



Hochberg 
Export Ornamental Plants Ltd.

COLLECTION
2023-2024

www.hochberg-export.com



Dear customers, friends and colleagues

The past 130 years has seen Hochberg Nursery transition from the grapes and citrus tree industry in Israel into the modern supplier of woody young plants it is today. During all these years, the key criteria have remained the same: to be an innovative and reliable market leader providing the highest quality.

During the last 20 years Omer Hochberg and his professional staff have focussed on the production and sale of a 'leading edge' range of ornamental plants for worldwide export. Our cooperation with many of the woody industries most recognised breeders plus the skills inherited from our past have enabled us to improve our assortment and to offer new and often bespoke solutions and opportunities to our clients.

You are most welcome to visit our nursery in Moshav Bizaron, Israel where more than 60 Hectares of production, with over 200 varieties of open and private stock are located.

We are looking forward to continuing our long term partnerships for another successful year and invite new customers to join us.

Omer Hochberg



Hochberg 
Export Ornamental Plants Ltd.

Moshav Bitzaron 6094600, Israel
Tel. +972.88574214 | Fax +972.88574322
Mobile +972.50.4609014 | omer@hochberg-export.com

England | Peter Bernard
+44.07836612913
peterb@solgrow.com

France, USA, NPD & Breeder / agent relations
Paul Masters
+44.7493837818
paul@kfhorth.com

Germany | Thomas Leithe
+49.174.2039291
thomas.leithe@gms-info

Holland, Belgium & Denmark | Omer Hochberg
+972.50.4609014
omer@hochberg-export.com



Italy | Matteo Ragni
+39.340.2295335
matteo.ragni@gmail.com

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Symbols

1. HA - grafting height in centimeters
2. R.C. - Rooted cutting
3. 1/2/3 br. - number of branches
4.  Sizes in cm
5.  Recommended pot size

Environmentally Friendly

Like an increasing number of businesses in the market, Hochberg Export Ornamental Plants is seeking out environmentally friendly solutions.

For the greater part of the crops, Hochberg is using high quality recycled water and has also installed a recycling system for the root washing facility.

Further, Hochberg have invested in a solar system as an environmentally friendly energy source not only for Hochberg's needs but also feeding back energy to the National Electricity Company.

Hochberg Export Ornamental Plants is adopting the strategy of Integrated Pest Management (IPM), which is an effective and environmentally sensitive approach to pest management that relies on a combination of common-sense practices. IPM programs use current, comprehensive information on the life cycles of pests and their interaction with the environment. This information, in combination with available pest control methods, is used to manage pest damage by the most economical means, and with the least possible hazard to people, property, and the environment.

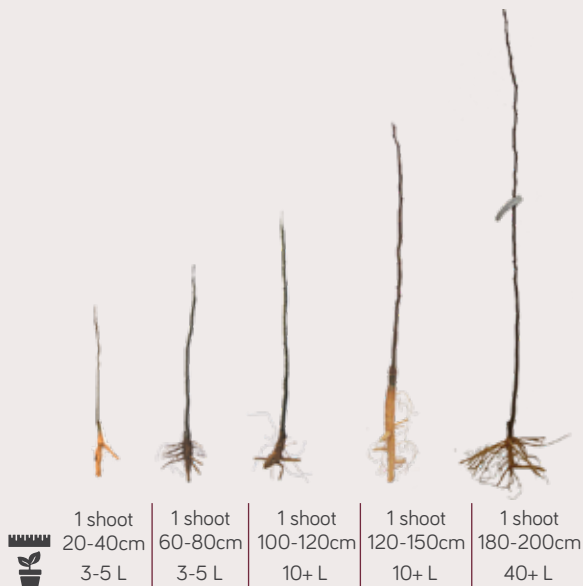
Further Hochberg is accountable to the Israeli Plant Protection and Inspection Services (PPIS), who operate in accordance with the international quality management standard ISO 9001:2000.

Hardiness Zone

USA Plants Hardiness Zone	Temperature in Fahrenheit	Temperature in Celsius
Zone 1	Below -50 F	Below -45.6 C
Zone 2	-50 to -40 F	-45 to -40 C
Zone 3	-40 to -30 F	-40 to -34.5 C
Zone 4	-30 to -20 F	-34.5 to -23 C
Zone 5	-20 to -10 F	-29 to -23 C
Zone 6	-10 to 0 F	-23 to -17 C
Zone 7	0 to -40 F	-17 to -12 C
Zone 8	10 to 20 F	-12 to -6 C
Zone 9	20 to 30 F	-12 to -1 C
Zone 10	30 to 40 F	-1 to 4 C
Zone 11	Above 40 F	Above 4 C

Albizia julibrissin

Variety	USA hardiness zone	Patent/PBR	Description	Input material for bushes	Input material for top grafted trees	Input material for trees
Chocolate Fountain™	6	PP25813/ EU20160061	Pendula variety with red leaves		●	●
Evey's Pride	6		Dark red leaves with nice pink flowers	●	●	●
Ombrella™	6	EU.5265	Dark green leaves with deep pink flowers	●	●	●
Shidare	6		Pendula variety with pink flowers		●	●
Summer Chocolate	6	PP13882/EU.29458	Beautiful dark red/brown leaves	●	●	●
Tropical Dream	6	EU2014/1216	Green leaves with pink flowers. Hardy to -20 Celcius without protection	●	●	●



Summer chocolate



Tropical Dream



Shidare



Summer chocolate



Ombrella™



Evey's Pride



Summer chocolate



Ombrella™



Evey's Pride

Campsis

Variety	USA hardiness zone	Patent/PBR	Description	Input material for climbers	Input material for top grafted trees
Compact growth					
Golden Trumpet® 'Minicamja3'Pbr NEW	5	PP.16/602397/ EU 55665	Dark yellow flowers. FR Trademark No 98738734	•	
Indian Summer	5	PP.13139/EU.6216	"Kudian" orange flowers	•	•
Summer Jazz™ Gold Trumpet Creeper	5	p.p. 32931	compact growth with yellow big flowers	•	•
Summer Jazz™ Fire Trumpet Vine	5	PP23917/EU46002	Blooms prolifically with red-orange flowers from late summer to early fall. Dark green leaves.	•	•
Summer Jazz™ Sunrise Gold Trumpet Vine	4	PP.23918/EU46005	Compact with large yellow flowers	•	•
Classical varieties					
Flamenco	5		Red flowers	•	
Flava	5		"Yellow trumpet" yellow flowers	•	
Grandiflora	5		Big orange flowers	•	
Madame Galen	5		Red flowers along the shoots	•	
Classical varieties					
Dancing Flames "Huidan"	5	EU.11777	Orange red flowers (not in USA)	•	
Tango "Huitan" ('Huitan' PBR)	5	PP.16656/EU.18396	Red flowers	•	
Tarantella PBR	5	PP.19657/EU.24790	Red flowers	•	



Indian Summer



Indian Summer



Golden Trumpet® 'Minicamja3'Pbr



Summer Jazz™ Fire Trumpet Vine



Summer Jazz™ Gold Trumpet Creeper



Indian Summer



Summer Jazz™ Sunrise Gold Trumpet Vine



Indian Summer

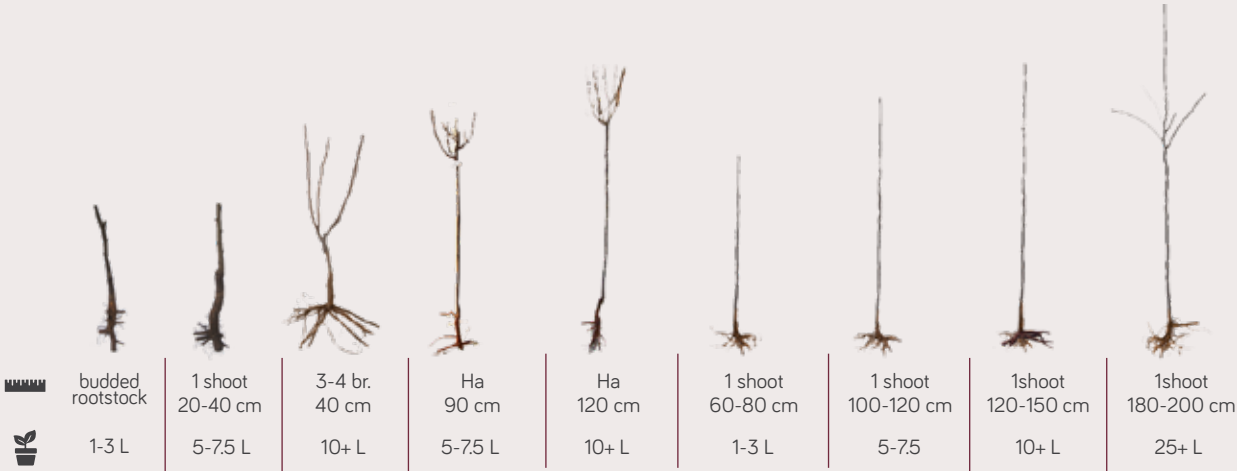
Cercis

Variety	USA hardiness zone	Patent/PBR	Description	Input material for bushes	Input material for top grafted trees	Input material for trees
Pendula form						
Cascading Hearts	4	PP18528	Pendula Cercis with smaller leaves and internodes than Lavender Twist with pink flowers		●	●
Golden Falls®	5	PP31658/PBR Applied	Pendula. Pink flowers. Yellow leaves which turn green as they mature.		●	●
Lavender Twist™ 'covey'	4	PP10328	Weeping canadensis green leaves with pink flowers no apical dominance, not available for USA		●	●
Ruby Falls	5	PP22097/EU36252	Pendula red leaved variety with pink flowers.		●	●
Traveller	6		Weeping glossy green leaves, pink flowers as covey		●	●
Vanilla Twist	4	PP22744/EU45573	Weeping Canadensis with green leaves and white flowers no apical dominance		●	●
Whitewater	6	PP23998	Weeping canadensis with variegated leaves and pink flowers.		●	●
Prolific flowering						
Avondale	6		Shrub or small tree with many purple/pink flowers	●	●	●
Don Egolf	6		Slow growing and seedless compact variety with vivid rose/mauve flowers in early spring	●	●	●
Merlot	6	PP22297	Red glossy leaves and pink flowers.	●		●
Oklahoma	5		Shiny green leaves with reddish hint, bright dark pink flowers	●		●
Shirobana	6		Prolific white flowers	●		●
Texas White	5		Very shiny green leaves, many white flowers	●		●
Special foliage and flowering						
Ace of Hearts	4	PP17161/EU24750	Very compact green leaves in the shape of Ace, pink flowers	●	●	●
Alley cat	5		Dark pink flowers white and green variegated foliage	●		●
Appalachia Red	4		Most near to red coloured flowers of any Cercis	●		●
Black Pearl™	4	PP28627/EU Applied	Dark purple foliage. EU and USA: Garden Debut licensees	●		●
Carolina Sweetheart™	5	PP27712/PBR Applied	Attractive variegated foliage rich maroon leaves becoming green with white margins	●		●
Flame Thrower® / Eternal Flame™ in Europe	5	PP31260/PBR Applied	Unique bicolor Cercis. Burgundy red leaves which change to yellow/orange as they mature.	●		●
Forest Pansy	4		Dark red leaves with few pink flowers	●		●
Hearts of Gold	5	PP10328/EU24751	Lavender purple bloom, new leaves emerge yellow with reddish tinge, turn gold, mature to green	●		●
Little Woody	5	PP15854/EU24749	Compact ruffled green leaves with purple tints on new growth, pink flowers	●		●
Pauline Lily	4		Pale green leaves, with pastel pink flowers	●		●
Pink Pom Pom	6	PP27630	Double Flowered Cercis	●		●

Cercis

Variety	USA hardiness zone	Patent/PBR	Description	Input material for bushes	Input material for top grafted trees	Input material for trees
Royal White	4		Eastern redbud Alba, white flowers	●		●
Sparkling Wine	6	PP32138	For USA: Garden Debut licensees	●		●
The Rising Sun*	5	PP21451	Burnt orange/yellow leaf colour and pink flowers. EU and USA: Garden Debut licensees			
Siliquastrum						
Bodnant	6		Special selection with large, dark pink flowers	●		●
White Swan	6		White flowers	●		●

*Not sold in the USA



Eternal Flame



Eternal Flame



Eternal Flame



Eternal Flame



Ace of Hearts



Merlot



Oklahoma



Texas White





Cascading Hearts



Whitewater



Lavender Twist™ 'covey'



Golden Falls



Ruby Falls



Traveller



Vanilla Twist



Hearts of Gold



Forest Pansy



The Rising Sun



Don Egolf



Avondale



Black Pearl



Alley Cat



Sparkling Wine



Carolina Sweetheart



Shirobana



Pauline Lily



Appalachian Red



Pink Pom Pom

Chilopsis linearis

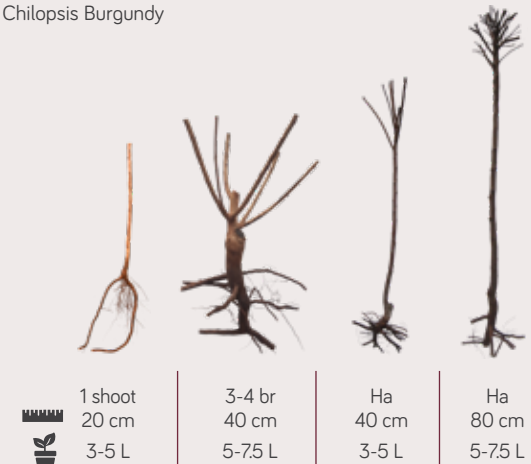
Variety	USA hardiness zone	Patent/PBR	Description	Input material for bushes
Burgundy	6		Desert Willow narrow leaves highlighted by burgundy pink	•



Chilopsis Burgundy

Cotinus cogg.

Variety	USA hardiness zone	Patent/PBR	Description	Input material for bushes	Input material for top grafted trees
Dusky Maiden ('Londus'PBR)	4	EU.26492	Undulating purple leaves, reflecting the light	•	•
Lilla	4	PPAF/EU 34133	Dwarf smoke tree with deciduous, deep wine red leaves turning orange and gold in autumn	•	
Royal Purple	4		Deep purple/red leaves	•	•
Young Lady	4	EU.2402	Green leaves with light pink flowers.	•	



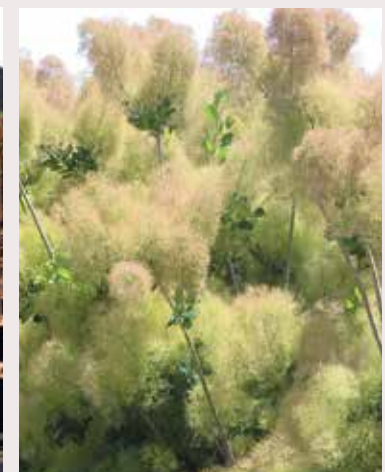
Dusky Maiden



Lilla



Royal Purple



Young Lady

Jacaranda mimosifolia

Variety	USA hardiness zone	Patent/PBR	Description	input material for bushes	input material for trees
Bonsai Blue	8	PP26574/ PBR Applied	Very compact mauve blue to lilac terminal flower. "pendula"	●	●



Bonsai Blue



Bonsai Blue



Bonsai Blue



Bonsai Blue



1 shoot
20-40 cm
in 15 cm pot

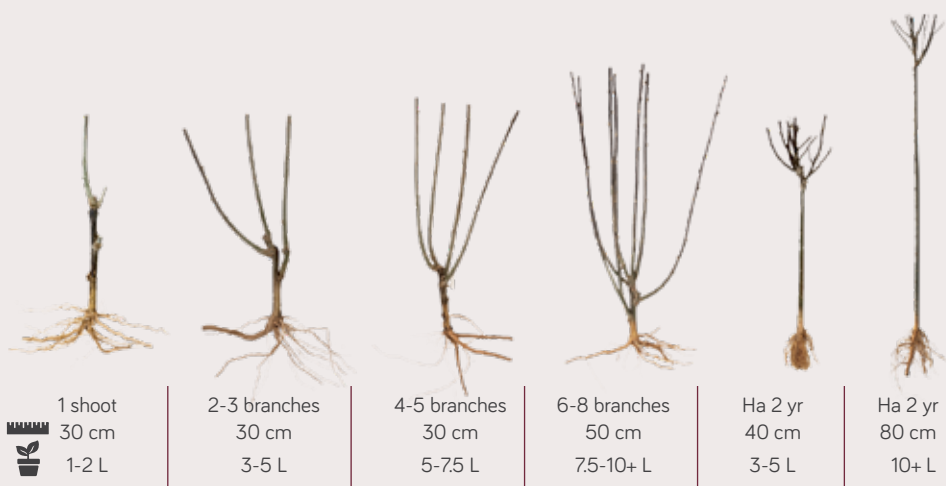
1 shoot
20-40 cm

Hibiscus syriacus

Variety	USA hardiness zone	Patent/PBR	Description	Input material for bushes	Input material for top grafted trees
Chiffon series					
Blue Chiffon 'Notwood3'PBR	6	EU25272	Blue semi double blooms, not sold to France and North America	●	●
Lavender Chiffon 'Notwoodone'PBR	6	EU6674	Purple semi double blooms, not sold to France and North America	●	●
Magenta Chiffon ('Rwoods5'PBR)	6	EU46776	Reddish pink flowers lots of slightly ruffled petals	●	●
Pink Chiffon 'Jwnwood4'PBR	6	EU37693	Pink semi double blooms	●	●
Starburst Chiffon 'Rwoods6'PBR'	6	EU51520	Large pink and white flowers	●	●
White Chiffon 'Notwoodtwo'PBR	6	EU6675	White semi double blooms, not sold to France and North America	●	●
Semi double flowers					
China Chiffon	6	EU15754	White semi double nice flowers	●	●
Purple Ruffle	6		Purple semi double blooms	●	●
Shintaeyang	6		Huge white flowers with a maroon eye	●	●
Classical single flowers					
Blue Bird	6		Blue flowers	●	●
Hamabo	6		White and pink flowers	●	●
Marina	6		Blue flowers	●	●
Red Heart	6		White flowers with red eye	●	●
Walberton's® Rose Moon (WALHIROSMO)	6	EU46789	Large pink flowers with dark centre	●	●
Woodbridge	6		Pink flowers	●	●
Triploids					
Aphrodite	6		Deep rose pink, showy deep red eye	●	●
Diana	6		Pure white flowers	●	●
Helene	6		Pure white with deep reddish-purple eye	●	●
Double flowers					
Ardens	6		Double deep purple flowers	●	●
Duc de Brabant	6		Double deep pink flowers	●	●
Freedom	6		Semi double to double dusky coral-red flowers	●	●
Lady Stanley	6		Double white flowers with red center	●	●

Hibiscus syriacus

Variety	USA hardiness zone	Patent/PBR	Description	Input material for bushes	Input material for top grafted trees
Variegated Foliage					
Purpureus Variegatus	6		Variegated leaves: green, yellow, white	•	•
Columnar					
Purple pillar 'gandini santiago' NEW	6	PBR EU 38302	Pillar growth. Pretty semi double purple red hearted flowers. Blooms Aug.-Sept. Hardy to -25°C.	•	
Red Pillar NEW	6	EU20202360	Pillar growth. Pretty semi double pink red hearted flowers. Blooms Aug.-Sept. Hardy to -25°C.	•	



Starburst Chiffon Rwoods6



Pink Chiffon "Jwnwood4"



Blue Chiffon "Notwood3"



Lavender Chiffon "Notwoodone"



Magenta Chiffon Rwoods5



White Chiffon "Notwoodtwo"



China Chiffon



Blue bird



Hamabo



Marina



Purple Ruffles



Rose Moon



Woodbridge



Shintaeyang



Red Heart



Aphrodite



Ardens



Red Pillar



Purple Pillar



Diana



Duc de Brabant



Freedom



Helene











Lady Stanley



Purpureus Variegatus

Lagerstroemia indica

Variety	USA hardiness zone	Patent	Description	Input material for bushes	Input material for top grafted trees
The Star collection					
Maroon Star (HOCH1099*) 	6	USA & EU Applied	Green foliage and maroon flowers. Early and continuous flowering. Not for sale in France.	●	●
Purple Star (HOCH1065*) 	6	USA & EU Applied	Green foliage and purple flowers. Early and continuous flowering. Not for sale in France.	●	●
The Sorbet collection					
Coconut Sorbet (HOCH873*) 	6	USA & EU Applied	Black foliage and white flowers	●	●
Raspberry Sorbet (HOCH631*) 	6	USA & EU Applied	Black foliage and pink flowers. Early and continuous flowering.	●	●
The 'Play it Again' Collection					
Double Dynamite® (whit X)	6	PP27085/PBR Applied	Dark red foliage red flowers sterile reblooms moderate vigor. Liners not permitted for France	●	●
Double Feature®	6	PP23559	Ruby red flowers reblooming, unique growth habit and size	●	●
Rhapsody in Blue*	6	PBR Applied	Purple blue flowers dark red leaves reblooms all summer. Liners not permitted for France	●	●
Rhapsody in Pink®	7	PP16616	Soft pink flowers new growth is almost purple. One of the earliest variety to flower.	●	●
Enduring™ Series					
"Enduring™ Pink Crapemyrtle"	6	PP23922	Green foliage and pink flowers	●	●
Enduring™ Red Crapemyrtle	6	PP25476/EU49412	Compact red flowers green foliage	●	●
Enduring™ White Crapemyrtle	6	PP25537/EU52301	Compact white flowers green foliage	●	●
First Editions® - Magic Series					
Coral Magic™	6	PP23922	Shrub form with lovely salmon pink flowers, blooms in early summer. For USA: Baileys licensees	●	●
Midnight Magic™	6	PP25925/EU58968	Black foliage and dark pink flowers. For USA: Baileys licensees	●	●
Lunar Magic™ 	6	PP30360/PBR Applied	Black foliage and white flowers. For USA: Baileys licensees	●	●
Plum Magi™	6	PP23518	Shrub form with fuchsia pink flowers, blooms in early summer. For USA: Baileys licensees	●	●
Purple Magic™	6	PP23906	Shrub form with dark purple flowers, green foliage. For USA: Baileys licensees	●	●
Red Magic™ (PILAG V1)	6	PP26183/PBR Applied	Shrub form with brilliant red flowers. For USA: Baileys licensees	●	●
Ruffled Red Magic™ 	6	PP27303/EU58967	Green foliage add ruffled red flowers. For USA: Baileys licensees	●	●
Sunset Magic™ 	6	PP29325/PBR Applied	Black foliage and red flowers. For USA: Baileys licensees	●	●
Twilight Magic™ 	6	PP28064/PBR Applied	Black foliage and pink flowers. For USA: Baileys licensees	●	●
Black Diamond®					
Best Red™	6		Black foliage variety with red flowers. For EU only (and USA Licensees)	●	●
Lavender Lace™	6	PP 27335	Black foliage and lavender flowers. For EU only (and USA Licensees)	●	●
Mystic Magenta™	6	PP28064/EU55987	Black foliage and magenta flowers. For EU only (and USA Licensees)	●	●

*Not sold in the USA

Lagerstroemia indica

Variety	USA hardiness zone	Patent	Description	Input material for bushes	Input material for top grafted trees
Pure White™	6	EU55986	Black foliage and white flowers. For EU only (and USA Licensees)	●	●
Shell Pink™	6	PP28065	Black foliage and pale pink flowers. For EU only (and USA Licensees)	●	●
Purely Purple™	6	PP28086/EU52844	Black foliage and purple flowers	●	●
Red Hot™	6	USA & EU Applied	Black foliage and red flowers	●	●
Special early flowering					
Berry Dazzle(Gamad VI®)	6	PP22161/EU50088	Dwarf brilliant fuchsia flowers, early bloomer	●	●
Eveline(LAGE001®)	6	EU50087	Green foliage ,pale pink flowers	●	●
Weeping Form					
MIMIE® Fuchsia 'DABLAGE01' NEW	6	PP32000/EU53074	Pendula green foliage and fuchsia coloured flowers	●	●
Classical Varieties					
Burgundy Cotton®	6	PP14438	White flowers with yellow stamens, broad upright growth	●	●
Cordon Blue	6		Weeping dwarf variety with lavender flowers	●	●
Dynamite®	6	PP10296	Glossy leaves and red flowers	●	●
Mardi Gras	6		Dwarf variety with pink flowers	●	●
Muskogee	6		Lavender-pink flowers reddish orange fall color vigorous grower		
Natchez	6		Natchez(fauriei x indica) Dark cinnamon brown bark, long inflorescences of white flowers		
Pink Velour®	6	PP10319	Brownish red exfoliating bark, wine colored new growth, large inflorescences	●	●
Pixie White	6		Dwarf variety with white flowers	●	●
Tuscarora	6		Profus crepe-like coral-pink flowers. Exquitie orange-red foliage in color in the fall.		
White Chocolate	7		Compact bronzy green leaves with pure white flowers	●	●
World's Fair	7		Weeping dwarf variety with dark pink almost red flowers	●	●

*Other available varieties: 'With Love' series: Babe, Cherie, Eternal, Girl, Kiss, Virgin.



The 'Play it again' Collection



Double Dynamite



Double Feature



Rhapsody in Pink



Rhapsody in Blue

1 br. 20 cm 1-3 L	1 br. 20 cm 1-3 L	3-4 br. 40 cm 1-3 L	Ha 2 yr 50 cm 3-5 L	Ha 2 yr 80 & 120 cm 10+ L	Ha 2 yr 80 cm 10+ L

The 'Star' Collection



Maroon Star



Purple Star

The 'Sorbet' Collection



Coconut Sorbet



Raspberry Sorbet

Enduring Series



Enduring™ White



Enduring™ Red



Enduring™ Pink

First Editions - Magic Series



Plum Magic



Coral Magic



Purple Magic

Black Diamond



Pure White



Mystic Magenta



Shell Pink



Best Red



Lavender Lace

Special early flowering



Berry Dazzle



Evelline



Muskogee



Natchez



Tonto



White Chocolate



Dynamite



Pink Velour



Mardi Gras



Pixie White



Burgundy Cotton



Cordon Blue



World's Fair

Morus

Variety	USA hardiness zone	Patent/PBR	Description	Input material for bushes	Input material for trees	Input material for top grafted trees
Morus alba						
Giant Fruit	6		Very long 5-8cm, firm, red to black sweet fruits	•	•	•
Kagayamae	6		Fruitless. Nice shaped leaves like platanus. Well adapted to urban conditions		•	•
King's White	6		Very long 5-8cm, firm, White sweet fruits	•	•	•
Pendula	6		Weeping formed tree/ fruit			•
Morus rotundiloba						
Mojo Berry (Matsunaga)	6	EU20162176	Compact Mulberry fruiting all summer long. No permission for France	•	•	•



Morus Mojo Berry



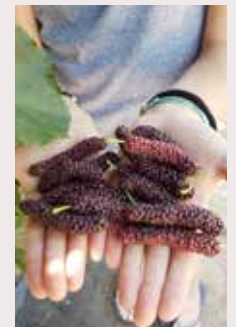
Morus Giant fruit



Morus King's White



Morus Giant fruit



Morus Giant fruit

Punica granatum

Variety	USA hardiness zone	Patent/PBR	Description	Input material for bushes	Input material for top grafted trees
Black Fruit	7		Dark purple - black fruits	●	●
California Sunset	7		Double coral-red flowers with yellowish white stripes	●	●
Early	7		"Early flowering"	●	●
Nochi Shibari	7		Dark red full flowers	●	●
Rosh Pered	7		Red fruits with sweat taste with out seeds	●	●
Toyosho	7		Light apricot double flowers	●	●
Wonderfull	7		Edible fruits	●	●



black fruit



California Sunset



Nochi Shibari



Toyosho



wonderfull

Robinia pseudoacacia

Variety	USA hardiness zone	Patent	Description	Input material for bushes	Input material for top grafted trees
Twisty Baby™	4	PP9771/ EU.1711	Dwarf twisted growing plant (Lace Lady)	●	●



Wisteria

Variety	USA hardiness zone	Patent/PBR	Description	Input material for climbers
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Wisteria brachybotrys

Golden Dragon	5		Golden-yellow leaves in spring, slightly fragrant and lavender flowers.	•
Kapiteyn Fuji	5		Very large brilliant white scented flowers	•
Okayama	5		Large violet flowers, slightly scented	•
Shiro-Beni	5		Very large pastel-pink scented flowers	•
Ykoyama fuji	5		Dark blue flowers	•

Wisteria floribunda

Black Dragon	5		Unique fragrant violet blue double flowers with white and yellow margins	•
Issai	5		Flowering earlier than other Wisteria in light violet and white spot at the base of the flower	•
Longissima Alba	5		White flowers, also called Shiro Noda	•
Macrobotrys	5		Violet flowers in May-June, long racemes	•
Rosea (Honbeni)	5		Pink rose flowers	•
NEW Lavender Falls*	5	PP19655	Reblooming blue-violet, 23-50cm cascading racemes of Lavender Falls, the scent of grape jelly	•

Wisteria frutescens

Amethyst Falls	6	EU13434	Blue 10-20 cm racemes, not sold in Europe	•
Longwood Purple	6		Purple 10-20 cm racemes	•
Nivea	6		White flowers 10-20cm racemes	•

Wisteria macrostachya

Aunt Dee	4		Light Purple 25 cm racemes	•
Blue Moon	4		Lilac blue flowers	•
Clara Mack	4		White 25 cm racemes	•

Wisteria sinensis

Alba	5		Pea like white flowers	•
Caroline	5		Highly fragrant, dark purplish blue flowers	•
Prolific	5		Blue flowers	•

*USA- Betty Tam





Rosea



Alba



Prolific



Amethyst Falls



Clara Mack



Longwood Purple



Kapiteyn Fuji



Ykoyama Fuji



Okayama



Black Dragon



Shiro-Beni

Packing process

Each one of the plants gets the best treatment before shipping. After harvesting the plants from the field they are washed in our new washing machine with special attention given to the root system. All plants and roots are treated to prevent root problems. This is followed by grading to specification and packing.

The smaller plants are packed in boxes and kept in cold storage at 2 degrees Celsius until shipping. The bigger plants are stored after grading in sand outdoors and just before shipment they are washed again and covered with plastic bags.



1 Root washing machine

Delivery

The plants are packed into reefer containers at 2 degrees Celsius and it is usual for them to take approximately 10-14 days to get to our customers. The arrival of containers is mainly between week 4 and week 11. With all our plants we comply fully to the North American and European import laws. Please note that in USA the following plants have to go through a quarantine period: Hibiscus, Morus and Punica.



4 Campsis packing



5 Albizia bundles

Pricing and royalties

We deliver our products CIF port of entrée. However we are happy to assist you in arranging the clearance and inland freight services. Alternatively you might pick up the plants yourself. You will be charged directly by the local forwarder.

We have a wide range of protected varieties and will act according to the specific rules for each variety. Royalty charges and the supply and charging of labels varies according to each specific variety. We will always mention the royalty etc. in all our paperwork. In cases where Hochberg do not charge the royalties you should expect to receive an additional invoice for those royalties from the breeder or their agent for that specific variety.



8 Boxes in cold storage



9 Boxes ready for shipment



2 Hibiscus Packing

3 Campsis bundles



6 Trees ready for shipment

7 Quality control process



10 Lagerstromia in pallets

11 Container loading