



FOR IMMEDIATE RELEASE
April 7, 2010

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HARVEST TIME MARKET EXPANDS GARDEN OFFERING FOR CONSUMERS

Company teams with Oldcastle Lawn & Garden to provide 100 percent virgin wood mulches

ATLANTA, Ga. – Lantana’s Harvest Time Market, the largest “you pick” edibles operation in south Florida, is known for providing unique options for its customers in the spring and summer months, including a Farmers Market with produce, plants and flowers, a smoothie shop, bakery and outdoor barbeque sales. Now, through a partnership with Oldcastle Lawn & Garden, Harvest Time has expanded to offer 100 percent virgin wood Jolly Gardener mulches, premium soils and bagged stone to further cater to the area’s homeowners and gardeners.

Paul Okean, partner at Harvest Time, shared they have always wanted to offer mulches but were unhappy with options available locally which are primarily cheap, recycled mulches made of construction debris, yard waste, wood shipping pallets and other low quality materials.

“We knew we needed to broaden our products to include mulches because of the trend of more and more gardeners shopping at independent garden centers rather than the big box retailers. But, we were not willing to sacrifice quality just to expand,” said Okean. “Oldcastle Lawn & Garden was the perfect fit for us and the timing was right. The packaging is nice, the materials are high quality and the products are safe for plants, pets and families.”

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Anthony Medina, Oldcastle Lawn & Garden, said, “Our mulches and soils are extensively reviewed by The Mulch and Soil Council and contain certified high quality ingredients, including virgin wood and raw materials. Because Oldcastle offers mixed truckload capabilities, Harvest Time was able to purchase an inventory of mulch, premium soils and bagged stone at a manageable capacity. It’s a win-win situation for Harvest Time, their gardeners and Oldcastle. We have a commitment to quality and Harvest Time Market believes in providing all the best quality too.”

About Oldcastle Lawn & Garden®

Oldcastle Lawn & Garden is a multi-regional provider of packaged consumer lawn and garden products including mulches, soils, organics, soil amendments, limestone and decorative stone. The company operates 30 facilities and manufactures products under multiple brands, including Jolly Gardener®, Soil Dr.®, Green ‘n Grow®, KolorScape® and Bella Vista®. Oldcastle Lawn & Garden also provides private labeled products for lawn and garden retailers.

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