



Poinsettia Catalog



Fall 2017

Welcome to La Paloma Greenhouse

ARCA began La Paloma with the vision of providing quality, productive vocational experiences for adults with intellectual and developmental disabilities in 1984. Since that time La Paloma has evolved into a premier program that teaches life, interpersonal and vocational skills through horticultural training.

It is our pleasure to offer for wholesale our pride and joy...Poinsettias. We begin the growing process in July where we make the soil and fill over 7,000 pots in preparation for planting that occurs the last week of July.

Our plants are grown with care at La Paloma and will be available for pick-up or delivery beginning the last week of November. You can order immediately for the best selection.



La Paloma shares its grounds with ARCA Organics, a certified organic operation which grows and locally sells a variety of produce. It employs individuals with intellectual and developmental disabilities to assist in the various steps of growing, preparing, packaging, and distributing these products. ARCA Organics delivers the most wholesome organic products in the Albuquerque metro area.

For ARCA Organics current pricing and delivery schedules, please visit www.ARCAOrganics.org



Since 1957, ARCA has been *Opening Doors* for individuals with intellectual and developmental disabilities. ARCA has grown to become the largest nonprofit service provider of its kind in the state of New Mexico dedicated to providing quality, community-based services. ARCA offers an array of premier supports including:

Community Living Services ARCA provides assisted and supported living options in beautiful, safe homes. Services are provided in a variety of settings based on the level of support needed by the individual.

Family-Based Services ARCA provides adoption, foster care, home-based supports and respite services in family settings that are tailored to meet the needs and choices of each person.

Customized Community Supports and Integrated Employment Services ARCA offers tailored services addressing individualized interests in work and career opportunities including literacy enhancement, horticultural training, paid work, job training, and opportunities to build and strengthen community relationships.

Poinsettias

La Paloma Greenhouse offers a variety of poinsettia plants displaying an assortment of brilliant colors. Plants are 18-24" and sold in 6 1/2-inch pot for **\$7.25**. Each poinsettia comes with a decorative gold foil pot cover.

For orders of 750 plants or more there is a 50¢ discount per plant.



Freedom™ Red



Freedom™ White



Mars™ Marble



Freedom™ Pink

How to Order

You can place an order by calling 897-2184 or visiting us: Monday - Friday from 7:30 AM – 3:30 PM at our greenhouse located at 181 E. La Entrada, Corrales, and New Mexico.

Pick-Up & Delivery

Pick-up of any plant purchase can be done anytime during regular business hours. Delivery is available throughout the Albuquerque metro area for a nominal fee.

Poinsettia Care

Poinsettias are durable plants that are easy to care for. Here are some helpful tips.

DO

Place your plant in direct sunlight and provide temperatures between 68° - 70° F. Water your plant when the soil feels dry to the touch. Use a large shopping bag to protect your plant when transporting it. Fertilize your plant after the blooming season with a balanced, all-purpose fertilizer.

DON'T

Don't place plants near cold drafts or excessive heat. Don't over water your plant or allow it to sit in standing water. Don't expose your plant to chilling winds and temperatures below 50°. Don't fertilize your plant when it is in bloom.

History of the Poinsettia

The poinsettia plant has a long and interesting history. Native to Mexico, the plant flourished in an area known as Taxco del Alarcon. The ancient Aztecs cultivated the plant and called it cuetlaxochitl. They utilized the poinsettia plant for many different uses. From its bracts they extracted a purplish dye for use in textiles and cosmetics. The milky white sap, today called latex, was made into a medicine to treat fevers.

Joel Roberts Poinsett is responsible for introducing the poinsettia plant to the United States. Poinsett was the first United States ambassador to Mexico. Poinsett was fascinated by the brilliant red blooms of what we now call the poinsettia plant while visiting the Taxco del Alarcon area in 1828. He sent some of the plants back to South Carolina, where he began propagating the plants and sending them to friends and botanical gardens.

December 12 is National Poinsettia Day, an official day set aside to enjoy this symbol of holiday cheer. It was established upon the death of Mr. Poinsett to honor him and the plant he made famous. He died in 1851.

Legend of the Poinsettia

The legend of the poinsettia goes back several centuries and tells a story of a poor Mexican girl named Pepita.

It was custom in many villages to honor the Christ child by bringing gifts for him to the church as part of the Christmas festivities. As Pepita walked slowly to the church, her heart was filled with sadness because she did not have a gift for the Christ child. She told her cousin, Pedro, how ashamed and sad she was. Pedro told her that even the most humble gift, if given in love, would be acceptable.

Not knowing what else to do, Pepita gathered a handful of common weeds from the roadside. Saddened and embarrassed by the humbleness of her offering, she fought back tears as she entered the village church.

As she approached the altar, she remembered Pedro's words and laid the weeds at the foot of the manger. Suddenly, the weeds burst into blooms

of brilliant red flowers. Everyone marveled at the flowers and was certain that they had witnessed a Christmas miracle.

Since then the plant with the bright red flowers has been known as *Flores de la Nochebuena* or Flowers of the Holy Night, for they bloom each year during the Christmas