



THE ROGERS NURSERY OREGON ADVANTAGE

#1. THE RIGHT MIX.

GET JUST THE PLANT MATERIAL YOU WANT WITHOUT HAVING TO ORDER ITEMS YOU DO NOT WANT OR NEED TO MEET MINIMUM ORDER REQUIREMENTS.

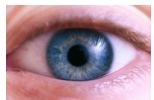
Rogers Nursery grows beautiful specialty items. Pom Poms, Spirals, Poodles, large specimen material etc. Our customers, whether independent retail stores, re-wholesale, or landscapers, love our neat specialty plants. But all of our customers can only use, *so much*, specialty material. So to help us, and our customers, we are distributors for dozens of local Oregon Wholesale Nurseries. We combine our availability and our neighbors' availabilities to create the largest single industry availability. It is over 8000 plant offerings representing over 2000 varieties. When you make your plant material selection, we gather up what we grow on our tractors & carts, and we pick up the rest of your order with our 24' trucks from neighboring wholesale nurseries. Our neighbors' give us a discount for moving their plant material, so we can offer it at the same price as they do.



Look at our 2008 Trade Show Booth as an example. It is just 42 items at a cost of \$2400. To get this identical mix, you could place 8 different orders; with 8 different Oregon Nurseries; meet 8 order minimums and pay 8 freight bills. Your landed cost would be between **\$25,000 and \$50,000** leaving you with a whole lot of plants you may not want or need! At Rogers, you would get the same mix landed for **\$3,000**. (See table at right) Why buy plants you do not want or need to get the mix you want. **With us, you only have to meet one low \$2500 minimum.**

Average Oregon Nursery Minimum Order Requirement	Times Eight Different Oregon Nurseries	Landed Cost With a High Freight Est. (25%)
\$2,500	\$20,000	\$25,000
\$3,000	\$24,000	\$30,000
\$3,500	\$28,000	\$35,000
\$4,000	\$32,000	\$40,000
\$4,500	\$36,000	\$45,000
\$5,000	\$40,000	\$50,000
OR		
ONE Order with Rogers Nursery Oregon		Landed Cost
\$2,400		\$3,000
\$ Which Would you rather pay?		

#2. THE RIGHT QUALITY



SUPERIOR QUALITY FOR YOUR CUSTOMERS! AND WHETHER GROWN ON OUR SOIL OR OUR NEIGHBORS SOIL; EVERYTHING SHIPS FROM OUR NURSERY! WE ARE YOUR EYES.

We are known for the high quality standards we demand of the product we grow and ship and Oregon nurseries grow the finest quality nursery stock in the world. All plants are inspected prior to shipment ensuring they meet our high quality standards. If a plant fails, we visit another neighbor for better quality! If you use a broker, you plants are loaded at each nursery the broker represents and the broker is usually not present at time of shipment to ensure quality. Plus, each nursery loads semi trailers differently, so your mixed orders will have more breakage. Rogers Nursery Oregon loads your entire order at our nursery! Optimal packing prevents breakage and minimizes your order's trailer floor space, saving you freight cost!

#3. THE RIGHT "LANDED" COST!

Qty. Purchased	Approximate Discount Earned
1-9	List Price
10+	2.5%
25+	5.0%
50+	10%
100+	15%

WE OFFER QUANTITY DISCOUNTS & AFFORDABLE FREIGHT!

Most items we sell have quantity break discounts, and they are listed on our availability. The more you order, the more you save. Plus, when it comes time to ship your order we strive to minimize your freight bill. We have a theory. **If you are spending more on freight, you are spending less on plants.** This does not help either of us. We put the loads together; route the truck & drops; and then fax the load details to over 140 trucking companies of various sizes and let them Bid on the Load.