



Joseph A. Simone - President, CEO



Fred Gloeckner - Founder 1901-1990

Letter from the President

We are pleased to present our 2009 Gloeckner Seed Catalog for your review. As we approach our 75th Anniversary year, we have much to tell you about, both in exciting new products and in new programs at the Gloeckner Company.

First, however, we would like to pay tribute to our founder, a mentor and friend to a great number of industry people, Mr. Frederick Carl Gloeckner. His legacy continues to inspire us to keep our customer's success and welfare first and foremost in our work. Although we have been without his presence since 1990, we continue to abide by the many principles he put forth through his 56 years of leadership. In 1960, Mr. Gloeckner, through his generosity and vision, created The Fred C. Gloeckner Foundation, Inc. This year the Foundation will surpass the \$5.5 million dollar mark in total grants to universities and institutions who are conducting important work in Floricultural Research. We encourage you to learn more about current and past projects which have received the Foundation's support at www.gloecknerfoundation.org.

We hope you will pay special notice to our expanded offering of Seed items which includes over 600 new varieties along with a broader presentation of graphics to make your selection even easier. On pages 6 & 7 you will find our newest Seed introduction "favorites" which should be considered in every grower's program.

In new programs, we are offering Organic Seed by popular demand which you can learn more about on pages 8 & 9. Other highlights include updated and expanded cultural information, a new Sunflower comparison chart and a comprehensive Bedding Plant section. We have also taken the opportunity in this publication to spotlight our other important sales divisions within the company including Young Plants and Plugs, Flower Bulbs and Grower Supplies.

The Gloeckner Company is now 100% operational in all divisions on our new SX.enterprise IT platform by INFOR, a leading provider of distribution software. Inventories are now available on a real time basis and we will soon launch eStorefront, our web ordering and customer access platform at www.fredgloeckner.com.

Each time we review the state of our industry, we see the challenges before us changing rapidly and the requirement for excellent service, new products with proven results and competitive prices becoming even more important to our customers. We stand ready to provide to you, the tools in these areas that will allow you to be successful today. Thank you for the opportunity and privilege to serve your needs and thank you for your support over the past 75 Years!

**Joseph A. Simone
President, CEO**



**World Headquarters
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**West Coast Office & Bulb Storage Facility
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Did you know... we carry Young Plants & Plugs?



We offer rooted, unrooted and callused cuttings as well as annual and perennial plugs from the world's leading propagators and breeders. For complete young plant and plug programs, catalogs, cultural information and prices, contact your local Gloeckner Field Representative or our New York office at 1.800.345.3787.



Just a few of our leading sources...



Did you know... we carry Bulbs?



Our wide range of bulb programs include:

- Amaryllis
- Anemone Corms- Yodfat
- Callas
- Fall Landscape Bulbs
- Freesia
- Gladiolus
- Hyacinths
- Dutch Iris
- Liatris Corms
- Easter Lilies
- Hybrid Lilies
- Misc. Spring/Fall Bulbs
- Narcissus
- Ornithogalum Dubium
- Oxalis
- Paperwhites
- La Belle Ranunculus
- Sandersonia Tubers
- Scilla Peruviana
- Tulips

For complete bulb programs, catalogs, cultural information and prices, contact your local Gloeckner Field Representative or our

New York Office

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Clackamas Bulb Facility

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Did you know... we carry Grower Supplies?



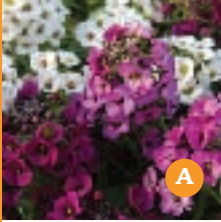
Just a few of our leading sources...



Our New Gloeckner Grower Supply catalog with over 130 pages and 60 new listings is available upon request.

By Phone: 1.800.345.3787
By Email: info@fredgloeckner.com

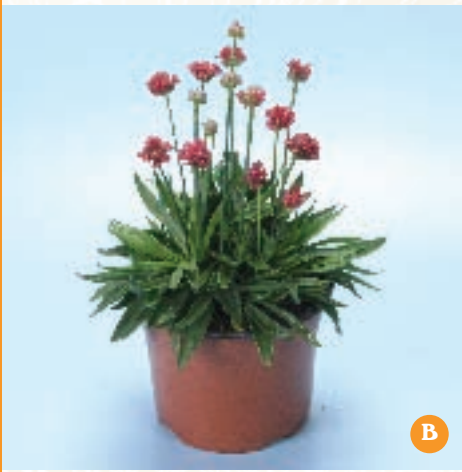




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C



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E



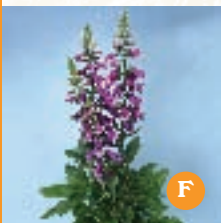
H



J



G



F



H

The following is a sampling of 20 of our newest varieties – over 600 are listed throughout the catalog. Look for the **NEW** symbol.

Alyssum
Clear Crystal Mix (A)
 See Page 10 for Full Series

Armeria
Ballerina Red (B)
 See Page 92 for Full Series

Begonia
Big Red with Green Leaf (C)
 See Page 12 for Full Series

Carthamus
Red (D)
 See Page 56

Cyclamen
Winter Ice White (E)
 See Page 82 for Full Series

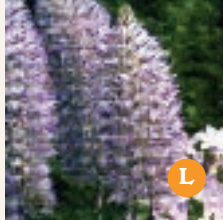
Digitalis
Dalmation Purple (F)
 See Page 98 for Full Series

Grass Ornamental
Frosted Explosion (G)
 See Page 121

Lavandula
Ellagance Purple (H)
 See Page 102



K



L



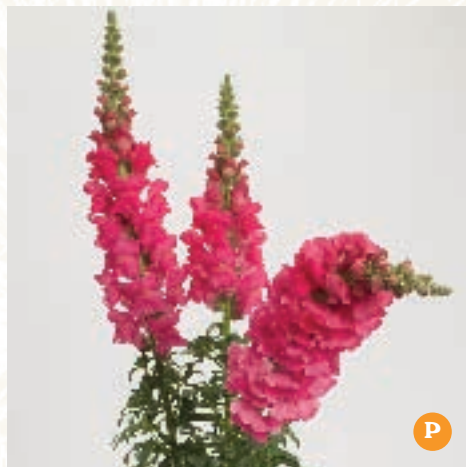
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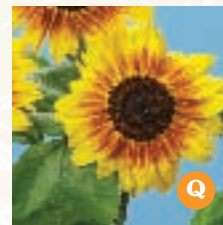
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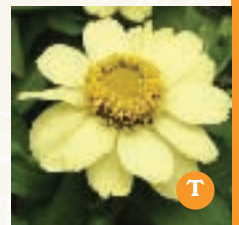
O



P



Q



T



R

**Osteospermum
Asti Purple**

I

See Page 31 for Full Series

**Petunia
Picobella White**

J

See Page 37 for Full Series

**Primula
Delight Almond Blossom**

K

See Page 40 for Full Series

**Ptilotus
Joey**

L

See Page 41

**Rudbeckia
Cherry Brandy**

M

See Page 41

**Rudbeckia
Tiger Eye Gold**

N

See Page 42

**Salvia
Fizz Grape**

O

See Page 42 for Full Series

**Snapdragon
Calima Deep Rose**

P

See Page 72

**Sunflower
Sun4U Bicolor**

Q

See Page 76 for Full Series

**Verbascum
Tempress White**

R

See Page 108 for Full Series

**Viola
Penny Mickey**

S

See Page 49 for Full Series

**Zinnia
Zahara Yellow**

T

See Page 51 for Full Series



S