



PRAIRIE MOON NURSERY®

# NATIVE SEEDS & PLANTS

PRAIRIE • WOODLAND • WETLAND

SINCE 1982

# WHY NATIVE PLANTS?

Introducing native plants to your garden or land can bring many seasons of delight and discovery.

**Ecosystem Restoration:** Tallgrass prairies are North America's most threatened major ecosystem, with about 99% plowed up or paved over since the 1830s. By planting native species, you are restoring ecosystems and preserving countless species that might otherwise be lost forever.

**Clean Air:** Like forests, prairies and meadows sequester pollutants and carbon from the atmosphere. Even small plantings can help filter the air around your home, and large plantings can help to mitigate climate change.

**Clean Water:** Because of the deep root system of most native plants, they act both as a sponge and a filter. They help water soak down into the soil and filter out excess nutrients and pollutants, improving water quality.

**Healthy Soil:** The dance between native plants and animals created some of the most fertile soil on Earth, making the American Midwest the "Breadbasket to the World." Native plants prevent soil erosion, create topsoil and build fertility.

**Invasive Species:** Outside of their native environments, some plants will aggressively out-compete others because they lack natural checks and balances like pests and predators. Some of our worst non-native invaders – Buckthorn, Honeysuckle, Dame's Rocket – were first planted in gardens. By choosing natives, you can help prevent further habitat loss.

**Resource Conservation:** Once established, native plants can save you time and money because they require little or no irrigation, fertilizer, pruning or mowing.

**Keep the Circle complete – plant natives!** Predators like foxes, snakes and birds of prey rely on small mammals, amphibians, birds and insects for their survival. All of these prey species are sustained by native plants. 90% of our native insects are specialists, meaning they require a native host plant in their life cycle. Birds sustain their young almost exclusively on native insects, primarily caterpillars. It takes thousands of caterpillars and insects in order to raise and fledge a clutch of young birds. Essential nutrient cycling is expedited by carrion beetles, fly larvae and other scavenging insects, enriching the soil. A few square feet or several acres, we can all make a difference...

HOPE GROWS IN EVERY BACKYARD!



100%

INDEPENDENTLY OWNED



WE ARE  
NEONICOTINOID FREE

(neo-nih-CAH-tin-oids) are systemic chemicals, which are absorbed into the plant's vascular system, leaving the entire plant toxic to both target and non-target insects. This class of insecticides is particularly harmful to bees.

Prairie Moon has never used these insecticides and is proudly neonicotinoid free.

## ABOUT OUR PRODUCTS SEEDS

Prairie Moon provides seeds from over 700 species with size options ranging from a packet to a pound. Seed is the most economical way to start a native planting, but may be more challenging than starting with plants. Our website and nursery team are here to help you succeed with germination instructions, how-to guides, and free consulting.

## SEED MIXES

Native plant communities provide the inspiration for our seed mix designs. All of our mixes are a diverse balance of wildflowers and grasses with high seeding rates which, when mature, will have species blooming spring through fall.

## ABOUT OUR PRODUCTS SERVICES

### CUSTOM SEED MIX DESIGN

We can help you design a seed mix customized to your site conditions, budget, and project goals. Our experience of nearly 40 years working with natives will ensure you get the best mix possible. Search 'custom mix' at [prairiemoon.com](http://prairiemoon.com)

### RETAIL SEED RACK PROGRAM

Does your business share our passion for natives? Receive a 40% discount on seed packets by joining our Seed Rack program! Search 'seed rack' at [prairiemoon.com](http://prairiemoon.com)

### CUSTOM SEED PACKETS

Public outreach, corporate events, or party favors, our custom seed packets are the perfect addition to your event! Printing and design services augment our large selection of native seed and seed mixes. Search 'custom packet' at [prairiemoon.com](http://prairiemoon.com)





## ABOUT OUR PRODUCTS **PLANTS**

Live plants from Prairie Moon are available seasonally when planting is appropriate. Our native plants are grown from our seed in greenhouses or outdoor production. They are NOT wild dug. Because persistent digging of wild plants can deplete and destroy local native plant populations, it is important for prospective plant buyers to be aware of the origin of commercially sold plants.



### DORMANT BARE ROOT

We are among the few nurseries still employing this labor intensive but plant friendly production method, great for difficult-to-grow species. Bare roots are typically 1-2 years old, ship dormant, and will emerge once conditions are favorable.



### 3-PACK POTS

Can't commit to a full tray of plants? With this option, choose 3 plants of a single species in 2.5" x 3.5" pots.

## TRAYS

### SINGLE SPECIES TRAYS

The most bang for your buck! Includes 32 to 50 plugs of your favorite native plant. Deep cell trays are 2" x 5", perfect for deep-rooted natives.

### GARDEN KITS

Kits contain 18 to 50 plants designed with flowers and grasses for spring-fall blooms and pollinator support.

### MIX & MATCH TRAYS

Select 2 to 6 of your favorite species to create your own tray of 38 plants.

# LEARN AND GET INSPIRED!

**FILTERS & NATIVE RANGE MAPS:** We've made it easy to choose native plants! Filter by sun exposure, soil moisture, bloom time, and many more attributes on our award-winning website. Find species native to your state effortlessly with our native range filter option and detailed range map on every species page.



**EVENTS:** Each year we attend conferences, trade shows, and other events to help inspire a collective effort to nurture and sustain the living landscape. We can help educate audiences of all ages about a wide range of topics including growing native plants from seed, ecological restoration, pollinator gardens, or simply provide an educational resource table at your event. Contact us today!

**TOURS:** Do you have plans to visit the lovely Driftless area of the Upper Midwest? We give multiple summer tours of our Nursery operations and restored prairies each year and would love to be your host. Dates and times vary each summer, please visit:

[prairiemoon.com/directions-and-tours](http://prairiemoon.com/directions-and-tours)

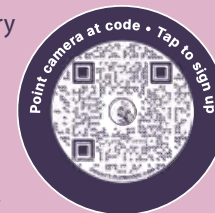
If your group of 12+ would like a private tour, please contact us.



## A STAPLE OF PLANT GEEKS SINCE 1982



The Prairie Moon Nursery catalog is designed to provide easy access to gardening information on our most popular native plants and seeds.



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Alan Wade and neighbor Tony Brown  
Wiscoy, early 1980s



Doug Wade



Dot Wade

## OUR ROOTS

The roots of Prairie Moon Nursery can be traced back to Doug and Dot Wade, early advocates of prairie restoration. Doug was a graduate student of Aldo Leopold, a well-respected professor at the University of Wisconsin-Madison and author of *A Sand County Almanac*, the poetic environmental classic. Leopold advocated for commercial production of native species to facilitate ecological restoration on a large scale. Doug and Dot learned how to identify, collect, and document native plants from Leopold and passed that knowledge on to their son, Alan.

In 1982, Alan teamed up with some of his neighbors to make a business selling native seeds out of his living room. These back-to-the-land hippies were members of Wiscoy Valley Community Land Cooperative. Wiscoy is an intentional community in rural Winona, Minnesota organized in 1976 around the principles of collective land stewardship, social justice and consensual decision-making. It was in this lively cradle where Prairie Moon was born.

More than 40 years later, we now provide the largest native plant collection available for retail sales in the United States. With a network of growers across the Midwest, we supply over 700 North American species for prairies, woodlands, and wetlands. Our seeds and plants have been used by national parks, local municipalities, corporate planners, teachers, farmers, and backyard gardeners. When you buy from Prairie Moon you know you're getting authentic wild-type native plants, not cultivated varieties bred by the horticultural industry.

Our website and catalog are great educational resources to help make your project a success. If you need help, give us a call and a friendly plant nerd will be there with advice and suggestions.

What was once championed by a small group of environmentalists, now is understood by many; the importance of restoring native plants to the landscape is an essential part of being a good steward. Prairie Moon is committed to providing you with the best quality seed, plants, and customer service while maintaining our duty to Leopold's land ethic.

Join the movement.

**#CHOOSENATIVEPLANTS**



The original Prairie Moon Nursery office  
& seed warehouse 1986



Prairie Moon Nursery today