

# 2011 New Varieties & Program Information



The vegetable varieties you know and love.

Las variedades vegetales que conoce y le encantan.

[burpeehomegardens.com](http://burpeehomegardens.com)

**FREE!**  
Connect with your  
Burpee Garden Coach™  
Text your zip/  
postal code to  
80998\*

Baill®



## NEW! Meet your Burpee Garden Coach™

Burpee Garden Coach is the handy mobile tool that puts a world of interactive plant and gardening info at gardeners' fingertips.

First-timer or veteran gardener, they'll grow with their Garden Coach so that by season's end, they're harvesting healthy and tasty, home-grown produce.

Inspires gardening confidence

Once they sign up, gardeners get regular text messages from their Burpee Garden Coach, personalized for their area and set to arrive at the time they choose. They get easy-to-follow gardening advice and ideas, troubleshooting tips and timely reminders to grow their garden success.

Find your nearest garden center

The handy online Retail Locator lets shoppers search for a store offering Burpee Home Gardens varieties by entering their zip or postal code.

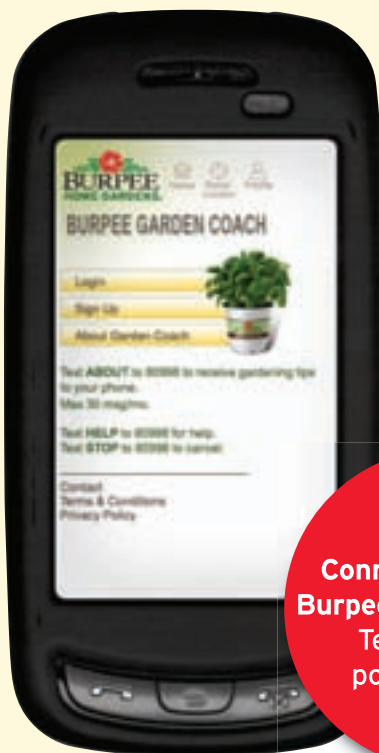
Customizable "My Garden" online journal

This easy journal lets every gardener register the plants they've brought home, then add

notes about their own garden all season long. Quick links take them to info and care tips for every variety.

Tasty recipes just a click away

When it's time to harvest, gardeners will want recipes to enjoy their bounty of garden-fresh produce.



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Make choosing varieties easier



The Microsoft Tag Reader works on most smart phones. Get the FREE mobile app at <http://gettag.mobi>

Shoppers can now "SNAP" the Microsoft Tag on every Burpee Home Gardens plant label and have variety-specific info and care tips delivered right to their smart phone while they're shopping or in their garden. A bonus: They can sign up for Burpee Garden Coach, too!

## NEW! Premium "To Go" gardens grow the program



to go

You asked to sell Burpee Home Gardens varieties in bigger containers, so we developed a lineup of ready-to-go gardens for color bowls and large planters. "To Go" gives shoppers the fastest way to harvest the freshest vegetables, and a great way for you to move into higher margin sales.

Choose your own pot

Grow and sell "To Go" gardens in any patio-ready pot, and satisfy your customer base. Check out the recommended sizes in the list on the right.

Attract impulse shoppers

Easy "To Go" gardens assure no mess, no fuss, just quick satisfaction!

Special signage

Retailers can spotlight "To Go" displays with high-impact signage.

Distinctive "To Go" tags

Larger-size tags are consistent with our other tags and POP. Salad Bowl and Herb Combo tags include a bonus recipe!



### Patio-Ready Veggie Planters

Premium-size plants speed up your harvest! Great for 12-in. (30-cm) or larger patio pots.

Cucumber  
Bush Champion\*

Pepper  
Better Belle  
Flavorburst Hybrid  
Jalapeño Gigante\*  
Red Delicious Hybrid\*

Tomato  
Bush Early Girl  
BushSteak Hybrid\*  
Celebrity  
Fourth of July\*  
Fresh Salsa Hybrid\*  
Tumbler

### Colorful Mixed Salad Bowls

Easy, patio-ready salad gardens – cut and serve over and over! Terrific in color bowls.

New Alfresco Mix  
New City Garden Mix  
New Global Gourmet  
Mix  
Gourmet Blend\*  
Heatwave Blend\*

### Creative Herb Combos

Recipe-ready herb collections in one pot. Perfect for color bowls or 10-in. (25-cm) and larger patio pots.

New Tuscan Trio  
Parsley, basil and oregano — the basics of Italian cooking.

New Good Grillin'  
Parsley, rosemary and chives — the perfect trio for outdoor cooking.

New Kitchen Favorites  
Dill, parsley, oregano and basil — every kitchen should have these flavorful essential herbs.



NEW Tuscan Trio



Millions of gardeners  
were introduced to  
Burpee Home Gardens  
through our huge  
ad campaign!

Distance from harvest to table?

About 40 feet.

Garden success starts with Burpee Home Gardens® plants.  
Take home time-tested vegetables and herbs, ready to grow in  
your garden. Seven generations have grown with Burpee, the first  
name in gardening...now it's your turn. Find a store and get easy  
planting advice, ideas and inspiration at [burpeehomegardens.com](http://burpeehomegardens.com).



  
**BURPEE**  
HOME GARDENS®

GARDEN-READY PLANTS

## The best brand in the fastest-growing category.

### Two names you know and trust

Burpee: It's the name known and trusted by generations of gardeners.

Ball: You can count on us every day to keep your business flourishing. Coming together to create Burpee Home Gardens® is a natural.

The time is NOW for Burpee Home Gardens. Burpee Home Gardens makes it easy to market best-selling, garden-ready vegetable plants to every one of your customers. Burpee Home Gardens is now part of 350-plus growers' programs, and more are signing up every week.

Up to 80% of your customers already know and trust the Burpee name for gardening success with plants... that's four times higher than other recognized plant brands.

Ipsos Consumer Research Study, December 2007

### Bred to grow (and taste) better

The Burpee Home Gardens basket is filled with dozens of easy-to-plant, easy-to-tend, long-yielding varieties brimming with garden-to-kitchen goodness. We chose the best-performing varieties to make sure that this family-friendly hobby is more rewarding and enjoyable.

Burpee's Super Tasty...Fourth of July...Sweet Seedless – gardeners know these time-tested seed varieties by name. Now you can market them as plants for the first time ever!

In all, the Burpee Home Gardens program offers 146 best-selling vegetable varieties picked for garden and kitchen success. It's easy to build the veggie offering that's right for your business.





# New 2011 Varieties



You'll find 34 NEW additions to the Burpee Home Gardens program for 2011, including many available exclusively to Burpee Home Gardens Certified Growers. Find the complete variety list on page 14.



NEW Big Pink



NEW Orange Wellington



NEW Jet Star



NEW Tye Dye

## TOMATO

### SLICER TOMATO

#### New Big Pink

A Burpee Home Gardens® Exclusive variety.

This flavor-packed tomato with rosy smooth skin adds the crowning touch to any sandwich, burger or salad! However you slice 'em, medium-sized Big Pink tomatoes are real standouts. The strong plants grow to medium height and are ready to harvest from mid-season on.

#### New Jet Star

Jet Star's tasty, mild-flavored red fruit matures early with tremendous yields. Home gardeners will enjoy large, attractive, globe-shaped tomatoes with very few scars or cracks. This popular and versatile slicer is delicious on sandwiches and in salads...great for canning, too.

#### New Tye Dye

A Burpee Home Gardens® Exclusive variety.

Tye Dye is certainly one flavor-full, color-full tomato! This breakthrough bicolor gold and red hybrid delivers all the taste of popular heirloom tomatoes – with bigger yields, consistent form and better disease resistance. Beautifully marbled with red streaks, the large, smooth fruits are lusciously sweet, mild and non-acidic.

#### New Orange Wellington

A Burpee Home Gardens® Exclusive variety.

They're big, bold and bright! Each of these smooth, orange heavyweights are plump with firm, dense, meaty, nearly seedless flesh. The plants are hardy and prolific, bearing from mid to late season.

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GARDEN VARIETY



Cauliflower is one of the few vegetables that is also a flower.





NEW Red Grape

## SMALL-FRUITED TOMATO

### New Red Grape

These tasty baby grape tomatoes may not ever make it into your kitchen...it's just too tempting to pop the sun-warmed, super-sweet fruits right into your mouth, fresh off the plant! This high-quality variety produces long clusters of 20 or more bright red, crack-resistant tomatoes.

## HEIRLOOM TOMATO

### New Brandywine Red

Brandywine Red is one of the most popular and best-tasting heirloom tomatoes...and now it's part of the Burpee Home Gardens program! The very vigorous plants bear large-lobed, beefsteak-shaped fruit that are perfect for slicing. The thin-skinned, pinkish-red tomatoes are flavorful but not acidic.



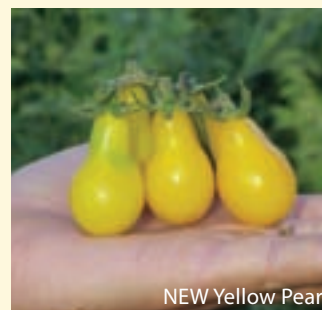
NEW Brandywine Red



NEW Cherokee Purple

### New Cherokee Purple

This large, dark purple-skinned tomato is rumored to have come from Cherokee gardeners. Its flesh is brick-red and very attractive sliced on a plate, with rich and full flavor that is often compared to popular Brandywine Red. Plants make large vines that yield tomatoes up to 5 in. (13 cm) across and 3.5 in. (9 cm) high.



NEW Yellow Pear

### New Yellow Pear

Looking for the perfect Summer party hors d'oeuvres? You've found it with Yellow Pear! A favorite of heirloom tomato gardeners for decades, this variety makes a vigorous plant, which bears enormous numbers of bright yellow, bite-sized fruit that has a deliciously tangy flavor.



"Zucca" is Italian for gourd, pumpkin or squash.



## Choosing the right tomato

Variety	Days to Harvest	Tomato Size	Growth	Disease Tolerance
<b>Beefsteak</b>				
Brandy Boy Hybrid <b>Burpee Home Gardens® Exclusive</b>	78	7-10 oz. (198-284 g)	IND	ASC
BushSteak Hybrid <b>Burpee Home Gardens® Exclusive</b>	65	8-12 oz. (227-340 g)	DET	–
Old Time Tasty	70	6-7 oz. (170-198 g)	IND	VF1&2T
Supersteak Hybrid	80	14 oz.-2 lbs. (396-908 g)	IND	VFN
<b>Slicer</b>				
Better Boy	70-75	16 oz. (454 g)	IND	VFN
Big Beef <b>All-America Selections Winner</b>	73	10-12 oz. (284-340 g)	IND	VF1&2NT
<b>New</b> Big Pink <b>Burpee Home Gardens® Exclusive</b>	75	8-10 oz. (227-284 g)	IND	VF
Burpee's Big Boy®	78	8-9 oz. (227-255 g)	IND	–
Bush Early Girl	63	6-8 oz. (170-227 g)	DET	VF1&2NT
Celebrity <b>All-America Selections Winner</b>	72	8 oz. (227 g)	DET	VF1&2NT
Champion II	65	10 oz. (284 g)	IND	VF1&2NT
Early Girl	59	4-5 oz. (113-142 g)	IND	VF1&2
Fourth Of July <b>Burpee Home Gardens® Exclusive</b>	49	4 oz. (113 g)	IND	–
<b>New</b> Jet Star	72	6-8 oz. (170-227 g)	IND	V
Lemon Boy	72	7 oz. (198 g)	IND	VFN
<b>New</b> Orange Wellington <b>Burpee Home Gardens® Exclusive</b>	75	12 oz. (340 g)	IND	VF2
Steak Sandwich Hybrid <b>Burpee Home Gardens® Exclusive</b>	70	10 oz. (284 g)	IND	–
SuperTasty Hybrid <b>Burpee Home Gardens® Exclusive</b>	70	8-10 oz. (227-284 g)	DET	–
Sweet Seedless Hybrid <b>Burpee Home Gardens® Exclusive</b>	70	4-8 oz. (113-227 g)	IND	VFNT, GLS, FCRR, C5
<b>New</b> Tye Dye <b>Burpee Home Gardens® Exclusive</b>	78	7 oz. (198 g)	IND	VF, ASC, GLS
<b>Paste &amp; Saladette</b>				
Fresh Salsa Hybrid <b>Burpee Home Gardens® Exclusive</b>	65-75	4 oz. (113 g)	DET	VF1&2N
Big Mama Hybrid <b>Burpee Home Gardens® Exclusive</b>	80	4-6 oz. (113-170 g)	IND	–
<b>Small-Fruited</b>				
Black Pearl Hybrid <b>Burpee Home Gardens® Exclusive</b>	67	0.5-1 oz. (14-28 g)	IND	VF1&2
Napa Grape Hybrid <b>Burpee Home Gardens® Exclusive</b>	65	1 in. (2.5 cm)	IND	–
<b>New</b> Red Grape	75	1.25 in. (3 cm)	IND	–
Sungold	65	1 in. (2.5 cm)	IND	FT
Sweet 100	70	1 in. (2.5 cm)	IND	–
Tomatoberry Garden	80	1 oz. (28 g)	IND	FNT
Tumbler	49	1.25 in. (3 cm)	DET	–
<b>Heirloom</b>				
<b>New</b> Brandywine Red	75-80	10-16 oz.	DET	–
<b>New</b> Cherokee Purple	85	10-12 oz. (284-340 g)	IND	–
Delicious	77	Up to 16 oz. (454 g)	IND	–
Pineapple	85-95	Up to 2 lbs. (908 g)	IND	–
<b>New</b> Yellow Pear	75	1 oz. (28 g)	IND	–
Growth		Disease Tolerance		
DET: Determinate (bush type). Blossoms and fruit develop on the vine at the same time. The harvest time is short – 7 to 10 days. Plants are self-topping and seldom need staking; best when caged.		V: Verticillium		
IND: Indeterminate (pole or stake type). Blossoms and fruit develop progressively and the harvest lasts several months; best when staked.		F: Fusarium Wilt Race 1		
		F1&2: Fusarium Wilt Races 1 & 2		
		N: Nematodes		
		T: Tobacco Mosaic Virus		
		ASC: Alternaria Stem Canker		
		Cs: Cladosporium (Leaf Mold)		
		FCRR: Fusarium Crown and Root Rot		
		GLS: Gray Leaf Spot		





NEW Cajun Belle



NEW Bananarama

## PEPPER

### SWEET BELL PEPPER

New Cajun Belle



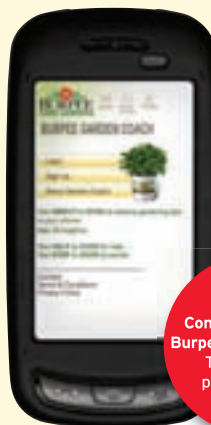
You'll enjoy tasty peppers up to two weeks earlier than other sweet bell red peppers when you put this All-America Selection winner into your veggie garden! Each 1-oz. (28-g) "mini" bell pepper has a mildly spicy flavor that's just right for fresh eating and salsa. You can harvest and eat Cajun Belle either green or red. The compact plants are just 24 in. (60 cm) tall and wide – the perfect size for container gardening.

## SWEET PEPPER

New Bananarama

A Burpee Home Gardens® Exclusive variety.

If you like tasty banana peppers, you'll love this whopper, which produces much bigger, meatier peppers on much smaller plants. These truly giant peppers start yellow and mature orange-red, so you can pick them at any stage you like. Great for pickles, salads or grilling.



Inspire gardening confidence  
Learn more about Burpee Garden Coach on the inside front cover.










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Thomas Jefferson raised artichokes in Virginia in 1767.



## Choosing the right pepper

Variety	Days to Harvest	Color*	Pepper Size (L x W)
<b>Sweet Bell Pepper</b>			
Better Belle	65-70	Green/red	4.5 x 3.5 in. (11 x 9 cm)
Big Bertha	72	Green/red	7 x 4 in. (18 x 10 cm)
New Cajun Belle	61	Green/red	2-3 x 3.5 in. (5-7 x 9 cm)
Great Stuff Hybrid <b>Burpee Home Gardens® Exclusive</b>	75	Green/dark red	7 x 5 in. (18 x 13 cm)
Pinot Noir	70	Varied	4 x 5 in. (10 x 13 cm)
Red Delicious Hybrid <b>Burpee Home Gardens® Exclusive</b>	80	Green/red	3 x 3 in. (7 x 7 cm)
<b>Sweet Pepper</b>			
New Bananarama <b>Burpee Home Gardens® Exclusive</b>	70	Yellow/orange-red	8 x 1.25 in. (20 x 3 cm)
Big Daddy Hybrid <b>Burpee Home Gardens® Exclusive</b>	73	Green/yellow	8-10 in. (20-25 cm) long
Costa Rican Sweet Hybrid <b>Burpee Home Gardens® Exclusive</b>	70	Green/red	6 x 2-3 in. (15 x 5-7 cm)
Flavorburst Hybrid <b>Burpee Home Gardens® Exclusive</b>	72	Green/yellow	5 x 4 in. (13 x 10 cm)
<b>Hot Pepper</b>  hottest,  is mildest			
Hot Lemon <b>Burpee Home Gardens® Exclusive</b> 	70-80	Green/yellow	3-4 x .75 in. (7-10 x 2 cm)
Hottie 	80	Green/orange	1.5 x 2.5 in. (4 x 6 cm)
Hungarian Yellow Wax 	70	Yellow/red	6-8 x 2 in. (15-20 x 5 cm)
Jalapeño Gigante <b>Burpee Home Gardens® Exclusive</b> 	80	Green/red	5 x 3 in. (13 x 7 cm)
Ristra Cayenne Hybrid <b>Burpee Home Gardens® Exclusive</b> 	75	Lime green/red	12 x 1 in. (30 x 2 cm)
Tabasco 	80	Light yellow/green	2 x .5 in. (5 x 1 cm)
Zavory <b>Burpee Home Gardens® Exclusive</b> 	90	Green/red	3-4 x 2 in. (7-10 x 5 cm)
*The first color listed is the stage when picking is most preferred; the second color indicates the mature stage, with more intense flavor or heat.			

### Great Recipes Start With Great Veggies!

Gardeners will return to [burpeehomegardens.com](http://burpeehomegardens.com) again and again for tasty recipes and lots more!

#### Easy Caprese Salad

An Italian classic that combines fresh, juicy tomatoes with the mild flavor of mozzarella.

##### Ingredients

1 pint of cherry tomatoes  
 ½ lb. bocconcini (1 inch fresh Mozzarella balls)  
 2 tbsp. Extra Virgin olive oil  
 A dozen or so fresh basil leaves  
 Salt and freshly ground black pepper

##### Directions

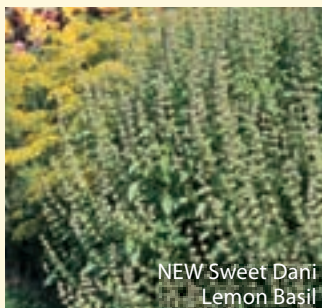
Cut the cherry tomatoes and mozzarella balls in half and place in a bowl. Drizzle the olive oil over the tomatoes and mozzarella, followed by some salt and pepper to taste. Wrap the basil leaves lengthwise into a tight roll and chiffonade - cut into thin strips. Sprinkle the chiffonade of basil over all. Spoon the mixture into salad bowls and serve immediately.



Tip: This salad depends on the finest and freshest ingredients. Use your best extra virgin olive oil, freshly picked tomatoes, coarse sea salt such as Maldon and fresh ground black pepper. Be sure to serve with some crusty Italian bread to soak up any leftover juices. Serves 4.



NEW Nufar Basil



NEW Sweet Dani  
Lemon Basil



NEW Summer Savory



NEW Packman Broccoli



NEW Fernleaf Dill



NEW Greek Oregano



NEW Brussels Sprouts

## HERBS

### ANNUAL HERBS

#### New Nufar Basil

Height: 24 to 30 in. (60 to 75 cm)  
Get your tastebuds revved up for flavor that's second to none...this sweet Genevose type produces the most flavor-packed leaves ever. The high-yielding plants have big, dark green, textured leaves that are great for blending up a batch of tasty pesto, or used fresh to enhance tomato dishes, salads and more. Count on reliable season-long performance, too, as Nufar stands tough against a wide range of Fusarium wilts.

#### New Sweet Dani Lemon Basil



Height: 22 to 24 in. (55 to 60 cm)  
Whether it's terrific lemony flavor or long-lasting ornamental shows you're looking for, this All-America Selections winner fits the bill. Vigorous and fast-growing, large-leaved Sweet Dani adds more flavor in culinary usage, thanks to up to 75% more total essential oils than standard lemon basil varieties. An added bonus is the white-flowered spikes. Leaves or flowers can be sprinkled in salads, used to brew tea, or added to recipes that call for lemon or basil.

#### New Fernleaf Dill



Height: 12 to 15 in. (30 to 38 cm)  
The perfect patio container dill! Unlike taller, "floppy" varieties, these dwarf, compact plants do not need staking and won't topple over. Add in later flowering and lush, dark green leaves, and you've got plants that look great all season long. Fernleaf makes a terrific seasoning with fish and vegetable dishes – you can use it fresh, frozen and dried to enjoy the taste all year long. If you're growing cabbage, onions or lettuce, be sure to plant Fernleaf, too – it's a great companion plant!

#### New Summer Savory

Height: 12 to 20 in. (30 to 50 cm)  
The peppery-tasting leaves keep coming as fast as you can pick them from the prolific plants! Terrific used fresh or dried to season beans, meats and stuffing, and a great salt substitute, Summer Savory is one of the essential ingredients in Herbs de Provence (along with rosemary, thyme and oregano). Whorls of light purple flowers add a touch of color to the green-leafed plants in the Summer.

### PERENNIAL HERB

#### New Greek Oregano

Height: 14 to 24 in. (35 to 60 cm)  
USDA Hardiness Zones: 5 to 9  
This is the herb that is synonymous with pizza and tomato sauce, as well as Italian dishes, fish and salad dressings. The wild spice of ancient Greece, Greek oregano was originally grown only for medicinal use, but today's gardeners harvest the dark green leaves for their warm and spicy flavor that is stronger than regular oregano. The bushy plants are topped by white flowers in Summer.

## COLE CROPS

### BROCCOLI

#### New Packman

Days to harvest: 48  
Get ready to bring in a bumper crop with this robust broccoli – the plants produce huge yields of massive, 8-in. (20-cm) heads covered with domes of delicious, medium to small beads. With harvests like these, you'll be glad Packman freezes so well. And if you live in a warm area or plant a little later for harvesting later into the season, Packman won't bolt in the heat. Harvest the central head first and watch for many smaller heads to follow from the side-shoots.

### BRUSSELS SPROUTS

#### New Royal Marvel

Days to harvest: 85  
Loaded with vitamin C, and low in sodium and fat, protein-rich Royal Marvel is a tasty, healthy and fun-to-grow option. The extra-early plants grow stalks filled with wingless, dark green sprouts that are a very uniform, 1-in. (2.5-cm) size. The round sprouts are evenly spaced on the stalk so harvesting is a breeze. Count on good quality after blanching or freezing. Tolerant of tipburn.

I'M IN THE GARDEN OF EATIN'®



Archaeologists have discovered peas in Egyptian tombs.





NEW Pacifica Cabbage



NEW Big Flat Head Cabbage

## CABBAGE

### New Pacifica

Days to harvest: 64  
Big and tasty Pacifica is perfect for slaws and soups, sauerkraut and side dishes! The solid, round, 2.25 to 2.5-lb. (1 to 1.1 kg) heads are a deep green color outside, and have a short core and tight inner leaves. Early-season Pacifica has good "hold-ability" and is bolt tolerant so you can harvest long into the season.

### New Big Flat Head

Days to harvest: 80-85  
Who needs bread when you've got Big Flat Head? This flat specialty cabbage is a standout for its big, mild-tasting leaves – up to 30 per head – that make terrific sandwich wraps. The very sweet, tender, green and white heads each weigh in at 5 to 7 lbs. (2.2 to 3.2 kg). With its very short core and less dense interior for easy slicing and shredding, this is also a great choice for cole slaws and cooking.



NEW Romanesco Carnival Cauliflower

## CAULIFLOWER

### New Romanesco Carnival

Days to harvest: 77  
As fun to look at as it is tasty to eat, eye-catching lime-green Carnival is an "Italian" Romanesco type that holds its brilliant color even when cooked. The perfectly spiraled and very symmetrical heads have tightly beaded, pointed domes with a milder, sweeter flavor than standard cauliflower. It's terrific used raw on antipasto trays, cooked or pickled – be sure to harvest the heads when small for the best flavor. A vigorous grower, Carnival has excellent heat tolerance and is best as a Fall crop.



NEW Quickstar Kohlrabi

## New Snow Crown



Days to harvest: 50  
Always sweet...always mild! A gardener favorite for 35 years, All-America Selections winner Snow Crown is one of the easiest cauliflowers to grow, thanks to its quick growth and strong vigor. The plants produce big yields of fully domed, white heads up to 8 in. (20 cm) across, weighing 1 to 2 lbs. (454 to 908 g). Extremely nutritious, versatile Snow Crown may be eaten raw, cooked, pickled or frozen. You don't need to hurry to harvest the heads, as Snow Crown holds its eating quality for up to 10 days in the garden. May show a light pink blush when it matures in Summer's heat, but that won't affect the flavor at all.



NEW Snow Crown Cauliflower



NEW Toy Choy Pak Choi

## KOHLRABI

### New Quickstar

Days to harvest: 50  
Quick to mature and slow to bolt, Quickstar grows very uniformly sized, 5.5-oz. (150-g), green-skinned edible bulbs nestled below dark green, slightly broad leaves. This versatile variety can be boiled, stir-fried in strips, grated for salads or eaten raw like a carrot, and is a wonderful source of dietary fiber, vitamins C and B6, and minerals. Garden tip: Use the bulbs when they are the size of an apple, before they become hard and woody. You can also harvest at "baby" size. Store from Fall crop in a cool, frost-free place for Winter use.

## PAK CHOI

### New Toy Choy

Days to harvest: 30  
Quick to harvest and easy to prepare, these tiny bunches of crisp white stalks with tender green leaves stand just 4 to 5 in. (10 to 13 cm) tall. Perfect for a single serving Oriental-style side dish, quickly sautéed or roasted. Also great for stir-fry for two, and even delicious raw. Also known as bok choy and Chinese white cabbage. Best grown in cool weather, Toy Choy is a great addition to both Spring and Fall gardens.



DIG IT!

Ancient Greek athletes were given a bunch of celery for winning.



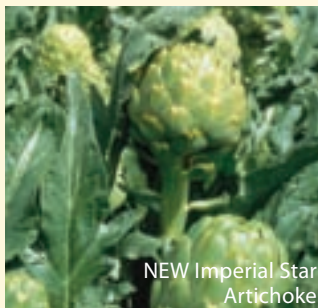
NEW Alfresco Mix



NEW City Garden Mix



NEW Global Gourmet Mix



NEW Imperial Star  
Artichoke



NEW Tango Celery

## LETTUCE & GREENS

### New Alfresco Mix

Days to harvest: 14-21  
Grow your own truly garden-fresh salads! This colorful and nutritious mix includes red and green leaf lettuces with arugula, endive and radicchio to give a true Mediterranean flavor and look. Harvest fresh salads over and over by cutting back to 2 in. (5 cm).

### New City Garden Mix

Days to harvest: 14-21  
Simply step out onto your balcony or patio and snip off a salad to enjoy in moments! City Garden Mix features a traditional mix of red and green lettuces that are easy on the palate and make colorful fresh salads. Great for sandwich garnishes, too. Harvest fresh salads over and over by cutting back to 2 in. (5 cm).

### New Global Gourmet Mix

Days to harvest: 14-21  
Gardeners will savor the Asian flavors of this delicious and nutritious mix in salads and stir-fry. Great in color bowls, the red and green leaf lettuces and Asian greens create both a tasty edible and a beautiful ornamental. Harvest fresh salads over and over by cutting back to 2 in. (5 cm).

## MORE GARDENER FAVORITES

### ARTICHOKE

#### New Imperial Star

Days to harvest: 95  
Grow your own artichokes and enjoy the large, edible flower buds at their prime! Producing the first year, Imperial Star bears lots of sweet, mild artichokes from mid-Summer through Fall. The round, 4.5-in. (11-cm) "chokes" are thornless so they're easy to harvest, and slow to spread open when mature so you don't have to pick the entire crop at once. The attractive grey/green-foliaged plants grow 4 ft. (1.2 m) tall and wide, so give each plant plenty of elbow room!

## CELERY

### New Tango

Days to harvest: 80  
A treat to eat, Tango produces tender, very smooth stalks that are super-sweet and never stringy – it's definitely tastier and more fragrant than store-bought celery. No part of this popular vegetable will go to waste: the stalks are great for calorie-free raw eating, or used in soups and stews; the seeds can be harvested for flavoring many recipes; and the leaves are great in salads and as a garnish. This early, high-yielding plant produces 18 to 20-in. (45 to 50-cm) stalks from very vigorous, robust plants. Garden tip: Best in moist, boggy locations, Tango will perform very well if watered often and consistently.

GREEN WITH ENVY



Cilantro is two herbs in one – the seeds are called coriander.





NEW Orion Fennel



NEW Annie Oakley Okra



NEW RSVPea



NEW Berries Galore Pink Strawberry



NEW Berries Galore Rose Strawberry



Berries Galore White Strawberry



NEW Bright Lights Swiss Chard

## FENNEL

### New Orion

Days to harvest: 80  
Boasting a delicate licoricelike flavor and aroma, gardeners will harvest Orion's leaves for salads, or use in eggs, fish and sauces. The thick, rounded bulbs grow above ground and are much larger than older types, and can be steamed, grilled or eaten raw like celery. This popular Italian cool-season vegetable, also known as finocchio, is a great choice for planting later in the Summer to harvest in mid to late Fall, and can withstand light frosts. Plants grow to 30 in. (75 cm) tall.

## OKRA

### New Annie Oakley

Days to harvest: 50  
Annie Oakley shoots down the myth that okra is strictly for southern gardens – this early and high-yielding variety performs equally well in the North, too! The big, bright green pods are meaty, ribbed and uniformly sized, with exceptional, full-bodied flavor. Enjoy Annie Oakley for fresh eating, or use it in gumbos, soups or deep fried for crunchy goodness. For best flavor, harvest the pods at 2 to 4 in. (5 to 10 cm) long, and keep picking every day to keep them coming. Too many to eat at one time? You can easily store the pods in the refrigerator for up to 5 days! More compact than old-time okras, this is a great choice for small-space gardens.

## PEA

### New RSVPea

A Burpee Home Gardens® Exclusive variety.  
Days to harvest: 56  
Enjoy these peas, please! Arriving early, RSVPeas produce prolifically and are deliciously sweet. Each pod is loaded with 7 to 8 scrumptious peas. Growing to 40 in. (1 m), the sturdy plants are adapted for the cooler climates of the Northeast and Mid-Atlantic regions. Gardeners in those regions can now give peas a chance!

## STRAWBERRY

### New Berries Galore Series

Days to harvest: 75-85  
They're ornamental! They're edible! And now there are 3 eye-catching flower color choices! These ever-bearing runner plants produce mid-sized, deep red berries over thick, glossy deep green foliage that

can be harvested every 3 to 4 days so Summer stays filled with flavor. Hardy to USDA Zone 5. Supplied as easy-to-sow pelleted seed.  
New Pink  
New Rose  
White (formerly Berries Galore)

## SWISS CHARD

### New Bright Lights

Days to harvest: 60  
This jewel plants a rainbow of color in veggie and flower gardens! The stunning All-America Selections-winning mix produces delicious, mildly flavored stems in yellow, gold, orange, pink, violet, green, white, red and even striped! The tender bronze to dark green leaves are best harvested young for salads, or eaten like spinach or beet greens. Performs best in full-sun locations, but will tolerate light shade. A planting bonus...Bright Lights intermingles well with annuals.



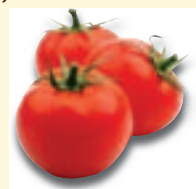
Hot pepper "heat" comes from the interior veins near the seed heart.

## Burpee Home Gardens complete 2011 program

This exciting program lets you market Burpee-branded, garden-ready vegetable and herb plants in dozens of time-tested varieties to every retail customer. You'll find 34 **New** additions for 2011.

### Burpee Home Gardens Varieties for 2011

Artichoke  
**New** Imperial Star  
 Arugula  
 Myway  
 Bush Bean  
 Blue Lake Bush  
 Gold 'N Green Mix  
 Pole Bean  
 Blue Lake Pole  
 Broccoli  
**New** Packman  
 Flash Hybrid\*  
 Raab  
 Brussels Sprouts  
 Franklin  
**New** Royal Marvel  
 Cabbage  
**New** Big Flat Head  
 Fast Vantage  
**New** Pacifica  
 Cauliflower  
 Cheddar  
 First White Hybrid\*  
**New** Romanesco Carnival  
**New** Snow Crown  
 Celery  
**New** Tango  
 Collards  
 Georgia  
 Cucumber  
 Burpee Hybrid II  
 Burpless No. 26  
 Bush Champion\*  
 Mathilde  
 Pickalot Hybrid\*  
 Sweet Burpless Hybrid\*  
 Eggplant  
 Burpee Hybrid\*  
 Purple Blaze\*  
 White Star Hybrid\*  
 Fennel  
**New** Orion



Herbs  
 Boxwood Basil  
 Cardinal Basil  
**New** Nufar Basil  
 Red Rubin Basil  
 Siam Queen Basil  
**New** Sweet Dani Lemon Basil  
 Sweet Italian Large Leaf Basil  
 Sweet Mammoth Basil  
 Catnip  
 Garlic Chives  
 Onion Chives  
 Santo Cilantro  
 Dill  
**New** Fernleaf Dill  
 Potpourri Dark Purple, Sky Blue and White Lavender  
 Sweet Marjoram  
 Oregano  
**New** Greek Oregano  
 Italian Dark Single Parsley  
 Triple Curled Parsley  
 Peppermint  
 Rosemary  
 Sage  
**New** Summer Savory  
 Spearmint  
 Sweet Leaf Stevia  
 Summer Thyme  
 Kohlrabi  
**New** Quickstar  
 Lettuce  
**New** Alfresco Mix (multi-species, multi-pellet)  
 Burpee Bibb\*  
 Buttercrunch  
**New** City Garden Mix (multi-species, multi-pellet)  
**New** Global Gourmet Mix (multi-species, multi-pellet)  
 Gourmet Blend\*  
 Heatwave Blend\*  
 Little Caesar\*  
 Melon  
 Ambrosia  
 Doral  
 Twice As Nice\*  
 Mustard  
 Florida Broadleaf  
 Okra  
**New** Annie Oakley  
 Onion  
 Parade Bunching  
 Red Zeppelin  
 White Sweet Spanish  
 Yellow Sweet Spanish  
 Pak Choi  
**New** Toy Choy



Pea  
**New** RSVPea\*  
 Pepper – Sweet Bell  
 Better Belle  
 Big Bertha  
**New** Cajun Belle  
 Great Stuff Hybrid\*  
 Pinot Noir  
 Red Delicious Hybrid\*  
 Pepper – Sweet  
**New** Bananarama\*  
 Big Daddy Hybrid\*  
 Costa Rican Sweet Hybrid\*  
 Flavorburst Hybrid  
 Pepper – Hot  
 Hot Lemon\*  
 Hottie  
 Hungarian Yellow Wax  
 Jalapeño Gigante\*  
 Ristra Cayenne Hybrid\*  
 Tabasco  
 Zavory\*  
 Pumpkin  
 Casper\*  
 Harvest Moon  
 Howden  
 Jack-Be-Little  
 Spinach  
 Baby's Leaf Hybrid\*  
 Bloomsdale  
 Summer Squash  
 Burpee Golden\*  
 Burpee Hybrid\*  
 Peter Pan  
 Pic-N-Pic Hybrid\*  
 Winter Squash  
 Burpee's Bush Table Queen\*  
 Burpee's Butterbush\*  
 Strawberry  
 Berri Basket\* White (formerly Berri Basket)  
**New** Berries Galore\* Pink  
**New** Berries Galore\* Rose  
 Berries Galore\* White (formerly Berries Galore)  
 Swiss Chard  
**New** Bright Lights



Tomato – Beefsteak  
 Brandy Boy Hybrid\*  
 BushSteak Hybrid\*  
 Old Time Tasty  
 Supersteak Hybrid  
 Tomato – Slicer  
 Better Boy  
 Big Beef  
**New** Big Pink\*  
 Burpee Big Boy\*  
 Bush Early Girl  
 Celebrity  
 Champion II  
 Delicious  
 Early Girl  
 Fourth Of July\*  
**New** Jet Star  
 Lemon Boy  
**New** Orange Wellington\*  
 Steak Sandwich Hybrid\*  
 SuperTasty Hybrid\*  
 Sweet Seedless Hybrid\*  
**New** Tye Dye\*  
 Tomato – Paste/Saladette  
 Fresh Salsa Hybrid\*  
 Big Mama Hybrid\*  
 Tomato – Heirloom  
**New** Brandywine Red  
**New** Cherokee Purple  
 Pineapple  
**New** Yellow Pear  
 Tomato – Small-Fruited  
 Black Pearl Hybrid\*  
 Napa Grape Hybrid\*  
**New** Red Grape  
 Sungold  
 Sweet 100  
 Tomatoberry Garden  
 Tumbler  
 Watermelon  
 Crimson Sweet  
 Sugar Baby



### Program Drops for 2011

Herb  
 Borage  
 Okra  
 Cajun Delight  
 Pepper  
 Mohawk  
 Strawberry  
 Pretty in Pink





## Get in on the veggie trend!

We've created vegetable groupings designed to start or rejuvenate your vegetable offering. Ask your Ball Seed sales rep to help you customize to fit your region.

### Core Collection

Choose a variety or two from each class to create your own standard vegetable collection.

Broccoli  
Flash Hybrid\*  
New Packman  
Brussels Sprouts  
New Royal Marvel  
Cabbage  
Fast Vantage  
New Pacifica  
Cauliflower  
First White Hybrid\*  
New Snow Crown  
Collards  
Georgia  
Cucumber  
Burpee Hybrid II  
Bush Champion\*  
Pickalot Hybrid\*  
Sweet Burpless Hybrid\*  
Eggplant  
Burpee Hybrid\*  
Herbs  
New Nufar Basil  
Siam Queen Basil  
Sweet Italian Large Leaf Basil  
Catnip  
Onion Chives  
Dill  
New Fernleaf Dill  
Oregano  
Italian Dark Single Parsley  
Rosemary  
Sage  
Sweet Marjoram  
Summer Thyme  
Lettuce  
Burpee Bibb\*  
Buttercrunch  
New Alfresco Mix  
New City Garden Mix  
New Global Gourmet Mix  
Melon  
Ambrosia  
Onion  
Parade Bunching  
Yellow Sweet Spanish  
Pea  
New RSVPea\*  
Pepper  
Better Belle  
Big Daddy Hybrid\*  
Flavorburst Hybrid  
Hungarian Yellow Wax  
Red Delicious Hybrid\*  
Zavory\*  
Pumpkin  
Howden  
Summer Squash  
Peter Pan  
Burpee Golden\*  
Burpee Hybrid\*  
Winter Squash  
Burpee's Bush Table Queen\*



Strawberry  
Berries Galore® White  
Tomato – Beefsteak  
BushSteak Hybrid\*  
Old Time Tasty  
Tomato – Small-Fruited  
New Red Grape  
Sungold  
Sweet 100  
Tomato – Slicer  
Better Boy  
Big Beef  
New Big Pink\*  
Burpee Big Boy  
Celebrity  
Champion II  
Early Girl  
Fourth Of July\*  
New Jet Star  
Steak Sandwich Hybrid\*  
SuperTasty Hybrid\*  
New Tye Dye\*  
Watermelon  
Crimson Sweet



### The Next Step

Some selections to make your offering more interesting.

Bush Bean  
Blue Lake Bush  
Pole Bean  
Blue Lake Pole  
Brussels Sprouts  
Franklin  
Celery  
New Tango  
Cucumber  
Burpless No. 26  
Eggplant  
Purple Blaze\*  
Herbs  
Red Rubin Basil  
New Sweet Dani Lemon Basil  
Sweet Mammoth Basil  
Garlic Chives  
New Greek Oregano  
Triple Curled Parsley  
Peppermint  
Spearmint  
New Summer Savory  
Kohlrabi  
New Quickstar  
Lettuce  
Heatwave Blend\*  
Little Caesar\*  
Melon  
Doral  
Okra  
New Annie Oakley  
Onion  
Red Zeppelin  
Pepper  
New Bananarama\*  
Big Bertha  
New Cajun Belle  
Hot Lemon\*  
Ristra Cayenne Hybrid\*  
Tabasco  
Pumpkin  
Casper\*  
Harvest Moon  
Jack-Be-Little

Spinach  
Bloomsdale  
Summer Squash  
Pic-N-Pic Hybrid\*  
Winter Squash  
Burpee's Butterbush\*  
Strawberry  
Berri Basket® White  
New Berries Galore® Pink  
New Berries Galore® Rose  
Swiss Chard  
New Bright Lights  
Tomato – Beefsteak  
Brandy Boy Hybrid\*  
Supersteak Hybrid  
Tomato – Small-Fruited  
Napa Grape Hybrid\*  
Tumbler  
Tomato – Slicer  
Bush Early Girl  
Delicious  
Lemon Boy  
New Orange Wellington\*  
Tomato – Heirloom  
New Yellow Pear  
Watermelon  
Sugar Baby

### Gourmet Group

Unique items to make any standard selection new and improved.

Artichoke  
New Imperial Star  
Arugula  
Myway  
Bush Bean  
Gold 'N Green Mix  
Broccoli  
Raab  
Cabbage  
New Big Flat Head  
Cucumber  
Mathilde  
Cauliflower  
Cheddar  
New Romanesco Carnival  
Eggplant  
White Star Hybrid\*  
Fennel  
New Orion  
Herbs  
Boxwood Basil  
Cardinal Basil  
Potpourri Dark Purple, Sky Blue and White Lavender  
Sweet Leaf Stevia  
Lettuce  
Gourmet Blend\*  
Melon  
Twice As Nice\*  
Mustard  
Florida Broadleaf  
Pak Choi  
New Toy Choy  
Pepper  
Great Stuff Hybrid\*  
Pinot Noir



Spinach  
Baby's Leaf Hybrid\*  
Tomato – Small-Fruited  
Black Pearl Hybrid\*  
Tomatoberry Garden  
Tomato – Slicer  
Sweet Seedless Hybrid\*  
Tomato – Heirloom  
New Brandywine Red  
New Cherokee Purple  
Pineapple



### Salsa Bowl

Just pick, chop and mix for a zesty treat!

Herbs  
Santo Cilantro  
Onion  
White Sweet Spanish  
Pepper  
Costa Rican Sweet Hybrid\*  
Hottie  
Jalapeño Gigante\*  
Tomato – Paste/Saladette  
Fresh Salsa Hybrid\*  
Big Mama Hybrid\*

### Premium "To Go" Gardens

These varieties are specially selected for growing and selling easy, patio-ready gardens. Find details on page 1.

Patio-Ready Veggie Planters

Cucumber  
Bush Champion\*  
Pepper  
Better Belle  
Flavorburst Hybrid  
Jalapeño Gigante\*  
Red Delicious Hybrid\*



Tomato  
Bush Early Girl  
BushSteak Hybrid\*  
Celebrity  
Fourth of July\*  
Fresh Salsa Hybrid\*  
Tumbler

Colorful Mixed Salad Bowls  
New Alfresco Mix  
New City Garden Mix  
New Global Gourmet Mix  
Gourmet Blend\*  
Heatwave Blend\*

Creative Herb Combos  
Tuscan Trio (Parsley, basil and oregano)  
Good Grillin' (Parsley, rosemary and chives)  
Kitchen Favorites (Dill, parsley, oregano and basil)

### Organic Seed

Many Burpee Home Gardens varieties are available as Organic Seed – contact your Ball Seed sales rep for details.



## Ideas and inspiration for gardeners.



Burpee Home Gardens is showing up right where gardeners are looking – in popular consumer magazines, in cable TV ads during national gardening and lifestyle programs, online and in the stores they visit.

[burpeehomegardens.com](http://burpeehomegardens.com)

It's chock-full of planting advice, tasty recipes and ideas to inspire gardening confidence. The Retail Locator will help shoppers find Burpee Home Gardens varieties at a local store.



Social networking

The new Burpee Garden Coach™ garden-handy mobile tool goes live in February 2011, and gives every gardener the opportunity to connect with their Garden Coach! (Check out the inside front cover for more.) Gardeners are also finding Burpee Home Gardens and sharing it through Twitter and Facebook.  

TV, print, online and radio ad  
Comprehensive ad campaign tells consumers all about the Burpee Home Gardens program and drive them into the store. We reached millions of our target consumers in 2010, and plan to continue spreading the word next year!



PR efforts

Readers will see stories and pictures in leading lifestyle magazines and newspapers. Burpee is the most turned-to-source of new information on vegetable gardening.

"I Can Grow"

Our new national program focuses on the four E's – Education, Eating better, Environment and Economy. Community outreach opportunities like youth garden



programs and the "I Can Grow" blog ([burpeehomegardens.com/blog](http://burpeehomegardens.com/blog)) introduce gardening to younger and novice gardeners, and support them by showing them how to eat better, protect their environment and save money by growing their own vegetables.

Garden Fresh

The new 32-page gardening guide is filled with fun and insightful information to help gardeners learn how to make their garden grow. It's available free on request at [burpeehomegardens.com](http://burpeehomegardens.com).





## Retail support to inspire shoppers.

Burpee Home Gardens POP materials give you flexible options – grow and display with what works best for your operation and your market.

### Branded pots

The familiar Burpee logo inspires and assures shoppers. Thermoform and injection-molded styles are available in traditional sizes through your preferred supplier.

### Sustainable pots

Make vegetable gardening a true “give back” experience. Available in several types and sizes.



Thermoform Pot

### Distinctive tags

The unique shape is reminiscent of the Burpee seed packets just like gardeners saw on Mom’s kitchen table. Choose from several sizes with styles to fit both the standard and “To Go” options. Available with and without the USDA Organic logo. Every tag has easy take-home planting and care tips, plus new interactive “smart tags” for even more info (read more on the inside cover).



### Bold, clear signage

Our flexible merchandising program with new 2011 options and Burpee Garden Coach call-outs puts impact, information and inspiration into every store. Earn free POP for your retail customers based on your level of participation.



NEW Sign  
16 x 30"



Cart Banner  
19 x 52"



Compostable  
OP47 Bio Pot



Plantable Rice Hull Pot



Benchcards  
11 x 7"

## Established, reliable, trusted... and now it's yours to sell.

Growing and selling your own Burpee Home Gardens program is easy. We've made it simple for you to succeed:

1. Become a Burpee Home Gardens Certified Grower: Your Ball Seed sales rep or ColorLink rep will get you certified in minutes.
2. It's easy to order: Order your seed, plugs, tags and POP at [ballseed.com](http://ballseed.com) or 800 879-BALL.
3. Choose flexible pot options: Order your branded or sustainable pots through your preferred pot supplier.
4. Make sure customers can find you: Retailers, add your store to the Retail Locator at [burpeehomegardens.com](http://burpeehomegardens.com). Growers, add your business to [ballhort.com/burpeehomegardens](http://ballhort.com/burpeehomegardens) so retailers know you are a plant supplier. Find complete program details there, too.
5. Grow your plants, grow your profits: Sell vegetables and herbs at competitive prices and see increased sell-through thanks to higher demand!

Ball Horticultural Company  
800 879-BALL  
Fax: 800 234-0370  
Order at [ballseed.com](http://ballseed.com)

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