

The logo for Native Roots, LLC, featuring the words "Native Roots" in a stylized, red, serif font with a trademark symbol. A decorative, flowing red line starts above the 'N' and curves around the 's'.

# Native Plants for use in Residential and Commercial Landscapes

A large field of native plants in various stages of growth, including purple, blue, and yellow flowers, set against a backdrop of trees and a clear blue sky. The plants are arranged in rows, and some are covered with black plastic mulch.

**Presented by: Steven Paulsen**  
Native Roots, LLC

# Organic care vs. Traditional care

- Organic care often promotes Native vegetation but traditional methods of organic soil building are counter productive in many instances
- Traditional care can be utilized for Native vegetation often however this too can be counter productive

# Stewardship vs. Maintenance

- Stewardship is the act of promoting a landscape
- Maintenance is the act of keeping a landscape in stasis

# Xeric vs. Native

- Xeric landscapes do not have to be Native
- Native landscapes can be xeric

# Native Plants

- Why don't we use them?



- Unpredictable in the landscape
- Availability on retail shelves???
- Lack of understanding in the retail market
  - Survivability



# The Benefits of Planting Native Species

- Participate in your environment and create a sense of place
- Habitat connectivity
- Water conservation
- Time conservation!!!



# The Good News!

- Many beautiful species to choose from
- Evolving marketplace ready for native plant options (the public wants these plants!)
- Economic benefit driving the need for native plants in the market – water anyone





## Brands to Look for!!!

- Plant Select
- American Beauties
- Native Roots





## Plant Select

- Over 125 species available
- Over 15 years in plant release and development
- Focuses on xeric plants, not necessarily native
- [Plantselect.org](http://Plantselect.org)



## American Beauties

- Well established company focusing on Midwest and Eastern natives
- Over 100 species
- ...However, may not be suitable to the unique challenges faced by the diverse western landscape
- [abnativeplants.com](http://abnativeplants.com)



## Native Roots

- Exclusively native plants
- Over 300 species and ten years of selections
- Selected for predictability in the landscape setting
- 15 years in plant development
- [Native-roots.net](http://Native-roots.net)



# Native Roots has 46 species commercially available

NR™ Eriogonum	strictum	NR™ Agastache	cusickii	NR™ Penstemon	rostriflorus
NR™ Eriogonum	umbellatum var. dichrocephalum	NR™ Agastache	ruprestris	NR™ Penstemon	strictus
NR™ Festuca	idahoensis	NR™ Aquilegia	chrysantha	NR™ Penstemon	whippleanus
NR™ Gaillardia	aristata	NR™ Aquilegia	desertorum	NR™ Philadelphus	lewisii
NR™ Hymenoxys	acaulis	NR™ Artemisia	frigida	NR™ Poa	secunda
NR™ Mirabilis	multiflora	NR™ Artemisia	michauxiana	NR™ Potentilla	jepsonii
NR™ Monarda	menthaefolia	NR™ Asclepias	incarnata	NR™ Potentilla	thurberi
NR™ Oenothera	caespitosa	NR™ Aster	coloradoensis	NR™ Salvia	pachyphylla
NR™ Penstemon	cardinalis	NR™ Castilleja	integra	NR™ Sphaeralcea	munroana
NR™ Penstemon	confertus	NR™ Chamaebatiaria	millefolium	NR™ Sporobolus	airoides
NR™ Penstemon	cyananthus	NR™ Erigeron	glaucus	NR™ Sporobolus	wrightii
NR™ Penstemon	humilus	NR™ Erigeron	speciosus	NR™ Townsendia	incana
NR™ Penstemon	montanus	NR™ Eriogonum	brevicaule	NR™ Wyethia	scabra
NR™ Penstemon	pinifolius	NR™ Eriogonum	compositum	NR™ Zinnia	grandiflora
NR™ Penstemon	richardsonii	NR™ Eriogonum	heracleoides		
		NR™ Eriogonum	jamesii		

Contact Us @

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## Questions?

I AM HEAR FOR YOU,  
PLEASE FEEL FREE TO VISIT  
AFTER THE PRESENTATION  
WITH SPECIFIC QUESTIONS.