

The background of the entire image is a dense field of bright green clover leaves. The leaves are in sharp focus in the foreground and become increasingly blurred as they recede into the background, creating a sense of depth. The lighting is bright and even, highlighting the texture and color of the foliage.

Central Coast Wilds

**NATIVE NURSERIES:**  
NURTURING NATURE'S BEST

Rachel Klassen

# TODAY'S TALK

- About Central Coast Wilds (CCW)
- Our practices
- Balancing diverse needs
- Challenges and strategy
- Success





# CENTRAL COAST WILDS



- California native species
- Retail and Wholesale
- Watershed specific genetics
- Calphytos BMP

## WATERSHED SPECIFIC

- Preserved local genetics
- Better adapted → higher success
- Long-term low maintenance
- Prevents spread of pathogens



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  - Long-term low maintenance
  - Prevents spread of pathogens
- 
- Cost and hours of collection
  - Storage and organization
  - Limited sources for propagule collection

Collection Zone	Label Color	Collection Zone Specifics	Large Collection Zone
APT	red	Aptos Creek	Santa Cruz County
MTM	red	Mt. Madonna	Santa Cruz County
PJV	red	Pajaro Valley	Santa Cruz County
ROD	red	Rodeo Gulch	Santa Cruz County
SAN	red	San Andreas Creek	Santa Cruz County
SCS	red	Santa Cruz County, South	Santa Cruz County
SQC	red	Soquel Creek	Santa Cruz County
BER	yellow	Berryessa Creek	Santa Clara County
CYC	yellow	Coyote Creek	Santa Clara County
FIS	yellow	Fisher Creek	Santa Clara County
PCH	Yellow	Pacheco Creek: West	Santa Clara County
PNC	yellow	Penitencia Creek	Santa Clara County
SAC	yellow	Santa Clara County	Santa Clara County
SCR	yellow	Silver Creek	Santa Clara County
THC	yellow	Thompson Creek	Santa Clara County
ALC	Purple	Alamitos Creek	Santa Clara County
CAL	Purple	Calabazas Creek	Santa Clara County
GUA	Purple	Guadalupe River	Santa Clara County
LGC	Purple	Los Gatos Creek	Santa Clara County
SAR	Purple	Saratoga Creek	Santa Clara County
STA	Purple	San Thomas Aquino	Santa Clara County
STV	Purple	Stevens Creek	Santa Clara County
LLA	orange	Llagas Creek	Santa Cruz County
PJR	orange	Pajaro Valley River	Santa Clara County
UVA	orange	Uvas Creek	Santa Clara County
ADO	green	Adobe Creek	Santa Clara County
BAR	green	Barron Creek	Santa Clara County
CRS	green	Crystal Springs	San Mateo County
GAZ	green	Gazos Creek	San Mateo County
MAT	green	Matadero Creek	Santa Clara County



# BEST MANAGEMENT PRACTICES



## **Reduce risk of pathogens**

### **Like Phytophthora!**

- Collect and plant clean
- 3' rule
- Alcohol or Bleach or Heat
- Testing

## **Resources and Time**

- Soil, tables, new containers\*
- Not retail friendly

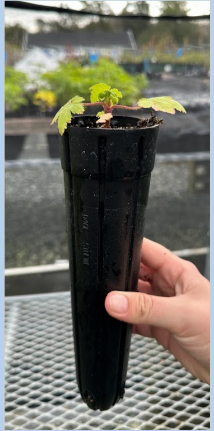
## **Increasing demand**

# RETAIL vs WHOLESALE

- Showy & trendy species
  - Small quantities
  - Education and enjoyment
  - In stock / Mon-Sun / Online
  - Large or familiar containers
- Drab natives
  - Larger quantities, lower prices
  - Site specific and BMP needs
  - Months to years in advance
  - Root focused containers



MOST  
VERSATILE









Timing of Upsizing



Materials Available



Phenology



Shade & Water Needs

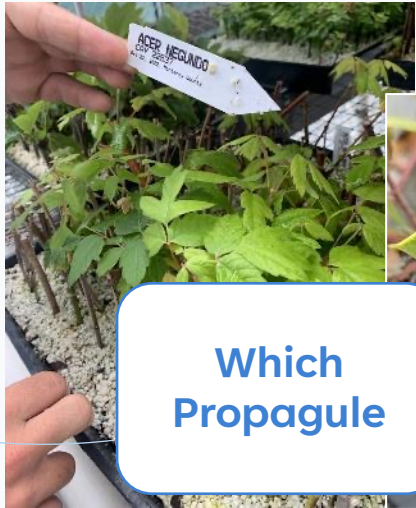
# CHALLENGES & STRATEGIES



How to Treat & Sow



Space Available



Which Propagule





TP4

3-5G



Small =  
Easy planting in  
the field

>7G



DP40



1G



TB5



4"



Timing of Upsizing



Materials Available



Phenology

# CHALLENGES & STRATEGIES



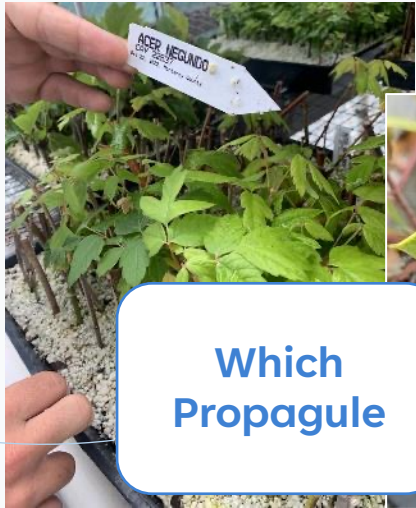
Shade & Water Needs



How to Treat & Sow



Space Available



Which Propagule



# SUCCESSFUL PLANTING WITH VW



Work with  
what works!

THANK YOU

Rachel Klassen

[rachel@centralcoastwilds.com](mailto:rachel@centralcoastwilds.com)

[sales@centralcoastwilds.com](mailto:sales@centralcoastwilds.com)

[www.centralcoastwilds.com](http://www.centralcoastwilds.com)

