

# "The Vine" or Ramblings from the Crew at Casey's

Spring 2009

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## Letter from Jayne

We've been preparing the store for spring and we're finding that doing so makes us HAPPY. We do think it's going to happen! Casey's is the place where winter weary people can find the joys of living plants, seeds and the beautiful blooming flowers in the floral department. Yes, they have been cleaning, stocking and making things pretty!

YIPPEEE! the store is looking good. We've heard a lot of talk about hard times haven't we? Our trade publications are talking positive about gardening, though. Getting happy may simply mean doing more "hands on" activities - so GARDENING is in! When we work with our hands our brain rewards us with dopamine, a chemical which makes us happy. We can think of it as a mental vitamin. So go play in your garden this spring and "be happy"!

I want you to know that Ray and I spend a lot of time in the office and we come to the store every day. Ray has the record for perfect attendance. He will be 80 years old in June and the store will be celebrating our 60th anniversary! We are very grateful for all of our wonderful customers through the years.

Hope we can continue to make you happy - whether its a visit to Casey's or these words that bring you a positive feeling. The simple joys are really the best and I've grown to understand that more and more. So with my "lecture" over now, I want to wish you a **Happy, Happy Spring** and remember to bring some beauty into someone's life today!

Bee Happy,  
Jayne



## Grow your own groceries

If you're thinking about growing your own food for the first time this year or if you plan to boost the edible-to-ornamental ratio in your garden, you're not alone. Today's tight economy, along with a growing desire for local, organic, sustainably raised, safe produce, may make 2009 an extraordinary year for homegrown food. More and more Americans are recognizing the benefits of growing their own produce, including improved quality, taste and cost saving. In 2008 gardeners spent a total of \$2.5 billion to purchase seeds, plants, fertilizer, tools and other gardening supplies to grow their own food. Last year, Burpee released a report saying a family will get an average 25-to-1 return on its investment in a garden. So, by that count, a family that spends about \$200 on a medium-to-large garden will save \$5,000 in grocery bills over the course of a year.



Although the economy is believed to be the leading factor in driving 43 million US households plan to grow their own fruits, vegetables, herbs and berries this year.

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## ...Grow your own...continued

Other reasons given were:

- Part of maintaining a sustainable and earth friendly lifestyle
- Healthy alternative to processed foods
- Exercise - gardening is an enjoyable activity with health benefits
- Organic - avoid contaminants in food by growing your own
- Taste - growing your own groceries provides a better tasting fresher product

Casey's is committed to offering an exciting and informative variety of classes this year to promote and encourage growing your own groceries. To keep updated visit our Website [www.caseysgardenshop.com](http://www.caseysgardenshop.com) and click on Classes and Events. Limited on garden space? Be sure to check out the Earth Box in the New Products section.

## Heirlooms and organics

Well seed season is upon us! We have been busy with orders and talking a LOT about the value of heirloom and organic seeds. One of the trends we have seen is the amount of new or newer growers/gardeners that are looking at heirlooms and organics for their gardens and food source. If one were to compare seed that was commercially available in 1900 (vegetables, herbs and flowers) to what was available in 2000- there has been a 97% DECREASE in the varieties



offered for sale! Many people have started to learn about heirloom and organic flowers, vegetables and herbs and consequently renewed interest has urged seed saving and availability of varieties. There had been a mindset that heirlooms and organics are delicate, fragile varieties that need lots of love and the perfect conditions to grow and thrive. **That's just not right!** Now the question arises- if an heirloom variety is fragile and demanding, how in the world has it survived?

Generally hybridized and genetically modified versions sacrifice fragrance in flowers, flavor in vegetables, and potency in herbs. What do you think happens to the nutritional qualities when they are developed to be shipped over 1200 miles to market? The greatest benefit of buying certified organic garden seed is that you will be planting a "safe seed"—one that is free from chemicals and genetic modifications. When seed is certified as organic, it comes from a plant that has been fertilized only with all-natural ingredients, and no artificial or synthetic chemicals were used to control pests or weeds.

Be sure to look for our certified organic and heirloom seed varieties this spring and enjoy growing a piece of history along with being a good steward to the environment!

## Casey's celebrates 60 years!

There has been a Casey's on the corner of North Main and Kelsey streets in Bloomington, Illinois for 60 years. Although changing times have altered the focus of the business, it is still owned and operated by the family of the founder Elden "Casey" Casebeer; Ray and Alice Jayne Casebeer Lartz and their son, Casey Lartz. This year Casey's is celebrating its 60th anniversary as a trusted and respected friend of the community.

The emphasis at Casey's has always been on service to the customer. Casey's Market Basket was open 7 days a week, 24 hours a day long before other larger grocery stores became 24-hour.

You can continue to count on Casey's for friendly, one-on-one, personalized service. Look for helpful classes, innovative ideas and a year long celebration as we go forward while keeping our roots firmly planted in the traditions that have helped to make us successful!



# New Products

**1** Sending flower arrangements out of town? You can rely on Casey's and FTD to send just the right thing for all occasions - but if you're in a hurry and sending locally just click on "Local Floral Specials" at the top of any page on our Website for a fast, fresh and perfect local floral delivery!

**2** Check out our Barley Straw planters for your garden pond - showcases a favorite plant as it floats around keeping your pond clean and clear. **3** Catch and store rainwater in our water collection barrels. **4** EZ Seed - contains everything you need for seeding success: special blend of grass seed, premium fertilizer and patented super absorbent planting mix. **5** Earth Box - a maintenance-free, high-tech growing system controls soil conditions, eliminates guesswork and more than doubles the yield of a conventional garden- with less fertilizer, less water and virtually no effort. **6** Bee Bar, offers soothing relief to seriously dry skin and because the bar is made without water, it won't dry out and will last up to seven months, even with daily use. **7** Scott's Mow-Less lawn fertilizer promotes a greener lawn with LESS mowing. **8** Interested in organic gardening? We carry a full line of Fox Farm products. **9** Fragrant Comforts Reed Diffusers are an excellent alternative to candles or incense, long lasting and alcohol free, their fragrances are chosen to elicit a homey, comforting sensation. **10** Seeded greetings...send a very special gift to friends and loved ones with these plantable cards. Embedded with flower seeds, the cards grow flowers when planted, giving the lucky recipient a lasting memento.



A Gift Certificate from Casey's is always the PERFECT GIFT!

**Casey's**  
*We put the "Bloom" in Bloomington!*  
**GARDEN SHOP AND FLORIST**

1505 N. Main St. • Bloomington, IL 61701