



Seed Savers Exchange
3094 North Winn Road
Decorah, IA 52101

A nonprofit
US Postage
PAID
Permit NO 22
Decorah, IA

Act Soon!

This is a simple, fun and rewarding way to earn money for special projects.

Americans consistently rank gardening as a favorite hobby.

Gardening provides a great sense of personal satisfaction, flavor, food safety... and it lowers the grocery bill. Gardeners know, and research confirms, that nurturing plants is good for us: attitudes toward health and nutrition improve, kids perform better at school, and community spirit grows.

For more details go to
www.seedsavers.org/fundraiser.htm

Please forward this fundraising material to the appropriate person.

Seeds To Grow



A healthy, new path to fundraising

Seed Savers Exchange





It starts with a seed.

Schools and organizations are looking for ways to help fund projects that combine a teaching component with an activity. Benefit your school, your students, and the gardening public. Give children seeds to sell and they will grow, too, in the process. Seeds to Grow is a project of Seed Savers Exchange that promotes heirloom gardening.

Seed Savers Exchange developed this program to **help you reach your fundraising goal**. The market for heirloom seed has expanded as millions of gardeners break ground every year. The topic of food – how it's grown and prepared, who grows it, and the connection to wellness – all starts with a seed.

Selling heirloom seed **can cultivate students' curiosity** in nutrition, gardening, plant biodiversity, organics, health, our national heritage or the culinary arts. We believe that the possibilities are significant even beyond the monetary goal.

Seed Savers Exchange is a non-profit organization saving the world's diverse but endangered garden heritage for future generations. Revenue from each seed packet goes toward the ongoing preservation work at Heritage Farm. We believe that there is no better way to ensure the genetic diversity of the earth's food plants than through gardening with heritage seeds. **Your students are vital** in this important project.

#6 - Flower Passion

"When it comes to flowers, how does one choose?" There is no recovery from a case of serious flower passion. The solution lies only in digging up new soil and planting more! Four seed packets for \$10.00

Sea Shells Cosmos

Exotic tubular flowers in shades of pink, red, and white. Bright colorful blooms on tall stems with typical ferny cosmos foliage. A real eye-catcher in any garden. Very easy to grow from seed. Half-hardy annual, 4-5' tall.



Red Marietta Marigold

Continuous succession of beautiful 2" blooms provide a spectacular splash of color all summer. Perfect for borders or scattered throughout the garden. Classic marigold aroma. Annual, 12-18" tall.

Black Velvet Nasturtium

Intense velvety-black flower, a completely unique color within this genus. Dwarf 10-12" plants are ideal for containers. For a great contrast, try adding blossoms to your fresh spring salads. Hardy annual.



Irish Eyes Sunflower

Consistently one of our favorites at Heritage Farm. Dwarf plants loaded with multiple blooms that have pointed golden petals and green centers. One of the best for container gardening and cutting. Plants grow 24-30" tall.

#5 - Heritage Garden

"We all get our start somewhere." It turns out that statement is especially true of heirloom seeds. Reading the stories behind these varieties makes the garden experience more satisfying and connects us to the past. Four seed packets for \$10.00

Grandpa Admire's Lettuce

In 1977, 90-year-old Cloe Lowrey gave this family heirloom to SSE. It is named after her grandfather, George Admire, who was a Civil War veteran. Bronze-tinged leaves form large, loose heads. Mild flavor, slow to bolt, even in extreme heat. Butterhead.



Grandpa Ott's Morning Glory

One of the original Bavarian varieties that started SSE. Given to Kent and Diane Ott Whealy in 1972 by her grandfather, Baptist John Ott, who lived on a 40-acre farm near St. Lucas, Iowa. Beautiful deep-purple flower with a red star in its throat. Reliably self-seeds each year. Plants will climb 15' or more, if given support.



Boston Marrow Squash

J. M. Ives of Salem, Massachusetts received seeds for this variety from a friend in 1831, originally obtained from Native Americans in New York State. Fruits weigh 10-20 pounds. Excellent eating qualities, fine grained, sweet flesh with striking reddish-orange skin.



Chioggia Beet

Pre-1840 Italian heirloom, introduced to the U.S. before 1865. Named for a fishing town near Venice. Uniquely beautiful flesh has alternating red and white concentric rings that resemble a bull's-eye. Very tender, nice for eating and pickling. Retains markings if baked whole and sliced just before serving.



First Things

Your organization will earn 40% of what is sold. For example: If your group sells 200 packets you earn \$800.

Email us at fundraiser@seedsavers.org. We want to know about your organization, the name and address of your contact person, size of your group and when you want to get started.



It's Simple

This booklet contains everything students need to get started. Inside are descriptions of the 6 different collections for sale. The order form in the center will document the sales. Take time to go over the program with the students. Have customers make out their checks to your organization at time of sale. Your organization compiles the orders and submits the Administrator's Order Form with payment of 60% of your total sales ... you keep the rest.

We will send the seeds to your group for you to distribute.

Begin with the end in mind

Last Date: Customers will want their seeds by March 1st in zones 4 & 5. Allow 2 weeks for your order to be processed. Fill in your dates below.

Get Started _____

Sales Period _____

Compile Orders _____

Send Order to Seed Savers _____

Distribute Orders _____ By March 1st _____

Go to www.seedsavers.org/fundraiser.htm

#1 - Big Salad Bowl

Start by tossing the lettuce, cucumber, radish and tomato in a big salad bowl with some amazing dressing. Next time tuck the cucumber in a tantalizing sandwich. Make a radish dip, tomato sauce or crisp pickles. Yum. Four seed packets for \$10.00

Seed Savers Lettuce Mixture

This is a well-balanced mixture of cutting lettuces: Australian Yellowleaf, Forellenschluss, Pablo, Red Velvet and at least four more varieties. Enjoy a flavorful and colorful bouquet of lettuces.



Isis Candy Cherry Tomato

Gorgeous bicolor cherry tomatoes are red with a spectacular cat's eye starburst on the blossom end. Rich, sweet, fruity flavor. Plants are loaded with 1½" fruits in clusters of 6-8.

French Breakfast Radish

Oblong and blunt, rose-scarlet with a white tip. White, crisp flesh, with a mildly pungent flavor. Sow in the spring or fall and pick when small. A top quality garden standard since the 1880s.



Bushy Cucumber

Introduced to American gardeners by Seed Savers Exchange in 1992. Well-known older variety that originated in southern Russia. Recommended for dacha gardens that surround Moscow because of its compact "bush" plants with 3-5' vines. Good production, for fresh eating or pickling.

#4 - Pizza Party

These great varieties shout out bold and magnificent flavors and are perfect for your next pizza party. You have only to add crust, olive oil, cheese, garlic and friends. Four seed packets for \$10.00

Jimmy Nardello's Pepper

Given to SSE by Jimmy Nardello whose mother brought the seeds to the U.S. when she immigrated with her husband Guiseppe from the Basilicata region of Italy in 1887. One of the very best for frying, delicious roasted apple flavor. Productive plants are loaded with glossy red 10" long peppers. Sweet.

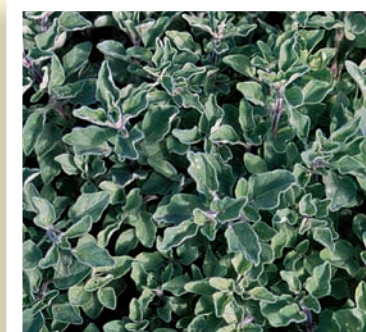


Genovese Basil

The classic large-leaved Italian sweet basil prized for its spicy flavor and wonderful aroma. Fragrant plants grow 18-24". This is the variety of choice for pesto. Annual.

Italian Heirloom Tomato

Beautiful, huge heirloom from Italy. Plants are completely loaded with fruits weighing over a pound, one of the most productive varieties we have grown. Excellent full tomato flavor. Easy to peel, ideal for slicing and canning, very little waste.



Greek Oregano

Essential garden herb with a delicious pungent flavor, claimed to be better and sharper than true oregano. Light green, oval, pointed leaves are slightly wavy at the edges. Perennial in zones 4-9.

#3 - Kids Favorites

If garden varieties had Oscars, this collection would get Best Picture. The "actors" possess versatility, character and distinction. A favorite among kids – the collection is fun and easy to grow. And, kids love popcorn with movies. Four seed packets for \$10.00

Two Inch Strawberry Popcorn

Small red strawberry-shaped ears are good for popping and gorgeous for fall decorations. Plants are 5-6' tall with 2-4 ears per stalk.



Sunflower Mixture

A complete mixture of species and forms. Extended bloom period provides a nice supply of flowers for cutting from July until frost. For longer-lasting bouquets, be sure to pick heads that are just about to open. Plants average 4-6' tall.



Purple Podded Pole Bean

Heirloom variety discovered by Henry Fields in an Ozark garden in the 1930s. Plants climb vigorously to 6' and are extremely productive. High quality, meaty, stringless 5-7" reddish-purple pods that blanch to light green. Pole habit, snap.



Moon & Stars Watermelon

Henry Fields (Shenandoah, Iowa) and Robinson Seed Co. (Waterloo, Nebraska) both offered this watermelon variety during the 1930s. The medium-sized dark green oval fruits are covered with pea-sized bright yellow "stars" and usually one larger "moon." Foliage is also spotted. The fruits have sweet pink flesh and brown seeds.



#2 - Container Magic

Walking the beautiful streets of urban areas we've been in awe of selections in container gardens. Where space may be scarce, urban gardeners magically arrange pots for maximum beauty, bounty and boasting blooms. Four seed packets for \$10.00

Silvery Fir Tree Tomato

Traditional Russian variety with distinctive carrot-like silvery gray foliage on compact 24" plants. Heavy crops of round, slightly flattened 3-3½" red fruits. Extremely decorative variety that is a real eye-catcher. Does well in hanging baskets or on patios.



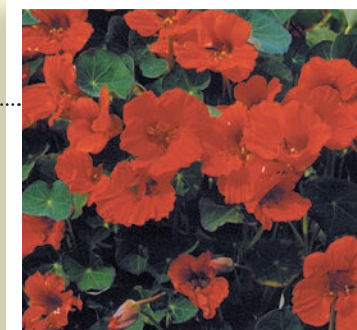
Swiss Chard Five Color Silverbeet

Ornamental technicolor mixture of Swiss chards with shades of red, orange, purple, yellow, and white. Seed crops of all the different colors are grown in isolation to maintain a proper balance of colors. Tender and delicious.



Empress of India Nasturtium

A classic Victorian nasturtium with dark blue-green foliage. Brilliant crimson flowers on 12-14" plants. Suitable for containers. The flowers and leaves are a peppery addition to salads, pastas, or used as a garnish. Hardy annual.



Purple Dark Opal Basil

Most likely the same basil Vilmorin referred to in 1885 as "Large Purple Sweet Basil." Beautiful lilac flowers with dark red stems. Excellent contrast with green basil. Spectacular as a garnish, in salads, or for adding color to basil vinegars. Very uniform, all purple Italian strain. Annual.



Name: _____ Phone: _____

Teacher: _____ Grade: _____

School/Organization: _____

Make Checks to: _____ Orders Due: _____
Collect at time of sale (School/Organization)

- Big Salad Bowl - \$10
- Container Magic - \$10
- Kids Favorites - \$10
- Pizza Party - \$10
- Heritage Garden- \$10
- Flower Passion - \$10

Seeds to Grow Fundraiser



Customer's Name	Address	Phone	#1	#2	#3	#4	#5	#6	TOTAL KITS	AMOUNT PAID
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Seed Savers Exchange
We reserve the right to substitute seed in case of shortages