along with our focus on Halloween and our Christmas superstore in Freehold, we like to call ourselves a seasonal mall. And every day, we remain committed to make our customer's experience at Brock Farms the very best it can be."

The four members of the Brock family who manage the two stores -- one in Colts Neck and one in Freehold -- work seven days a week, putting in 12 to 14-hour days because, for them, it's truly a labor of love. Clearly, there's little time for rest for the Brocks, but they wouldn't have it any other way.

There's Eddie, Jr. and his sister, Linda Brock Arcoleo, and their parents, Brock's founder, Ed Brock, Sr., and mom, Jean.

"Our customers can see the difference between Brocks and big box stores the minute they walk into the store and are greeted with a smile by one of the Brock Farms staff," said Eddie, Jr. "We have everything our customers need for their garden and we know the nursery and gardening business inside and out. We are good-sized but we're still a bit of a 'mom and pop' operation. We're family-owned and family-run and we all live locally -- and those are some other things that we believe set us apart from the impersonal customer service that is

so common in big box stores."

Eddie, Jr. says no one can compare with the Brock family when it comes to experience in the gardening and nursery business.

"Between my father, myself, my sister, and my mom, we have over 150 years of experience in this business," he said, "and we use that experience when we buy stock or share our gardening knowledge with our customers."

And when it comes to learning about planting and gardening and ensuring that either the novice or experienced gardener gets the most for their horticultural buck, the experienced professionals at Brock Farms are in a class of their own.

"Our customers really care for their gardens and want to make smart investments on their garden," said Eddie, Jr. "Sometimes, our customers need some advice on what to plant, when is the best time to plant it, and how to make it grow bigger and better. Members of our staff, a number of whom have been with us for over 20 years, have the answers, and they are happy to share their knowledge with our customers. That's another thing you don't get at the big box stores."

Eddie, Jr. said that at big box stores, buyers usually select the merchandise, another group of employees display it, while others handle sales. At Brock Farms everything in both locations has been hand-picked for specific reasons by a member of the family.

They buy new inventory throughout the year and stay up-to-date on emerging trends by visiting top growers frequently, both near and far. That often calls for a road trip and that's why Eddie, Jr. and Ed, Sr. have been racking up frequent flyer miles for years.

"We're out at trade show from Florida to Oregon, hand-picking lawn and garden items," said Eddie, Jr.

They are always on the lookout for everything from lush tropical plants, exotic palms, indoor citrus trees, nursery stock, distinctive garden accents, and other specialty items to make Brock's inventory fresh and new for 2015.

A bit closer to home, Eddie, Jr. said family members visit 20 to 25 nurseries a week within New Jersey, buying the best quality stock at the best price.

While on those trips, they work to build lasting relationships with growers they buy from -- and that's another thing that big box store buyers, who usually communicate by fax versus face-to-face, don't do.

As part of their continued commitment to customer service, Eddie, Jr. said that, last year, Brock Farms started an after-hours shopping program, where customers can make appointments to come to the store after-hours and shop and talk to an appropriate member of the staff about their purchase. They plan to do it again this year.

Outstanding value, extraordinary quality, and impeccable customer service -- they've long-been the hallmarks of Brock Farms -- and they're just some of the reasons why their legions of loyal customers keep coming back again and again.

There's always something new to see at Brock Farms. Stop by either location, where you'll always be greeted with a smile and treated like a friend.

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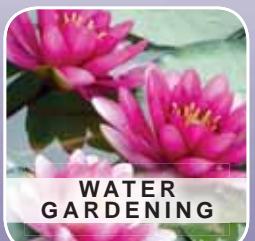
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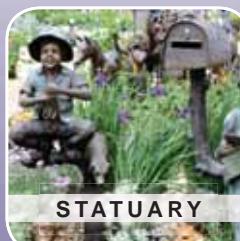
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