



3" Miniature  
(18 pots/case)

## Cyclamen

Delightful miniatures in 3" as well as 4" intermediate, and 6" large-flowered varieties. Available from October until Christmas. Order by color or assorted, including special "fancy-flowered" varieties in 6" pots.

Available October through Christmas.



4" Intermediate  
(15 pots/case)



6" Large Flowered  
(8 pots/case)



6" Fancy Flowered  
(8 pots/case)

## Christmas Cactus

Try our Christmas Cactus...available in 4" and 6" pots. Order by the case. Our assortment of colors; available weeks of November 14, 21, and 28.



4 Inch  
(15 pots/case)



6 Inch  
(8 pots/case)

**Jolly Farmer**  
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2011  
*Holiday*

Finished Products

**Jolly Farmer**<sup>®</sup>

"Integrity, Quality & Reliable Service since 1967"



Photo © Jolly Farmer<sup>®</sup>



**Person-to-Person**

from David Keeler, Finished Sales

Dear Customer,

As I write this, July is barely beginning. For us here in the Northeast, it's been a late, cool spring, and we're just now seeing some warmer weather. Nevertheless, we're already sticking poinsettias and planting cyclamen pots in preparation for the next (cold!) Holiday Season. That's one of the blessings of being in this business, with its backdrop of the continued rhythm of the changing seasons; facing today's challenges, and yet cheerfully planning ahead for a fresh, new season.

Inside this catalog, you will find a full range of poinsettias—reds, pinks, whites, novelties—in a wide selection of sizes, from our cute little miniatures to our impressive 10". We offer standard sizes (such as 4" and 6" as well as unusual forms (such as our 6.5" trees or our 7" Single Stem). Be sure to look over our Cyclamen selection – large, fancy-flowered 6", beautiful 4", and adorable 3" miniatures – in pinks, purples, reds, whites, and bicolors.

Your catalog package will include a summary of what Holiday products you purchased from us in 2010. We hope this will be helpful to you in planning your order for 2011. Do remember to order early—it's the best way I know to make sure to secure the product you will need!

What's missing in this catalog? Our Holiday greenery program. Unfortunately, due to a number of factors including fuel prices, labor prices, and the impact of weather and environment on the tip quality, we have concluded that we can no longer offer our Deco Balls, Wreaths, and Garlands. To those of you who have purchased these products from us, we thank you for your business, and we're sorry we can no longer supply you with greenery.

Once again, we'd like to thank each one of you for the opportunity we've had to work together, and we look forward to a new season together. Please feel free to contact us any time with comments, suggested improvements, or requests for new and different products—any way we can make things better or easier for you. We look forward to hearing from you!

*David*

Jingle Bells



Marble



Pink



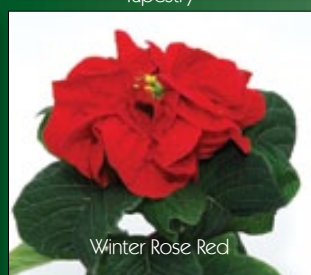
Strawberries n Cream



Ice Punch

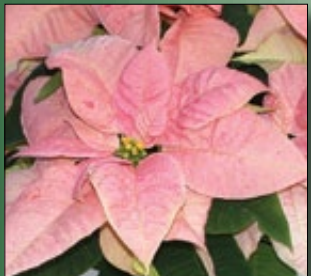


Tapestry



Winter Rose Red

Maroon



Peppermint



Red



Polar Bear



Red Glitter



White



Winter Rose White

# Poinsettias

A Christmas tradition, now available in an astonishing array of forms and colors in addition to red, poinsettias can be enjoyed for months after the holidays. Jolly Farmer is ready to supply you with the highest quality in any size from our 2.2" Miniatures all the way up to our 10" pots.

**2.2" Miniatures** - One of our most popular sizes. Available in the widest range of colors, these are perfect for children, party favors, "make your own" dish gardens, and many other uses. Be sure to try some of the newer forms (such as the Winter Rose) and the newer colors (such as Strawberries 'N Cream). Packed 24/case in a watering tray. Mix and match to fill a case.

**4" Poinsettias** - Choose between our "Single Stem" (with one very large flower) and our "Pinched" (with three or more smaller flowers). Pinched - pack 15/case; single stem 18/case.

**6" Poinsettias** - Grown with plenty of space, making a florist-grade product. Still, our 6" are less expensive than our jumbo 6½" poinsettias, making them ideal for fundraisers or volume sales. Packed 8/case.

**6.5" Poinsettias** - Planted earlier than our 6", and grown with more space, our 6½" poinsettias are perfect for gifts, for churches, or as an upscale florist product. Packed 6/case.

**6.5" Poinsettia Tree** - One plant is grown in a 6.5" pot for an extra-long time and shaped to form this unique mini tree. Packed 8/case. (Pot cover not included.)

**7" Poinsettias** - Great for those who want a unique and beautiful presentation! Three unpinched poinsettias in each pot, presenting three huge blooms (often measuring up to 12" or more across)! Packed 5/case.

**8" Poinsettia Pans** - Three plants in an 8" bulb pan, with an overall height of approximately 9-12", making a full centerpiece for your table. Packed 4/case.

**8" Poinsettias** - Three plants per pot, grown to a height of approximately 20-24" and given plenty of space to make a large, full pot. Packed 3/case.

**10" Poinsettias** - If you need the biggest and best, this one is for you! The spread of these lovely plants can measure up to 30" across. Packed 2/case.



6.5" Poinsettia Tree



2.2" Miniatures



4" pinched



6" pinched



4" single stem



7" Poinsettia



6.5" pinched



10" Poinsettia



8" Poinsettia



8" Poinsettia Pan

*Our friendly staff is on hand to help in any way. Give us a call!*