

# BLOOM

FRESH NEWS FROM THE Paddock

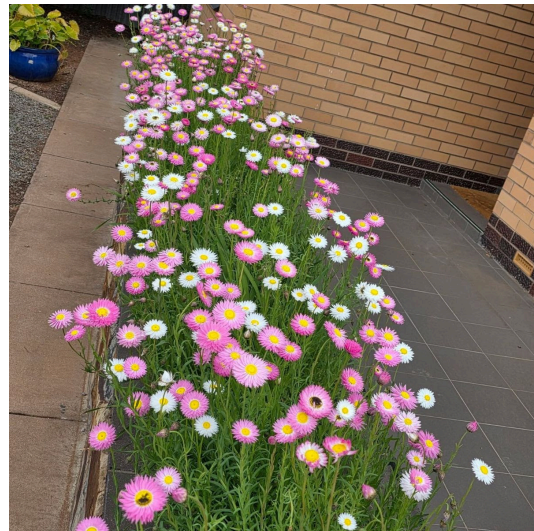
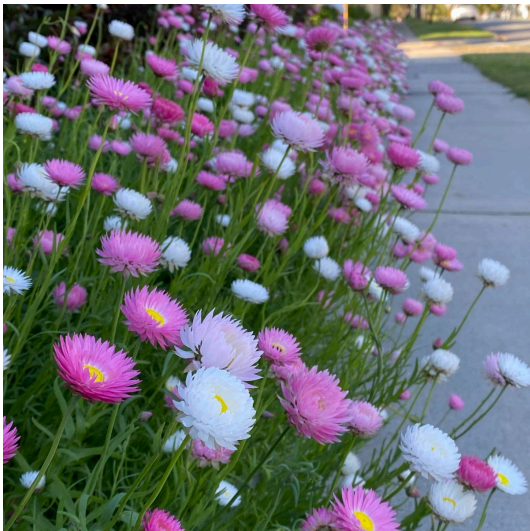
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## Welcome to Spring!

It's so exciting that Everlastings are starting to flower! As we drive around Perth, we see all the bright pinks in the gardens that line the streets. I have taken some sneaky photos below! So pretty! In WA, the weather has been extremely cold and wet, the coldest in 50 years... However, the everlastings push through to erupt in their pink blooms 🌸

- Watch out for our charity Open Day dates!







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## No planting this year?

**Don't worry — you can always prepare for next season by controlling the weeds  
OR plant in a potplant**





**1. Buy or recycle a pot**

**2. Place in a great location**

Find the perfect place for your pot plant on the verandah before you fill it and it is too heavy to move! It needs some morning sunlight, but be cautious of placing it in a location that receives the intense summer heat. A good medium is best!

**3. Fill with potting mix**

Fill your pot with a good quality potting mix and incorporate some perlite. Perlite aerates the soil, creating a perfect environment for great establishment and root growth.

**4. Fertilise (optional)**

If you would like to apply a good quality all-purpose fertiliser, do so. Just make sure to mix it into the soil to avoid concentrated levels which could harm the germinating seedlings.

**5. Deep water the pot**

**6. Sow the everlasting seed**

Gently sprinkle seed on the surface, making sure it is even. Only a pinch a pot, or else they will be too thick and topple over. Least is best!

**7. Gently water seed in**

Gently water in the everlasting seed. You may like to keep an eye on the germinating seedlings, and if they're not evenly spaced, you can move them easily. They are very forgiving!

**7. Regular watering**

Everlastings do not need very much watering! They are a waterwise plant, and do not appreciate overwatering. However, in a pot situation, they are reliant on you! Make sure



they do not dry out and they have a happy medium. Maybe deep water weekly.  
By following these steps, your everlastings will flourish. Happy planting, and look forward to a beautiful display of flowers! 🌸

🌸 [Planting for Pots here](#) 🌸



🌸 **See us at the Perth Royal Show!** 🌸

Excited to have presence at the Perth Royal Show this year, pairing with [Funjobs Gardening Gloves](#). 🌸🌸🌸 Offering showbags with gardening gloves and everlastings... wonderful change from chocolates (maybe 😊) 🌸

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## DOWN ON THE FARM





We have a number of backpackers with us at the moment walking through the Everlasting crop ensuring there is not one weed in sight. They use a weed wiper, very efficient.



This is Santiago from Argentine enjoying a cup of Mate at morning tea. Mate is a caffeine rich traditional herbal drink...I tried it, it is very bitter! I could get to like it!



Exciting that our golden Everlastings are coming along nicely! Can't wait for them to be packaged so gardeners can get some gold into their gardens! Watch this space!



Our amazing Everlasting crop for 2025... Looking Incredible. We have 25 ha in!

**🌸 It's Competition time! 🌸**  
**Thank you for entering our competition for this month! The winners are... Alice Mckenzie from Beaconsfield, Naveen Varghese from Shelley and Katrina Treloar from**



## Miners Rest in Victoria.



**Keep in touch | We'd love to hear about your experience of growing Lucinda's and Zara's Everlastings. Send some pictures!** Follow us on the social links below, send us your questions, progress updates and photos!

*Lucinda*



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**LUCINDA'S**  
EVERLASTINGS

