



Bella Verdi Farms- Live Basil

For more info, visit:

www.bellaverdifarms.com



Live Basil- Point of Sale



Planting your basil- cut the plant 1/2 way or 2/3 down

Do's and Dont's

Do:

- Keep your basil plant well watered
- Expose your basil plant to plenty of sun

Don't:

- Refrigerate your basil plant
- Cover the root ball completely, Oxygen needs to get to the roots

Caring for the Basil Plant: *In your Store*

Bella Verdi Farms (BVF) Live Basil arrives with roots intact and water in the bag to ensure maximum shelf life. This is a living plant and will continue to live as long as it is properly cared for.

As with any basil, **BVF Live Basil should never be refrigerated or stored at temperatures less than 50 degrees.** The ultimate storage temperature would be between 55 and 70 degrees, but the basil will do fine at ambient room temperature in the store.

If the basil is kept for more than 5-7 days in the store, or if the root ball becomes dry, add a small amount of water in the bag. The root ball is made of horticultural foam and is quite absorbent; it will hold nearly 30 times its weight in water. Never cover the root ball completely with water as the plants roots need oxygen as well as water to live. Water to about one third of the way up the root ball is ideal but as long as the root ball stays moist, it will live.

Caring for the Basil Plant: *In your Home*

Bella Verdi live basil plants are intended to provide you with fresh basil at your finger tips. Since the plants are sold live with the root ball intact, a little sun and water can provide you with fresh basil for many weeks. The plants can also be planted in pots or in your garden where they will continue to grow and live throughout the season.

If you plan to keep the plant in your kitchen (there is no need for dirt), *then you should:*

- Remove the plant from the bag and place it in a small juice cup or something similar
- Keep about 1/2 inch to an inch of water in the bottom of the cup to provide constant water to the plant
- **Do NOT cover the root ball completely, oxygen needs to get to the roots**
- Place the plant in a sunny spot such as a window sill

If at anytime, you decide to plant the basil in a pot or garden, then we suggest:

- Cutting the plant 1/2 way or 2/3 down. Follow the stem down towards the base of the plant where you will find two additional leaf clusters starting to form, cut the stem in the center just above the new leaf formations. (see photo to the left). These two pairs of leaves will grow into separate branches, producing a larger, bushier plant.
- **Basil loves the sun and water.** Keep the plant well watered until roots are established in the new surroundings.