

Photo: Saxon Holt



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NATIVE PLANT SOCIETY

Native Plant Gardening!

Benefits and Importance of
California Natives


Introductions



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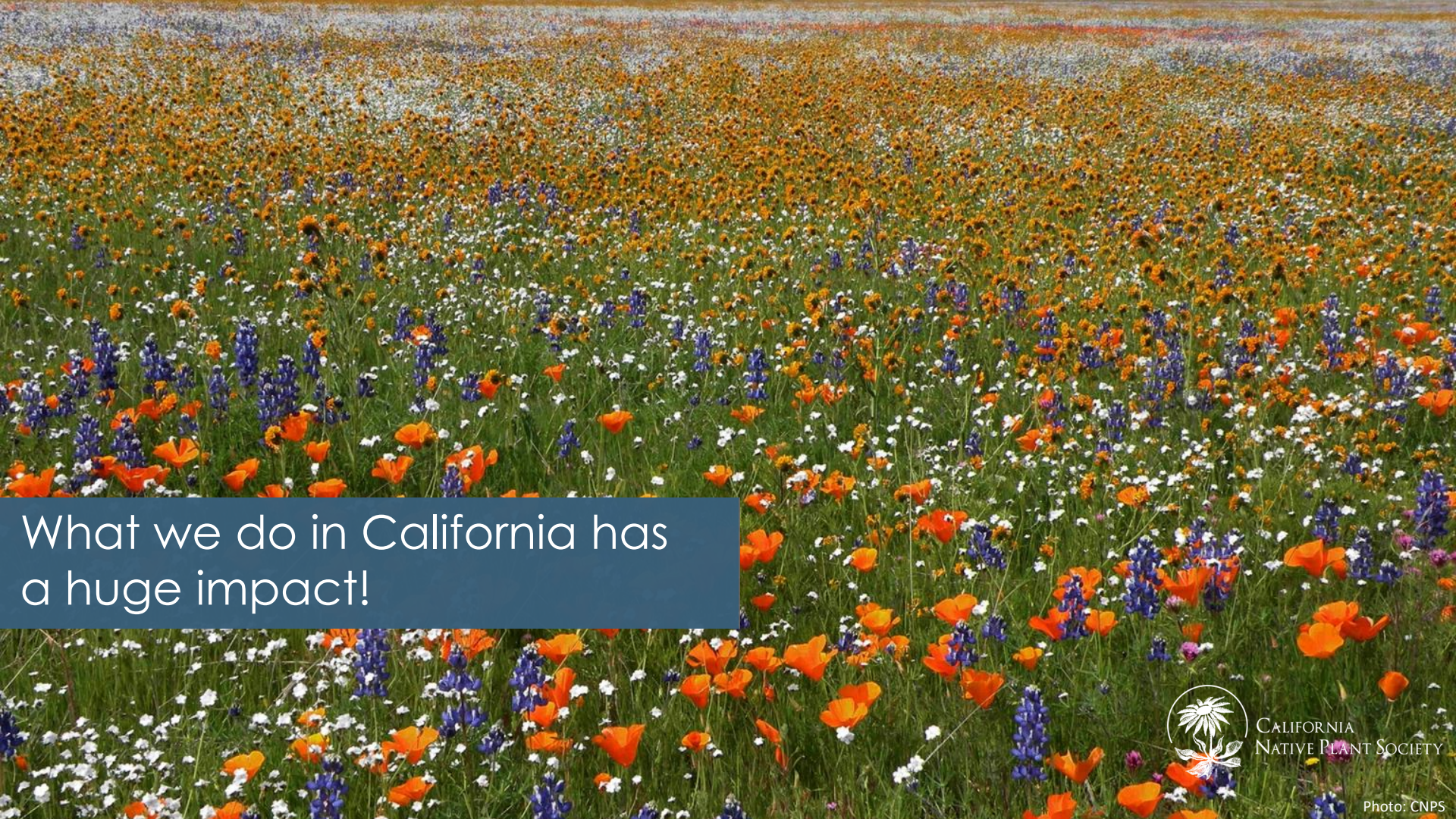
Dedicated to conserving
California native plants
and their natural
habitats....

A close-up photograph of a yellow and black butterfly, likely a Giant Swallowtail, perched on a cluster of small, spiky purple flowers. The butterfly's wings are spread, showing distinct black stripes on a yellow background. The background is a soft-focus green, suggesting a garden setting.

Restoring nature,
one garden at a
time



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What we do in California has
a huge impact!



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Photo: CNPS

Native gardens excel at efficiency

- ✓ 83% less water
- ✓ 56% less green waste
- ✓ 68% less maintenance

When planned well
and cared for
properly, native
gardens can achieve
these savings!

If we replant half of the area now in lawn...



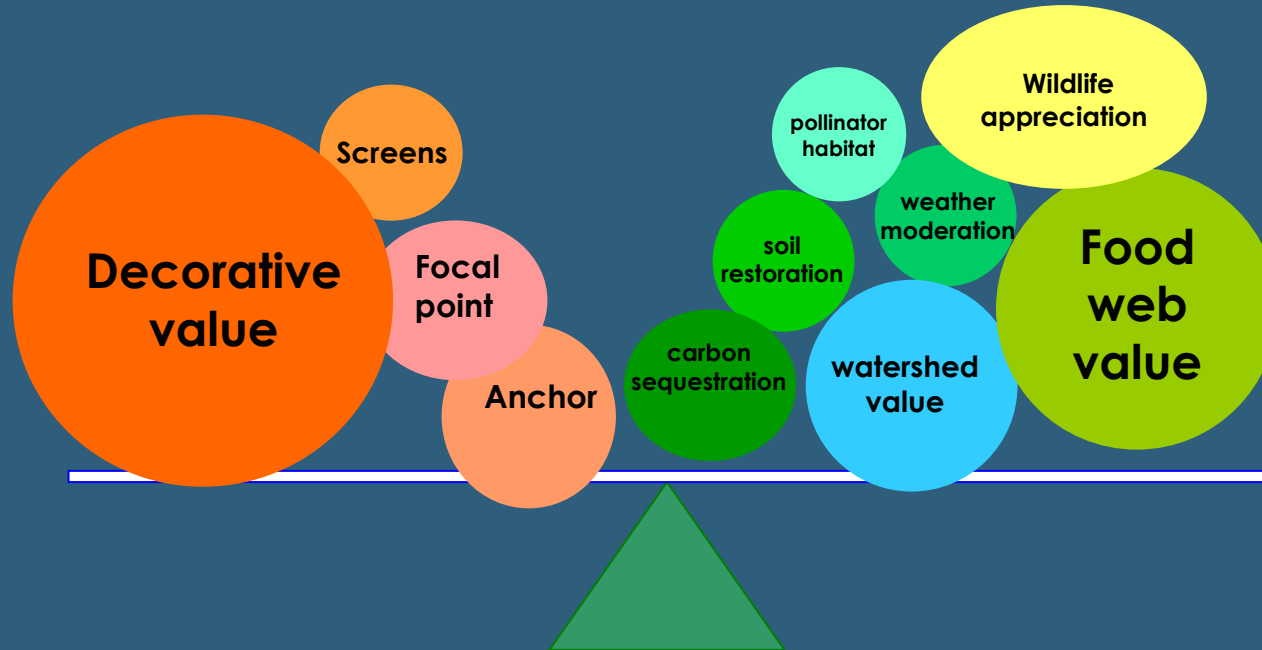
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Photo: Joel Lym



...we could create more than 20 million acres of new habitat

New criteria for choosing our landscapes



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Source: Doug Tallamy

Benefits of Native Plants

- ✓ Save water
- ✓ Reduce maintenance
- ✓ Reduce harmful runoff
- ✓ Support local ecology



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California
native plants
offer incredible
color variety,
amazing
structural
design, and
stunning beauty
when used in
just about any
Bay Area
landscape



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Bloom!

C A L I F O R N I A

Native Plants for a Bright Tomorrow



Welcome!

Bloom! California: Native Plants for a Bright Tomorrow is a California Native Plant Society campaign funded by a Specialty Crop Block Grant, and is the first project of its kind in the state.

The goal of *Bloom! California* is to **increase the sale of 11 selected California native plants by 20%** over the three-year life of the campaign.



How?

We will achieve this goal through a marketing and education campaign featuring...

- Point-of-sale materials
- How-to micro-videos
- Social media and other marketing

CNPS will evaluate and measure the success of the campaign by tracking native specialty crop sales and using quarterly data from participating nurseries and growers like you.

Meet the Plants

The following California native plants (and cultivars) are included in the campaign:



Oak



Clarkia



Sage



Phacelia



Ornamental Grass



Iris



Toyon



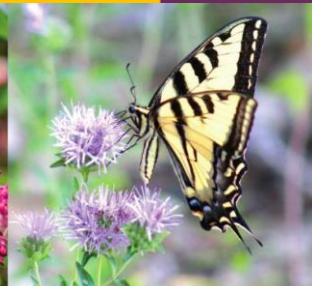
Manzanita



Yarrow



Currant



Mint



Why these native plants?

The 11 native plant groups of *Bloom! California* are great choices for anyone's garden due to their:

- **Easy care:** basic maintenance will keep gardens hassle-free
- **Statewide success:** suited for the varying regions of California's diverse ecosystem
- **Habitat power:** attract butterflies, birds, bees and other wildlife that share our home



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Calscape

Restore Nature One Garden at a Time

Search for California native plants by name



Enter a California address or click the map to see plants native to that location

California

7988 plants native to California



All Plants
7988



Trees
216



Shrubs
1452



Perennials
3700



Annuals
2216



Grasses
645



Succulents
188



Vines
92



Ferns
113



Sun
2845



Shade
586



Part Shade
2279



Groundcovers
825



Butterfly Hosts
5079



Hedges
323



Bank Stabilization
305



Low Water
1619



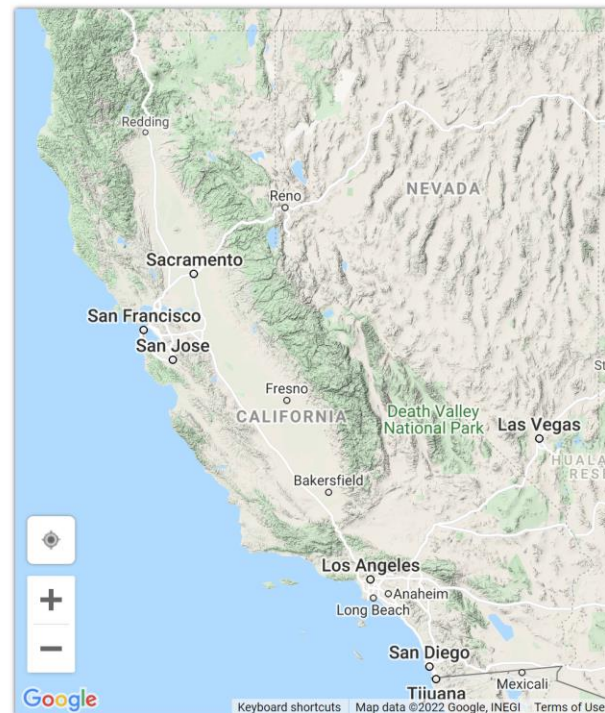
Very Low Water
495



Damp Soils
735

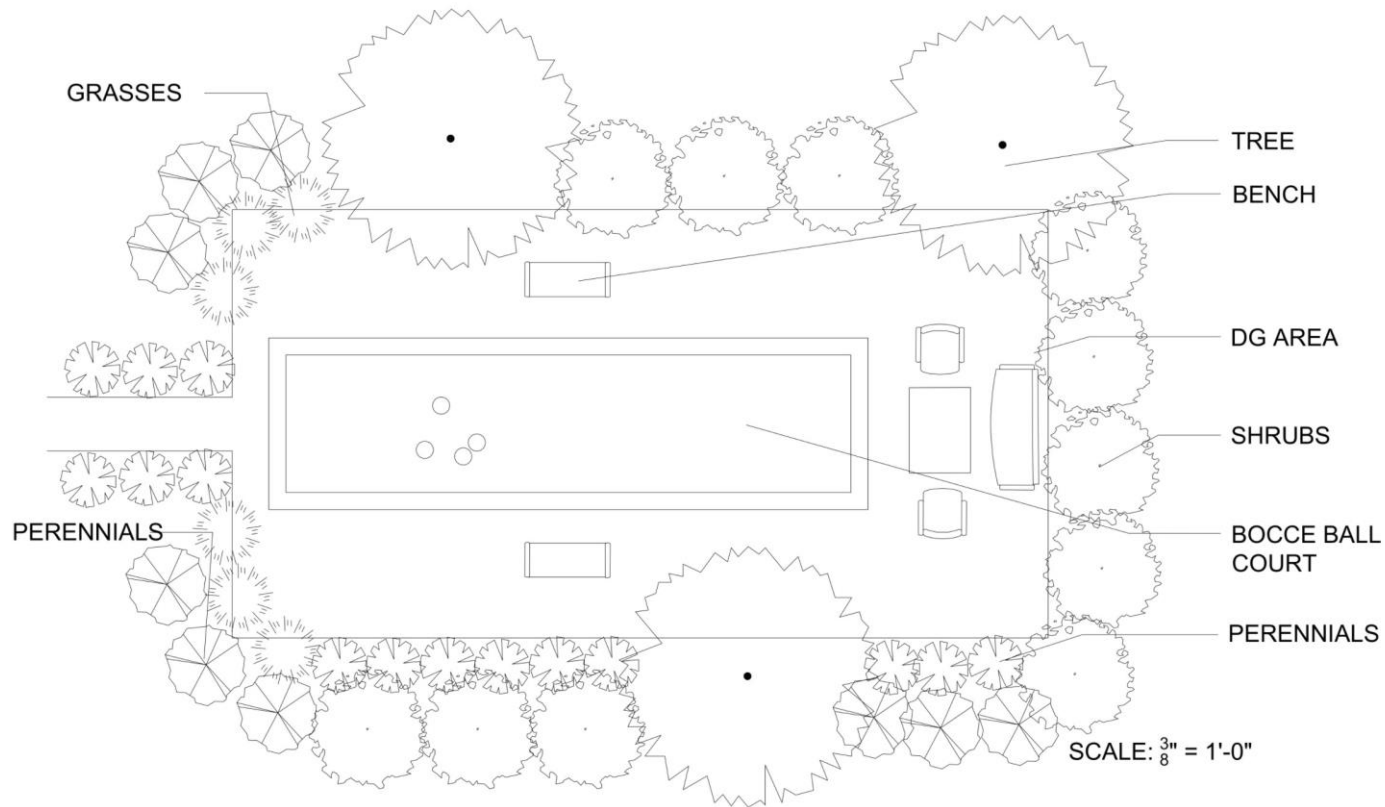


Very Easy
394

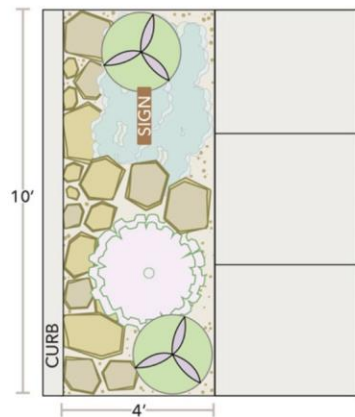


Calscape Garden Planner



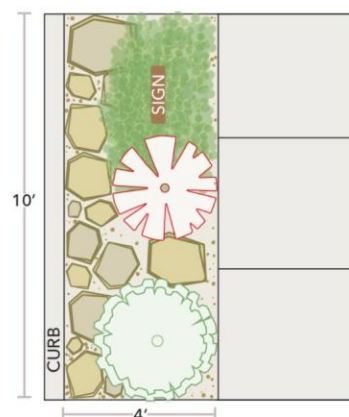





PLAN 1



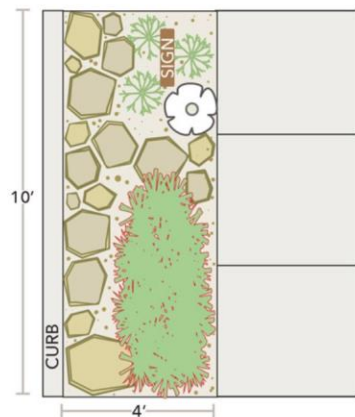
-  Perennial Herb
Quantity: 1
-  Perennial Herb
Quantity: 1
-  Perennial Herb
Quantity: 2

PLAN 2



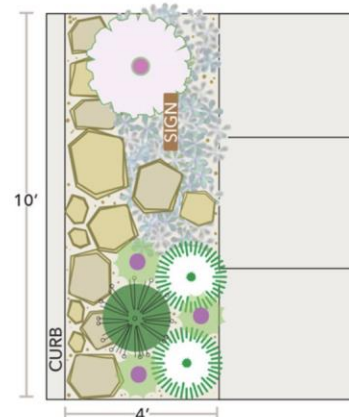
-  Groundcover
Quantity: 1
-  Perennial Herb
Quantity: 1
-  Perennial Herb
Quantity: 1






PLAN 3



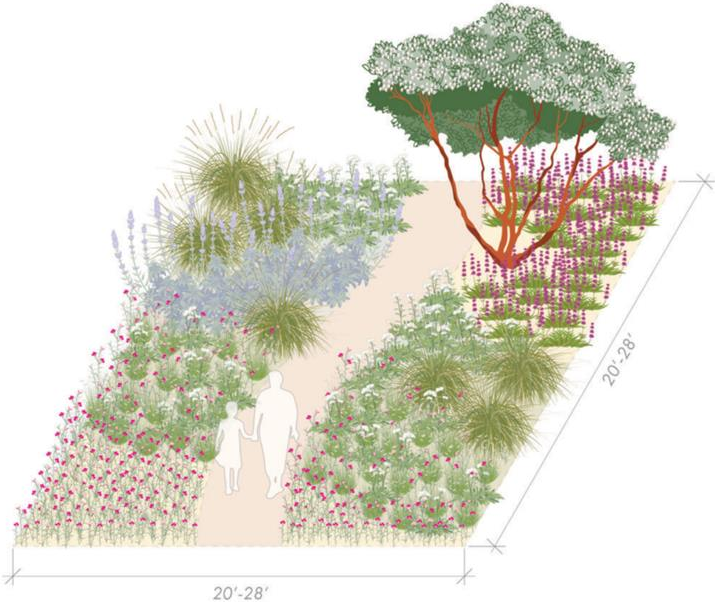
-  Perennial Herb
Quantity: 1
-  Ornamental Grass
Quantity: 3
-  Perennial Herb
Quantity: 1

PLAN 4



-  Ornamental Sedge
Quantity: 2
-  Perennial Herb
Quantity: 1
-  Ornamental rush
Quantity: 1
-  Groundcover
Quantity: 1
-  Annual Herb
Quantity: 2

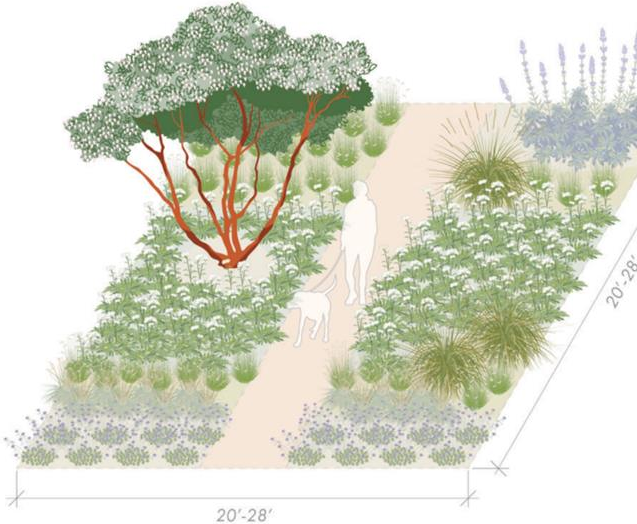
Bloom! California Inspiration & Education



F. WELCOMING ENTRY

informal/naturalistic

seed	Purple Clarkia	10-20	Hummingbird Sage	57-100	TOTAL PLANTS
5-7	Deergrass	1-2	White Sage		plus seed
20-35	Blue Grama	1	Common Manzanita		
20-35	Common Yarrow				



F. WELCOMING ENTRY

modern/contemporary

3	Deergrass	10-20	Coyote Mint	65-135	TOTAL
20-35	Blue Grama	1	White Sage		
10-15	California Fescue	1	Common Manzanita		
20-60	Common Yarrow				

Trainings



Q & A



Jeff Silva



Thank you!

Check out the Bloom! California Campaign at bloomcalifornia.org

Visit Calscape.org for more information about CA natives for gardens

Contact Ann-Marie Benz via email: abenz@cnps.org