

THE DAILY DIRT

JANUARY 2021 ISSUE NO. 1

THE OFFICIAL NEWSLETTER OF NORTHERN FAMILY FARMS



MOVING FORWARD

WRITTEN BY AMANDA STAFF

As we Welcome 2021, we Thank our customers for your support and patronage. 2020 was a challenging year. We are grateful to remain open and complete our Nursery and Christmas Tree seasons. With more people being homebound and looking for safe things to do - Gardening has become a top activity and this trend will likely continue. Plant sales are at record highs in the industry. We are doing our best to increase our numbers and improve availability. If you are seeing a certain plant not available, please reach out to us. We are always here to help! We highly recommend placing orders as early as possible for 2021 sales.

This newsletter was started to provide information to our customers and let you know what is happening! Everyone gets busy and we see this letter as a tool to share valuable news beyond social media networks. We appreciate your feedback on this new endeavor. Here are the topics for this 1st Issue:

- Recap of 2020
- Nursery Expansion
- Updated Website/Phone System
- Order Reminders
- NEW ROSE - Petite Knock Out®
- Buyer Pick Up Procedure Change
- Find Us on Social Media

HAPPY NEW YEAR



Contact us!
1-800-826-7094
sales@northernfamilyfarms.com

2020 RECAP

2020 brought much change for Northern Family Farms. Besides the pandemic and increased safety precautions, we said 'Until Next Time' to two long-time employees who retired - Randy Evans & Barb Corral. Randy was a key player in our sales and purchasing department. Barb mastered our office operations and gave the best hugs. Four new members joined our Team - Gennifer Jesunas, Cathy Stalheim, Valerie Allmon, and Jerry Verhagen. They are doing excellent work and we look forward to building relationships with each of them. Our business is growing and nursery expansion will continue into future years. The expansion completed in 2020 will allow for 120,000 additional potted plants to be finished. This year we'll look to expand our pot-in-a-pot tree-growing areas.



Our office updated our phone system in 2020. We now have virtual phones and use headsets. Having a wireless system is great for multi-tasking! We highly recommend it. Thank you Jared for leading this change and project!

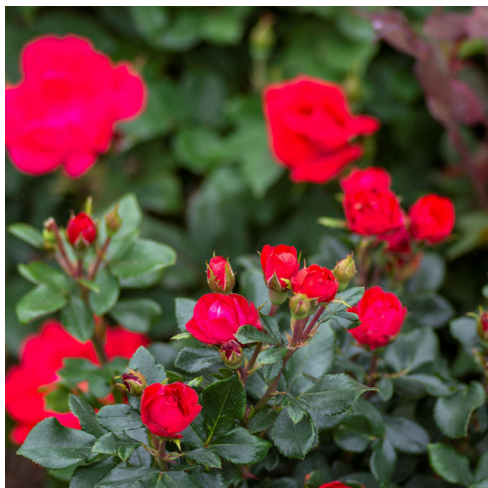


Forsythia 'Northern Gold'



The Petite Knock Out® Rose

New for 2021 is the unique Petite Knock Out® Rose. This 18" compact shrub rose has abundant fiery-red blooms and glossy foliage. The bold red flower color and tidy habit will add WOW to a decorative pot or garden space! Look for it on our availability in a #2 shrub or #5 patio tree! Check out this fun new rose at <https://www.knockoutroses.com/petite>.



We gave our website [northernfamilyfarms.com](https://www.northernfamilyfarms.com) a new look early in 2020. The modern upgrade includes video and additional design features. Amanda worked with Vision Design Group, Inc to make the upgrade. Have you visited our website? Take a look!

<https://www.northernfamilyfarms.com>

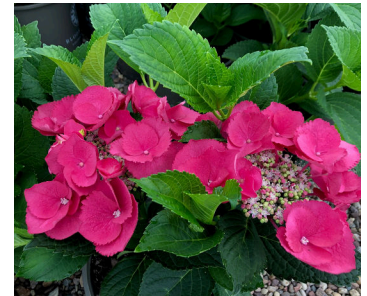
Nursery Order Reminders

- We have the following minimum quantities per plant variety: #1 (5 Qty), #2 (5 Qty), #3 (5 Qty), #5 (3 Qty), #7 - #25 (1 Qty).
- Review your order acknowledgments to confirm the shipping address is correct, plant sizes/Qtys are correct, etc. We do our best but mistakes happen. Ordering online is the best ordering method and it's easy!
- On our acknowledgments, you will see a 'Ready Date' column. This shows when plants are available for delivery or pick up. 'Now' means the plant is available now. If you see '1521' or another 4-digit number this means the plant is available in week 15 of 2021. This item should be moved to a later order or substituted for another plant that is available Now. Plants with '1521', or other ready dates, are not finished or are not on-site until that week.
- Custom Tags are available before March 1st at a cost of \$100. After March 1st the cost is \$200. We'll send you a retail price sheet to complete... Contact us for info!

Order Now

See How on our YouTube Channel

*** [CLICK HERE](#) ***



Hydrangea, Cherry Explosion



Crabapple 'Snowdrift'

New!

Order Pick Up Change

This Spring we are starting a new procedure for Nursery Order Pick Ups. Pick Ups will be scheduled on Wednesday, Thursday & Friday in the morning OR afternoon. Orders must be finalized by Tuesday AM. We hope this schedule improves your wait-time during the busy spring months. Please contact Dan to schedule your order pickup - dstetzer@northernfamilyfarms.com or 1-800-826-7094. As always, we value your feedback!

Follow us on:



Thank You & Have a great upcoming Spring Season!