



**Hochberg**   
Export Ornamental Plants Ltd.

COLLECTION  
2020-2021

## 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



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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



Summer chocolate



Umbrella™



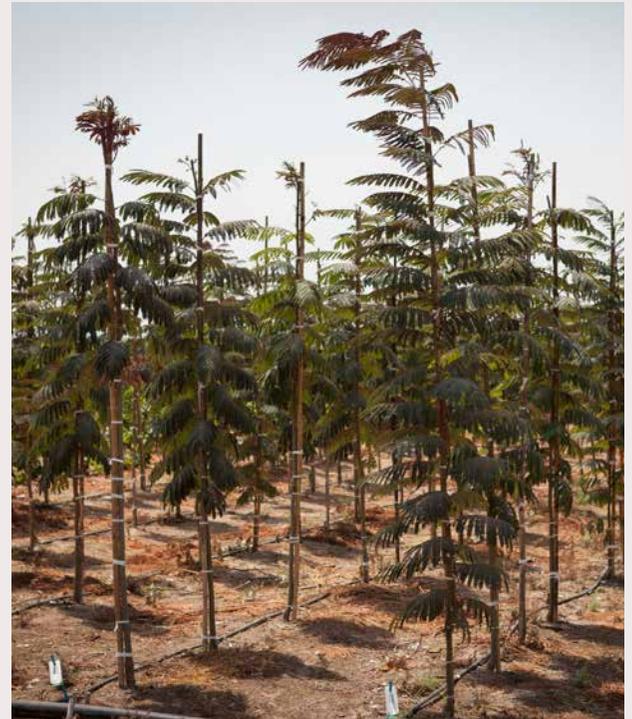
Evey's Pride



Summer chocolate



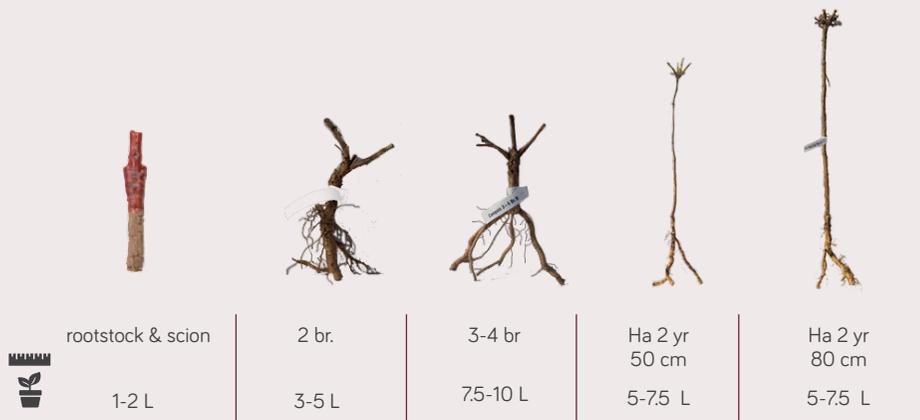
Umbrella™



Evey's Pride

# Campsis

Variety	USA hardiness zone	Patent/PBR	Description	Input material for climbers	Input material for top grafted trees
<b>Compact growth</b>					
Indian Summer	5	PP13139/EU6216	"Kudian" orange flowers	●	●
Summer Jazz™ Gold Trumpet Creeper	5		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	PP23918/EU46005	Compact with large yellow flowers	●	
<b>Classical varieties</b>					
Flamenco	5		Red flowers	●	
Flava	5		"Yellow trumpet" yellow flowers	●	
Grandiflora	5		Big orange flowers	●	
Madame Galen	5		Red flowers along the shoots	●	
<b>Classical varieties</b>					
Dancing Flames ('Huidan'PBR)	5	EU11777	Orange red flowers (not in USA)	●	
Tango ('Huitan'PBR)	5	PP16656/EU18396	Red flowers	●	
Tarantella PBR	5	PP19657/EU24790	Red flowers	●	



Indian Summer



Indian Summer



Summer Jazz™ Fire Trumpet Vine



Summer Jazz™ Gold Trumpet Creeper



Indian Summer



Indian Summer



Summer Jazz™ Fire Trumpet Vine

# Cercis

Variety	USA hardiness zone	Patent/PBR	Description	Input material for bushes	Input material for top grafted trees	Input material for trees
<b>Pendula form</b>						
Cascading Hearts	4	PP:18528	Pendula Cercis with smaller leaves and internodes than Lavender Twist with pink flowers		●	●
Golden Falls* <b>NEW</b>	5	US & EU Applied	Pendula form with Pink flowers. Yellow leaves turn green as they mature.		●	●
Lavender Twist™ 'covey'	4	PP:10328	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	PP:23998	Weeping canadensis with variegated leaves and pink flowers.		●	●
<b>Prolific flowering</b>						
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	PP:22297	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	●	●	●
<b>Special foliage and flowering</b>						
Ace of Hearts	4	PP:17161/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	●		●
Carolina Sweetheart™	5	PP27712/PBR Applied	Attractive variegated foliage rich maroon leaves becoming green with white margins	●		●
Flame Thrower* <b>NEW</b>	5	US & EU 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	PP:10328/EU24751	Lavender purple bloom, new leaves emerge yellow with reddish tinge, turn gold, mature to green	●		●
Little Woody	4	PP:15854/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	PPAF	Double Flowered Cercis	●		●
The Rising Sun™ *	5	PP:21451	Burnt orange/yellow leaf colour and pink flowers	●		●
<b>Siliquastrum</b>						
Bodnant	6		Special selection with large, dark pink flowers	●		●
White Swan	6		White flowers	●		●

	budded rootstock	1 shoot 20-40 cm	3-4 br. 40 cm	Ha 90 cm	Ha 120 cm	1 shoot 60-80 cm	1 shoot 100-120 cm	1shoot 120-150 cm	1shoot 180-200 cm
	1-3 L	5-7.5 L	10+ L	5-7.5 L	10+ L	1-3 L	5-7.5	10+ L	25+ L



Lavender Twist™ 'covey'



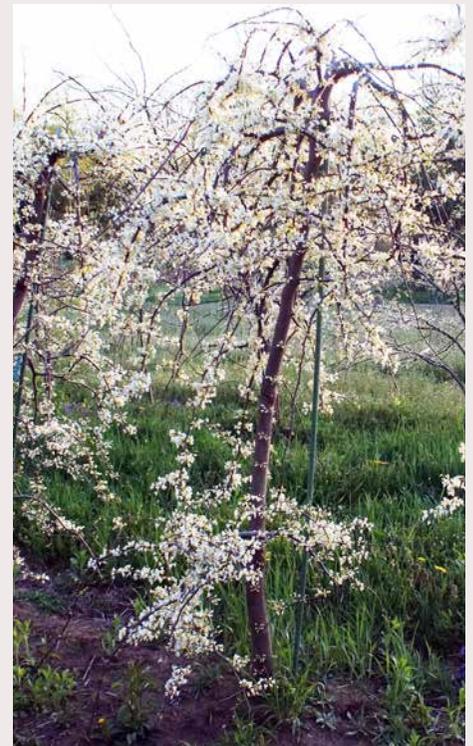
Golden Falls



Ruby Falls



Traveller



Vanilla Twist



Ace of Hearts



Merlot



Oklahoma



Texas White





Avondale



Ally Cat



Hearts of Gold



Flame Thrower



Pink Pom Pom



Carolina Sweetheart



Forest Pansy



Appalachia Red



The Rising Sun



Shirobana

# Chilopsis linearis

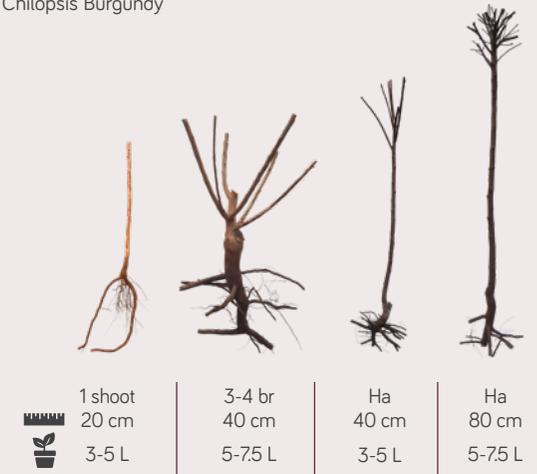
Variety	USA hardiness zone	Patent/PBR	Description	Input material for bushes
Burgundy	6		Desert Willow narrow leaves highlighted by burgundy pink	●



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	●	●
Grace	4		Large reddish-purple foliage, glows at sun 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



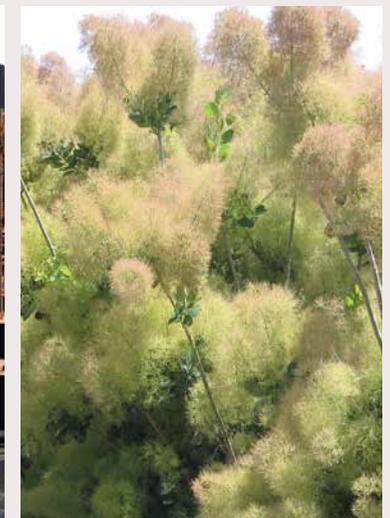
Grace



Lilla



Royal Purple



Young Lady

# Ficus carica

Variety	USA hardiness zone	Patent/PBR	Description	Input material for bushes	Input material for top grafted trees
Brown Turkey	7		Large purple fruit	●	●
Ice Crystal	7		Attractive leaves	●	●
Jordan	7		Red fruit in first year in pot	●	●
Kadota	7		Yellow fruit in first year in pot	●	●
Nazareth	7		Green fruit in first year in pot	●	●
Penashe	7		Yellow/green variegated fruits.	●	●



Ice Crystal



Jordan



Kadota



Kadota



Penashe

# Hibiscus syriacus

Variety	USA hardiness zone	Patent/PBR	Description	Input material for bushes	Input material for top grafted trees
<b>Chiffon series</b>					
Blue Chiffon 'Notwood3'PBR	6	EU. 25272	Blue semi double blooms	•	•
Lavender Chiffon 'Notwoodone'PBR	6	EU.6674	Purple semi double blooms	•	•
Magenta Chiffon ('Rwoods5'PBR)	6	EU.46776	Reddish pink flowers lots of slightls ruffled petals	•	•
Pink Chiffon 'Jwnwood4'PBR	6	EU. 37693	Pink semi double blooms	•	•
Starburst Chiffon 'Rwoods6'PBR'	6	EU20163042	Large pink and white flowers.	•	•
White Chiffon 'Notwoodtwo'PBR	6	EU.6675	White semi double blooms	•	•
<b>Semi double flowers</b>					
China Chiffon	6	EU.15754	White semi double nice flowers	•	•
Purple Ruffte	6		Purple semi double blooms	•	•
Shintaeyang	6		Huge white flowers with a maroon eye	•	•
<b>Classical single flowers</b>					
Blue Bird	6		Blue flowers	•	•
Hamabo	6		White and pink flowers	•	•
Marina	6		Blue flowers	•	•
Red Heart	6		White flowers with red eye	•	•
Hibiscus Walberton's® Rose Moon (WALHIROSMO)	6	EU.20151185	Large pink flowers with dark centre	•	•
Woodbridge	6		Pink flowers	•	•
<b>Triploids</b>					
Aphrodite	6		Deep rose pink, showy deep red eye	•	•
Diana	6		Pure white flowers	•	•
Helene	6		Pure white with deep reddish-purple eye	•	•
<b>Double flowers</b>					
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	•	•
<b>Double flowers</b>					
Purpureus Variegatus	6		Variegated leaves: green, yellow, white	•	•



Blue Chiffon "Notwood3"



Lavender Chiffon "Notwoodone"



Magenta Chiffon Rwoods5



Pink Chiffon "Jwnwood4"



Starburst Chiffon Rwoods6



Magenta Chiffon Rwoods5



White Chiffon "Notwoodtwo"



China Chiffon



Blue bird



Hamabo



Marina



Purple Ruffles



Rose Moon



Woodbridge



Shintaeyang



Woodbridge

Rose Moon



Red Heart



Aphrodite



Ardens



Freedom



Diana



Duc de Brabant



Helene



Lady Stanley



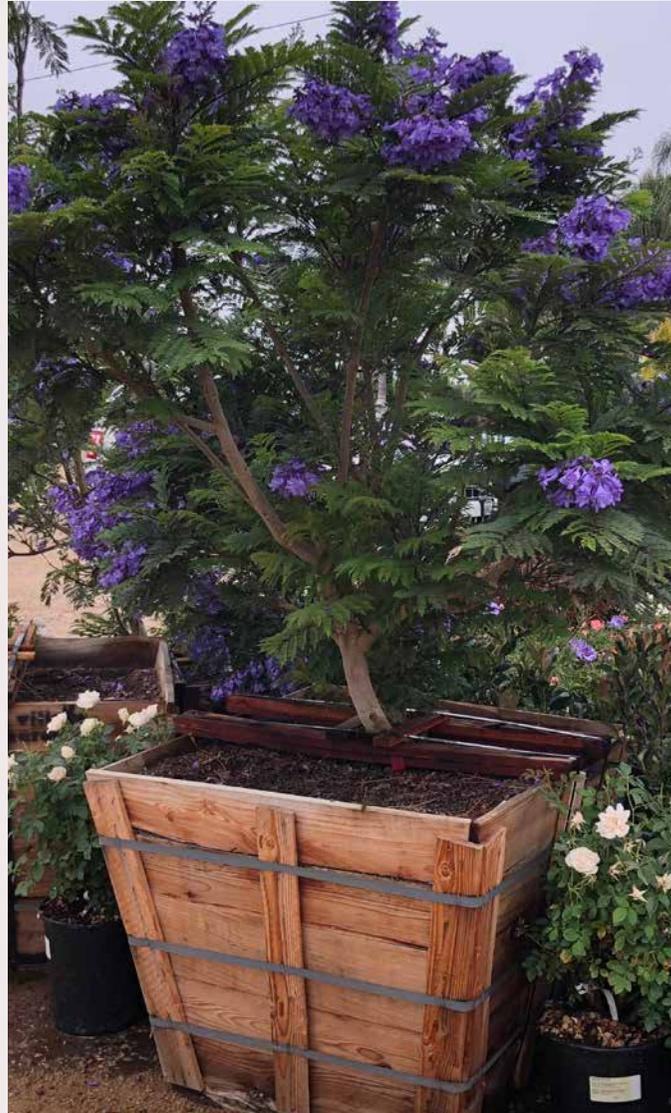
Purpureus Variegatus

# Jacaranda mimosifolia

Variety	USA hardiness zone	Patent/PBR	Description	input material for bushes	input material for trees
Bonsai Blue	8	PP27574/ PBR Applied	Very compact mauve blue to lilac terminal flower	●	●



Bonsai Blue



Bonsai Blue



1 shoot  
20-40 cm  
in 15 cm pot

1 shoot  
20-40 cm



Bonsai Blue



Bonsai Blue

# Lagerstroemia indica

Variety	USA hardiness zone	Patent	Description	Input material for bushes	Input material for top grafted trees
<b>The 'Play it Again' Collection</b>					
Double Dynamite (Whit X)	6	PP.27085/ EU PBR TBA	Dark red foliage ,red flowers ,Naturally re-blooming ,moderate vigor.	●	●
Double Feature	6	PP.23559	Ruby red flowers Naturally re-blooming,unique growth habit and size	●	●
Rhapsody in Blue*	6	EU PBR TBA	Purple blue flowers ,dark red leaves ,early flowering ,Naturally re-blooming all summer.	●	●
Rhapsody in Pink	7	PP.16616	Soft pink flowers new growth is almost purple. Earliest variety to flower.	●	●
<b>First Editions - Magic Series</b>					
Coral Magic <b>NEW</b>	6	PP23922/ EU PBR TBA	Shrub form with lovely salmon pink flowers, blooms in early summer	●	●
Plum Magic	6	PP.23960/ EU PBR TBA	Shrub form with fuchsia pink flowers, blooms in early summer	●	●
Purple Magic	6	PP. 23906/ EU PBR TBA	Shrub form with dark purple flowers, blooms in early summer	●	●
Red Magic (PIILAG V1)	6	PPAF/EU PBR TBA	Shrub form with brilliant red flowers, blooms in early summer	●	●
*Other Magic varieties are available upon request: Midnight Magic, Twilight Magic, Sunset Magic, Lunar Magic					
<b>Enduring Series</b>					
Enduring™ Pink Crepemyrtle <b>NEW</b>	6	PP.25195/ EU20152532	Compact pink flowers green foliage blooms early	●	●
Enduring Red (PIILAG B5)	6	PP.25476/EU 49412	Compact ,red flowers, green foliage blooms early	●	●
Enduring White (PIILAG B1)	6	PP.25537/EU20152531	Compact ,white flowers ,green foliage ,blooms early	●	●
<b>Black Solitaire</b>					
Best Red (JIB0616)	6	EU 20160835	First black foliage variety with red flowers medium growth	●	●
Lavender Lace <b>NEW</b>	6	PP27335/2017-1593	Near black foliege and lavender blooms	●	●
Shell Pink <b>NEW</b>	6	PP28065/2016-1279	Near black foliege and coral pink blooms	●	●
Mystic Magenta <b>NEW</b>	6	PP28064/ EU20171291	New black foliage and magenta blooms	●	●
Pure White <b>NEW</b>	6	EU 20160834	New black foliage and pure white blooms	●	●



Best Red



Shell Pink



Pure White



Lavender Lace



Mystic Magenta

# Lagerstroemia indica

Variety	USA hardiness zone	Patent/PBR	Description	Input material for bushes	Input material for top grafted trees
<b>Special early flowering</b>					
Berry Dazzle ('Gamad VI'PBR)*	6	PP22161/EU20151019	Dwarf brilliant fuchsia flowers, early bloomer	●	●
Evelline 'LAG001' <b>NEW</b>	6	EU 20150378	Early flowering green leaves pastel pink flower color	●	●
<b>Classical Varieties</b>					
Cordon Blue	6		Weeping dwarf variety with lavender flowers	●	●
Dynamite	6	PP10296	Glossy leaves and red flowers	●	●
La Fayette	6		compact mauve 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	●	●
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: Baton Rouge, Tuscarora. 'With Love' series: Babe, Cherie, Eternal, Girl, Kiss and Virgin. 'Ruffled Red Magic'					

\*Not sold in the USA



Double Dynamite

# The 'Play it again' Collection



Double Dynamite



Double Feature



Rhapsody in Blue



Rhapsody in Pink

# First Editions - Magic Series



Plum Magic



Coral Magic



Purple Magic

# Enduring Series



Enduring™ White



Enduring™ Red



Enduring™ Pink

# Black Solitaire



Best Red

# Special early flowering



Berry Dazzle



Evelline



Muskogee



Natchez



Burgundy Cotton



Dynamite



Pink Velour



Tonto



White Chocolate



Mardi Gras



Pixie White



La Fayette



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
<b>Morus alba</b>						
Giant Fruit	6		Very long 5-8cm, firm, red to black sweet fruits		•	
Pendula	6		Weeping formed tree/ fruit and fruitless			•
Pendula fruitless	6		Weeping formed tree/ fruit and fruitless			•
<b>Morus nigra</b>						
Jerusalem	6		Big edible fruits from an old Jerusalem tree		•	
<b>Morus rotundiloba</b>						
Mojo Berry (Matsunaga)	6	EU20162176	Compact Mulberry fruiting all summer long	•	•	•



Morus Mojo Berry



Morus Mojo Berry



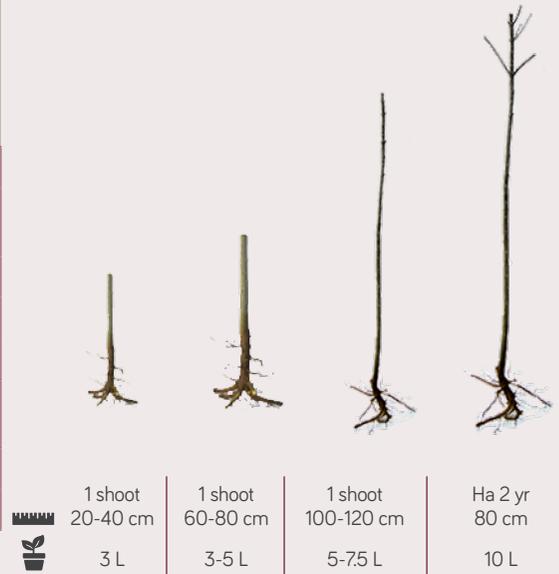
Morus Giant fruit



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	●	●
Malisi	7		Edible fruits with soft seeds	●	●
Nana	7		Red flowers and dwarf fruits	●	●
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	PP.9771/ EU.1711	Dwarf twisted growing plant (Lace Lady)	●	●



# Wisteria

Variety	USA hardiness zone	Patent/PBR	Description	Input material for climbers	Input material for top grafted trees
<b>Wisteria brachybotrys</b>					
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	•	
<b>Wisteria floribunda</b>					
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	•	
<b>Wisteria frutescens</b>					
Amethyst Falls	6	EU.13434	Blue 10-20 cm racemes, not sold in Europe	•	
Longwood Purple	6		Purple 10-20 cm racemes	•	•
Nivea	6		White flowers 10-20cm racemes	•	
<b>Wisteria macrostachya</b>					
Aunt Dee	4		Light Purple 25 cm racemes	•	
Blue Moon	4		Lilac blue flowers	•	
Clara Mack	4		White 25 cm racemes	•	
<b>Wisteria sinensis</b>					
Alba	5		Pea like white flowers	•	
Caroline	5		Highly fragrant, dark purplish blue flowers	•	
Prolific	5		Blue flowers	•	





Wisteria tree form



Black Dragon



Okayama



Shiro-Beni



Kapiteyn Fuji



Issai



Longwood Purple



Okayama

## 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: Acer, Hibiscus, Ficus Morus and Punica. The import of grasses is not allowed into the USA.



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



[www.hochberg-export.com](http://www.hochberg-export.com)