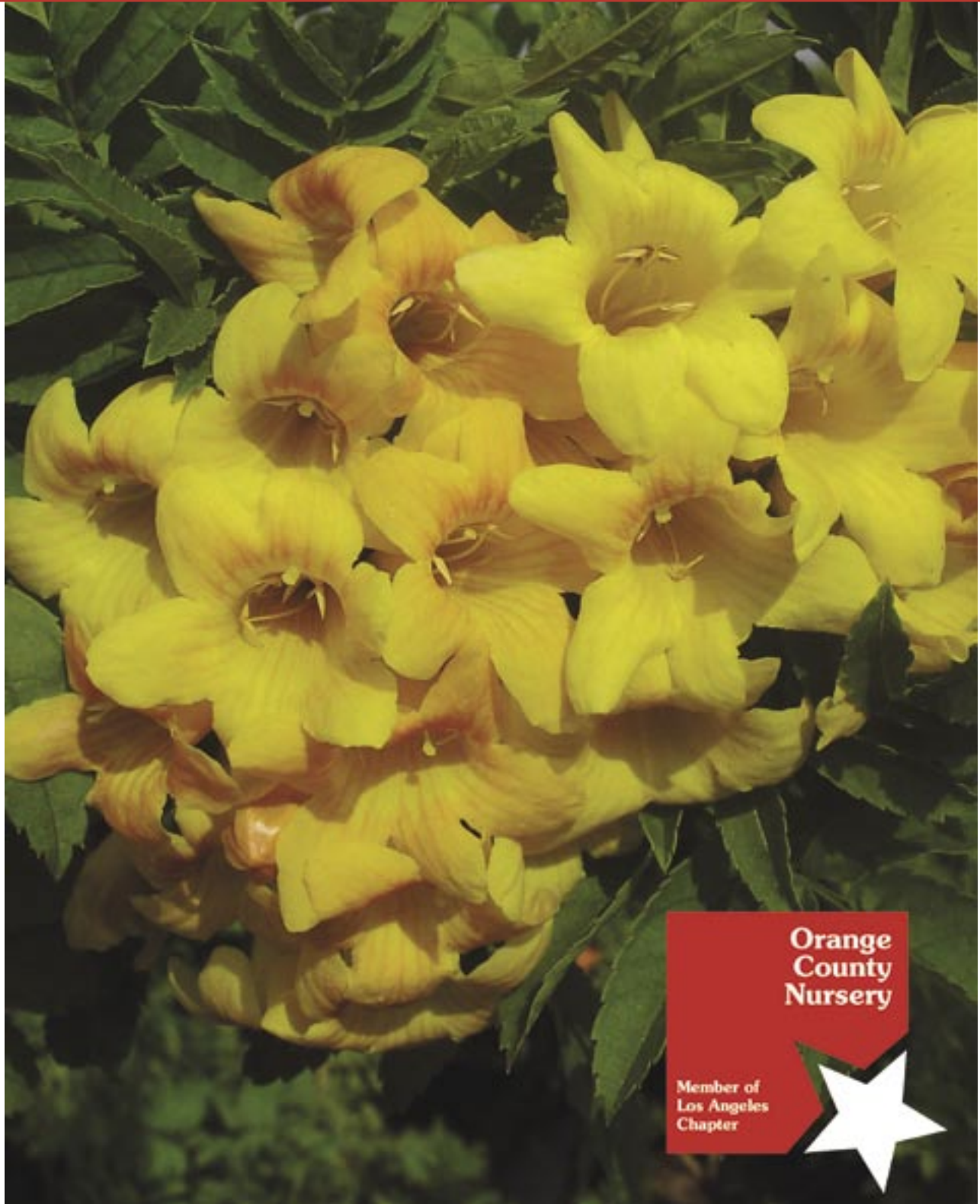


Orange County Nursery strives to exceed the levels of success established by generations past

fostering heritage



Orange
County
Nursery

Member of
Los Angeles
Chapter





Orange County Nursery has surely grown—what was once a few 5-gallon, 15-gallon and 24-inch boxes from one location is now acres of 5-gallon up to 60-inch boxed trees from numerous growing grounds.

Orange County Nursery Inc.

Garden Grove, California
 For more information, call (800) 569-0169 or visit www.ocnursery.com. All photos courtesy of Orange County Nursery Inc.

Beginnings of Orange County Nursery Inc.

Orange County Nursery Inc. is one of the oldest nurseries on the West Coast. Everett S. Richman started the company after moving from the Midwest to California to seek his fortune. He established Orange County Nursery and Land Company in 1887 on the corner of Commonwealth Avenue and, what is now, Richman Avenue in the town of Fullerton.

In 1914, Richman sold the business to a local German businessman Karl Kohl. Kohl did quite well for a number of years, and in 1924, decided to sell the business and retire. A young Mexican entrepreneur, Margarito Veyna, who had been supplying Orange County Nursery and Land Company with grape cuttings, heard about the impending sale and decided he would like to buy it. Margarito had emigrated from Mexico in 1918 during the Mexican Revolution. He was very bright and ambitious, but had little money. Kohl trusted the young man and agreed to sell him the company on payments.

Margarito was no stranger to hard work. Although his English was limited, he made many contacts and managed not only to support his growing family, but also pay Kohl for the nursery. By the time the Great Depression hit, Margarito and his wife Sixta, already had five children—all boys. Since times were tough and money was short, people were not spending what little they had. The population wanted something that would provide them with food, so fruit tree sales were good. This helped the Veyna family make it through the hard times.

By 1936, the nursery had relocated to Anaheim and the Veynas now had eight children. Mechanization had not yet hit the growing grounds and trees were still harvested with a team of horses. Orange County Nursery grew a full line of stone fruits, citrus and avocados in fields located in Anaheim, Fullerton and San Juan Capistrano.

Although Margarito had a limited education, he insisted his children attend school and excel in their own educations. Most

of his older children graduated from Anaheim Union High School, the first being Gonzalo (Jack) in 1940, followed by Joe, Louis, Dan and John in rapid succession. The older boys barely graduated from high school when World War II began, as most of Margarito's sons went off to war; all returned safely.

After the war, Gonzalo and Joe went back to work for the nursery. Since the company had more families to support, they chose to incorporate and expand with the rising economy in Southern California in the early 1950s. The nursery was relocated from Anaheim to Norwalk. By the mid-50s, the business had expanded and Dan, John and Sixto joined the company. Most of the plant material at this time was grown in the Norwalk-Cerritos area.

As the entire Southwest was rapidly expanding, the company needed more land. That land was acquired in the fertile San Joaquin Valley. Dan and Sixto Veyna moved to Visalia to oversee the establishment of the new bare root growing grounds. The company's entire bare root production is still grown there.



It was at this time that Orange County Nursery, and its new president, Jack Veyna, expanded into the container tree business. At first, only a few 5-gallon, 15-gallon and 24-inch boxes of limited varieties were planted. The company has since expanded to many acres of trees; 5-gallon up to 60-inch boxed trees in numerous growing grounds are now available. Through the hard work and perseverance of the Veyna family, the company expanded from its meager beginnings to its present size.



ORANGE COUNTY NURSERY:

Orange County Nursery Inc. is in a unique position, in that they are in the bare root business as well as the container business. Orange County Nursery now has over 300 acres in bare root production, and over 450 acres in container and boxed tree production in California and Texas. This is why a focus on propagation is so important. An important part of the involvement of the Veyna family's third generation in the company is the marketing of new tree varieties developed by their fathers and other plant breeders who are working on the cutting edge. With a strong perception of customer needs, the Veyna Family has come up with some new introductions into the nursery industry including *Platanus mexicana* 'Alamo'[™], *Pyrus* 'Sierra Blanca'[®], and *Pistacia chinensis* 'Autumn Splendor'[™].

DELIVERING SPRING EASILY

Pre-Canning Program Created For Convenience

Orange County Nursery is also introducing a new "Pre-canning" Program, offering nurseries the opportunity to take delivery in early spring of trees that are canned to order in either peat pots or plastic containers. With the increase in population, coupled with reduced lot sizes and the public's desire for convenience, people aren't buying as many bare root trees as they used to. Orange County Nursery has sought to meet that need by taking the hassle out of buying deciduous fruit and shade trees. Orange County Nursery is giving retail nurseries the ability to have bare root material on hand for their customers without having to deal with bins full of shavings and sand, and wrapping the root system for the consumer.

With our Pre-canning Program, we are ready to fill not only the retailer or garden center's need for bare root product, but also to plant up and ship that product when it looks it's best and at peak market demand. Today's consumer is accustomed to getting guarantees on merchandise; they want signs of life and spring awakening. By delivering trees when they are leafed out, the consumer is much more likely to buy trees with the assurance that they have made a good decision.

The present generation of the Veyna Family has tried to ensure that their business is listening to the needs of their customers. Orange County Nursery looks forward to aggressively introducing new trees and new consumer services that will serve to maintain and exceed the standards that were created by the founders. With the heritage of hard work and determination, modeled for us by previous generations of Veynas, we will continue to produce outstanding trees for today's market.



TREE INTRODUCTIONS

Platanus mexicana 'Alamo'[™] bottom left

This new variety of Sycamore is a fast-growing strain that resists Anthracnose and Mildew. The Mexican Sycamore is native to Northern Mexico and Southern Texas. There, the weather can be dry or humid, but in the summer, it is always hot. The tree was brought over to the West Coast about 10 years ago and has done well in most climate areas from San Pedro, California to Las Vegas, Nevada. After growing it bare root for several years, Orange County noticed a particularly attractive strain and decided to cultivate it and give it a name. 'Alamo'[™] Sycamore was based on the phenomenal success it had at their Texas operation. 'Alamo'[™] is characterized by its fast growth, distinctive foliage and pyramidal shape. The leaf is dark green on the top and silver on the bottom, giving the tree a shimmering effect in the wind. Unlike other Sycamore varieties, it tends to hold its dark green leaves well into December.

Pyrus 'Sierra Blanca'[®] Flowering Pear below

Another Orange County Nursery introduction, this new Flowering Pear tree has huge white blossoms. A vigorous grower, this tree bears a great similarity to both the 'Aristocrat' Flowering Pear (*Pyrus calleryana*) and the Japanese Evergreen Flowering Pear (*Pyrus kawakami*). The leaves are dark green and glossy, and its habit is upright with a central leader. This tree flowers between the blooming time of 'Aristocrat' and the Evergreen Pear, and when it does, wow! An Orange County 'Sierra Blanca'[®] tree in full bloom is a sight to see.



Pistacia chinensis 'Autumn Splendor'[™]

One of the newest varieties to be introduced—due on the market in late 2006—this tree is produced only as a male graft. What distinguishes the Orange County 'Autumn Splendor'[™] from other Chinese Pistache is its brilliant orange fall color and distinctive leaf form. Planting male *Pistacia chinensis* varieties prevents unwanted seedlings from spreading in the landscape. The state of Texas has already put *Pistacia chinensis* on its list of “do not plant” varieties and the state of Arizona may soon follow suit.

Lagerstroemia Whit IV 'Red Rocket'[®] and Whit II 'Dynamite'[®] right

In addition to these exciting releases, Orange County Nursery is now licensed to grow two exceptional Lagerstroemia developed by Carl Whitcomb. Whit IV 'Red Rocket'[®] and Whit II 'Dynamite'[®] are hot new Crape Myrtles that live up to their names in both color and form. The bright cherry-red color of the long cone-shaped flower clusters is enhanced against a canopy of deep green. New growth is dark red turning to green, and there is the added bonus of deep red coloring on the new wood. Both have a strong upright habit, making them choice specimens for narrow spaces, as well as a long bloom time from mid-summer to late fall. These cultivars are highly resistant to powdery mildew and drought, and will surely become a spectacular addition to any landscape.



Betula nigra 'Dura-Heat'[®]

An old favorite with a new twist is the *Betula nigra* 'Dura-Heat'[®], which Orange County is growing this year. This spectacular new cultivar is true to its name when it comes to heat tolerance. It will take clay as well as sandy soils better than the regular River Birch. Add to that the lustrous dark green leaves in summer followed by a lovely butter-yellow fall display and you have an excellent specimen tree. The 'Dura-Heat'[®] also produces more branching for a full, dense crown, and beautiful creamy white exfoliating bark. This fast grower will achieve 30- to 40-foot high by 25-feet at maturity. It is resistant to leaf spot and aphids.

Cornus florida and **Cornus florida rubra** Dogwood Tree

One other old fashioned variety with a newly expanded range of landscape uses comes from our Visalia growing grounds. From a parent plant brought from Oregon over 15 years ago, we have developed a strain of *Cornus florida* and *Cornus florida rubra*, which is remarkably heat tolerant, and still produces the lovely star-shaped blooms we all know and love on Dogwoods. These specimen trees are grown exclusively from seed gathered in Visalia from the original parent plant. As subsequent generations have adapted to that climate, we have produced a very strong strain of a tree some people had considered too delicate to take extreme heat, or at least one that needs shade to look good. These trees are as lovely and full of color in their spring display of white or pink flowers as any grown in a more northern climate, while also being strong enough to grow rapidly into large specimens.