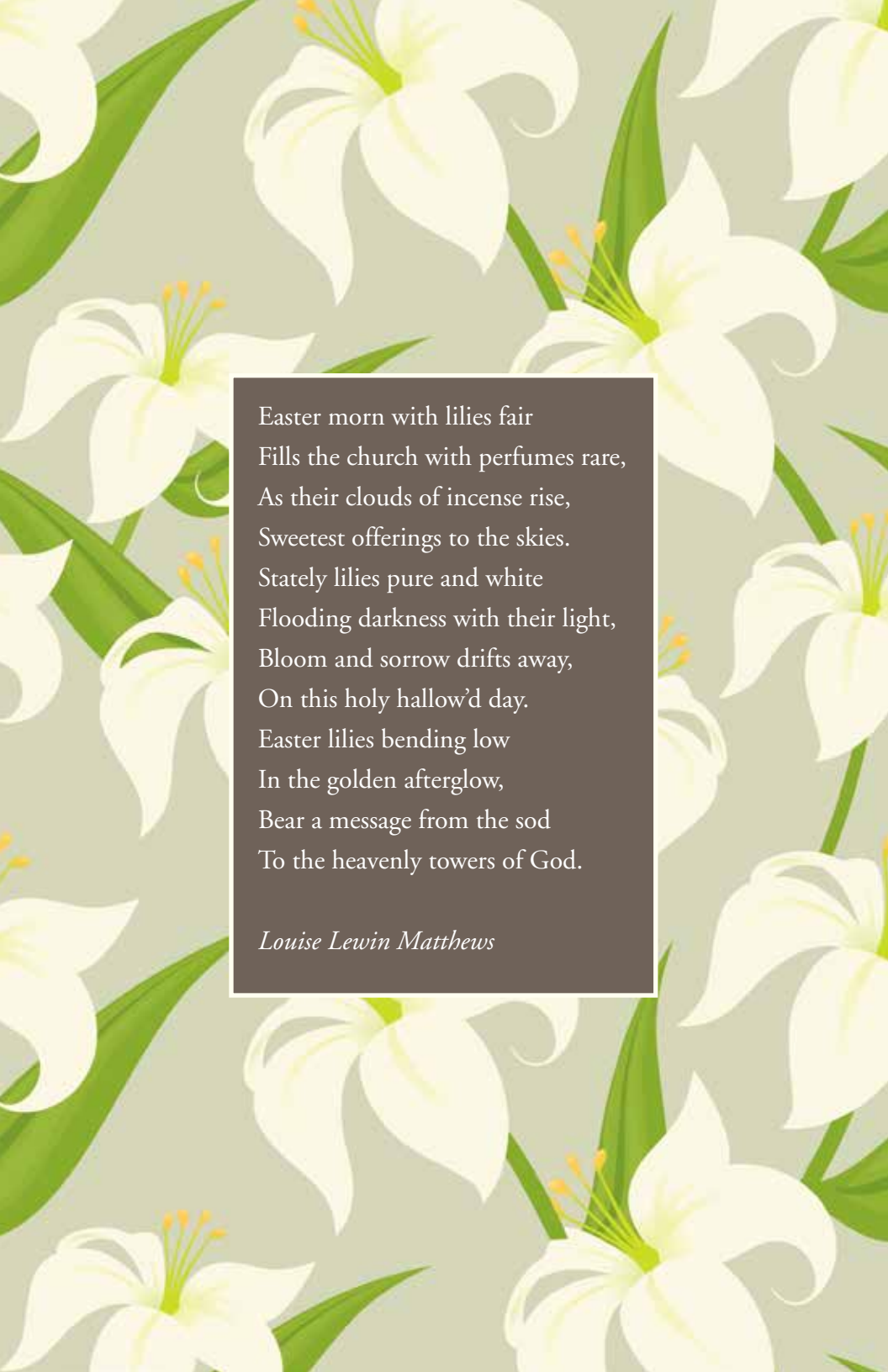


Symbolizing New Life

The Easter lily's fascinating mix of history and culture





Easter morn with lilies fair
Fills the church with perfumes rare,
As their clouds of incense rise,
Sweetest offerings to the skies.
Stately lilies pure and white
Flooding darkness with their light,
Bloom and sorrow drifts away,
On this holy hallow'd day.
Easter lilies bending low
In the golden afterglow,
Bear a message from the sod
To the heavenly towers of God.

Louise Lewin Matthews

Botanicals. Bright, beautiful and fragrant. They enhance homes, gardens, communities and shared spaces...add beauty and texture to celebrations...mark time and seasons.

Just as the chrysanthemum is the floral welcome mat to fall, and the poinsettia signals winter's onset of the Christmas season, the time-honored white Easter lily symbolizes Resurrection Day and heralds a new season.

Welcome, lily. Welcome, spring.

Welcome, Easter.

Q:

What do Easter lilies and World War I have in common?

A:

A soldier named Houghton

Captivated by the beauty of the lily's blooms, World War I soldier Louis Houghton packed his suitcase full of bulbs when he returned in 1919 to his home state of Oregon, where the southern coast was climatically similar to the bulb's native islands in Japan. There, Houghton enthusiastically shared these lilies with friends, who also were horticulture experts. This set the wheels in motion for a fascinating chain of events, eventually developing the Easter Lily Capital of the World tucked away along the Smith River, the cleanest and wildest U.S. river outside Alaska, and secluded from the bustle of everyday life.



li•ly

/ˈli-lē /

noun

1. a type of plant that has large white or colorful bell-shaped flowers
2. any liliaceous plant of the genus *Lilium* having showy pendulous flowers



Tracing the Roots

The history of the Easter lily is rooted in the Ryukyu Islands of southern Japan. This bell-shaped flower's official discovery was made in 1777 by Carl Peter Thunberg, a Swedish naturalist and student in the botanical and zoological group Apostles of Linnaeus, which carried out worldwide expeditions under the direction or approval of Carl Linnaeus.

The lily, then known by its Latin name *lilium longiflorum*, began its botanical travels in the late-1810s, initially making its way to London, and then to Bermuda by sailors and missionaries in the mid-1800s. Throughout the 1880s, Bermudans widely cultivated the lily, renaming it the Bermuda lily. The white pendulous flower continued its travels across borders and continents, including to Philadelphia where it was popularized as the blossom of Easter. Meanwhile, across the ocean, a virus wiped out lily production in Bermuda, once again making Japan the world's largest lily producer and the dominant exporter to the U.S. market until the start of World War II.

Easter Lily Infographic



BY THE COLOR

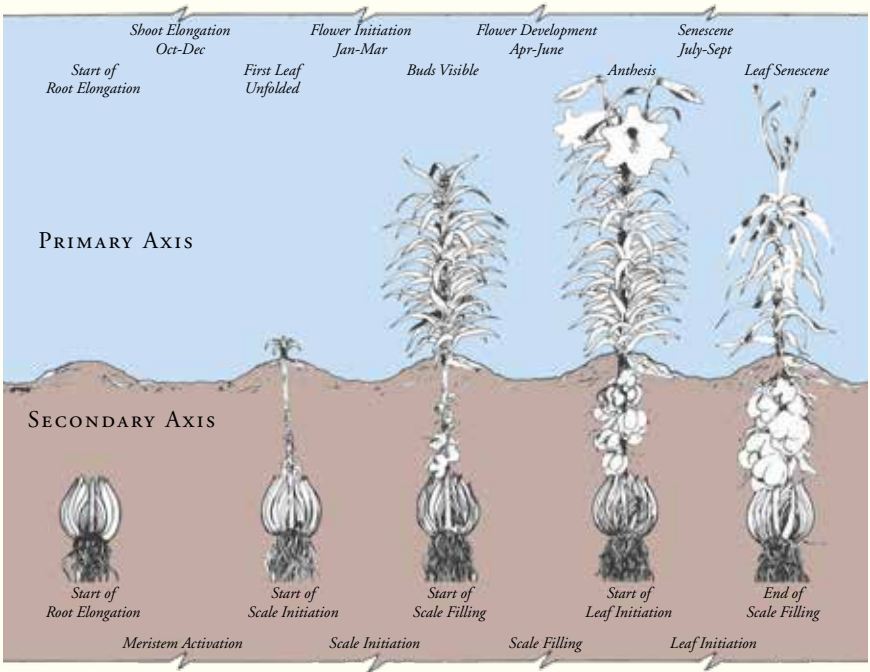
Worldwide, lilies come in a multitude of colors. Crisp and pristine, the Easter lily is always white.

BY THE CULTURE

- The church has always highly regarded the lily.
- Christians have long associated Easter lilies with the resurrection of Christ.
- Churches and homes are adorned with these immaculate white trumpets emitting a soft, sweet fragrance for Easter celebrations and feasts.
- Jesus himself spoke of this blooming flower in Luke 12:27.
- The lily is believed to have grown in the Garden of Gethsemane where Jesus prayed before his crucifixion and resurrection.
- Legend has it that lilies sprung up where Jesus' sweatdrops fell as he prayed.

BY THE FACTS

- Is the fourth-largest potted crop plant in the United States, following poinsettias, mums and azaleas
- Has a narrow holiday sales window of only two weeks
- Originally grown outdoors as perennial flowers but was later potted and forced to bloom for Easter
- Flowers on the same stem bloom at different times
- Generally blooms for 1–2 weeks
- Is not dangerous to humans but is toxic to cats
- Now naturalized in locations scattered across Africa, Australia and the Americas



BY THE NUMBERS

13 MONTHS TO BECOME VIABLE BULBS

600 ACRES ARE PLANTED

7 MILLION DOLLAR VALUE FOR THE BULBS ALONE

75 INCHES OF ANNUAL RAINFALL IS IDEAL FOR BULB CROPS

40 DEGREES IS THE IDEAL MINIMUM CROP TEMPERATURE

70 DEGREES IS THE IDEAL MAXIMUM CROP TEMPERATURE

3 YEARS REQUIRED TO GROW EASTER LILIES

1,000 HOURS OF BULB DARKNESS BETWEEN HARVEST AND BLOOM

5 BLOOMS PREFERRED BY CONSUMERS

95 PERCENT OF EASTER LILY BULBS GROWN BY **10** U.S. FARMS

BY THE NAMES

LILIUM LONGIFLORUM

WHITE GOLD

TRUMPET LILY

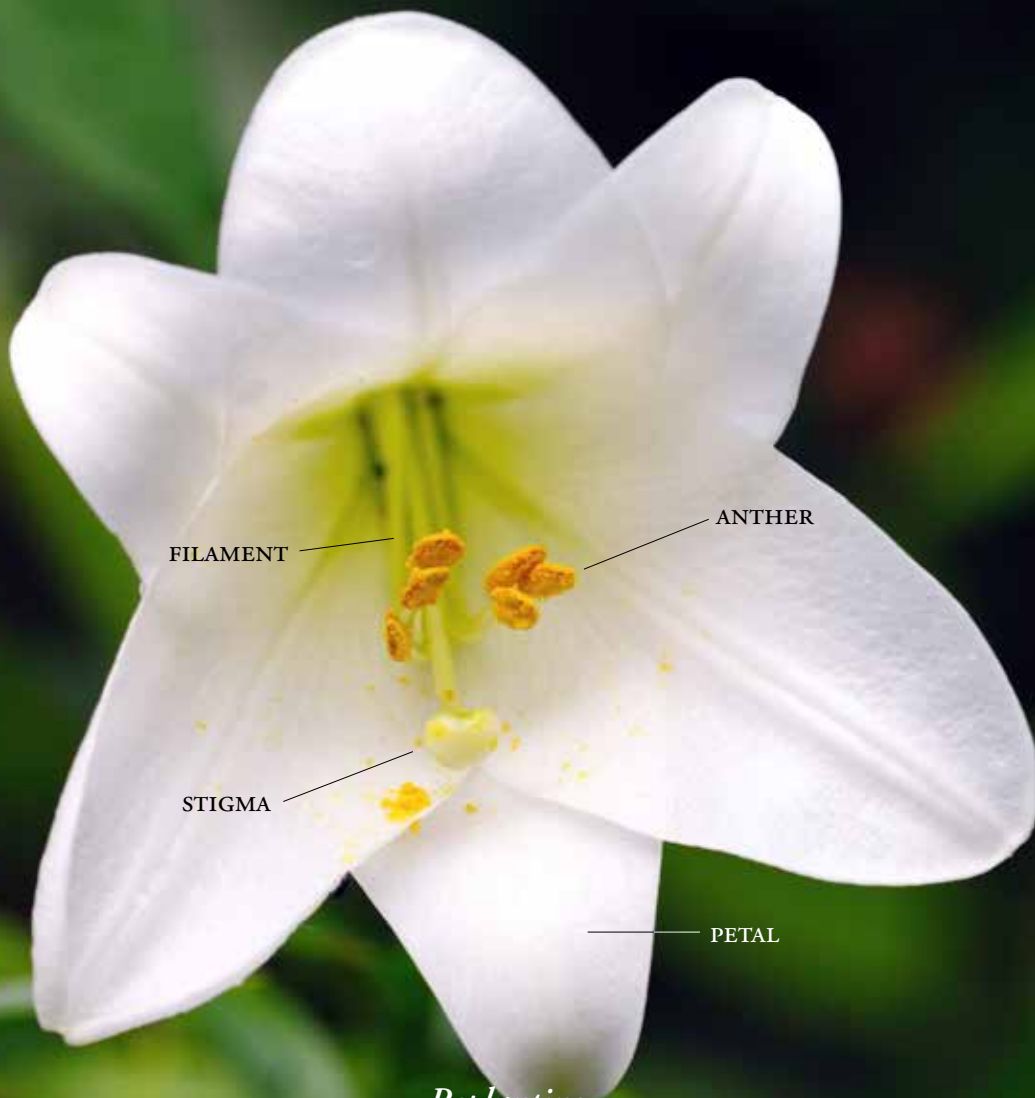
BERMUDA LILY

WHITE-ROBED APOSTLE OF HOPE



Easter Lily **CARE INSTRUCTIONS**

- Place the Easter lily in bright but indirect sunlight.
- Remove the yellow anthers to increase the lifespan of lower blooms and prevent the shed of pollen.
- Ideal temperature range is 60-65°F.
- Keep plant away from drafts and heat sources.
- Water thoroughly. Allow soil to dry before watering again.
- Remove or cut holes in the decorative foil for better drainage.



Replanting

- Remove withered flowers and leave the foliage, which re-invigorates the bulb.
- Place in a sunny window and grow as a houseplant.
- Water and fertilize until leaves turn yellow naturally.
- When the lily goes dormant in mid-May, replant the bulb in a flowerbed with morning sun and afternoon shade.
- The Easter lily will bloom in the fall during the first outdoor planting season, survive winter freezes and bloom in subsequent years during the normal flowering period.



Like the fresh, white Easter lily that heralds joy, hope and new life, our wish for you is abundant joy, hope that comes with a new season and a fresh perspective on life that blooms bright during the holy celebration of Easter and throughout the year.



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