

novavine

*Local company,
global perspective*

Diversity

*A world of varietal
flavors...*

At **Novavine**, we believe in the value of variety! We are currently producing 18 cultivars of olives for sale and more are on the way. Our olive program specialist is continually evaluating the flavor characteristics of different olive oils and is on the lookout for promising varieties. We want to support domestic growers in producing super-premium olive oils with unique and innovative identities!

For a list of varieties please call or visit:

www.novavine.com



Collaboration

Novavine's quest for exciting new plant material and technical expertise in oliviculture has resulted in an agreement with **IRTA** (Institute of Research and Agronomic Technologies) of Catalonia, Spain. Under this license agreement, we will propagate IRTA's popular clones **Arbequina I-18®**, **Arbosana I-43®** and **Koroneiki I-38®**, as well as IRTA's new releases. Technology transfer from IRTA will mean access to the best information available on olives and olive growing!

novavine

INNOVATE. PROPAGATE. THRIVE.



6735 sonoma highway
santa rosa, ca 95409

tel: 707.539.5678

fax: 707.539.2819

www.novavine.com



Growing quality since 1996

Novavine is located on 27 acres just to the east of Santa Rosa in the beautiful Sonoma Valley. Our Sonoma facility includes 45,000 sq. feet of greenhouse space and the company offices. In Yolo County we have a 90 acre increase block producing grape scion and rootstock. **Novavine** is proud to offer exclusive clones from a number of cooperators, including **VCR—Vivai Cooperativi Rauscedo**—the world's largest grapevine nursery located in northern Italy, and **Tablas Creek**, a leader in Rhone varieties.

novavine



INNOVATE. PROPAGATE. THRIVE.

Quality

The **Novavine** name has been synonymous with **quality** in grapevines for years.

Our olive trees are produced with this same attention to excellence. Unlike many nursery starts that are pushed with high nitrogen fertilizers to reach salable size in as short a time as possible, our trees are allowed to develop at a more natural pace. The big story is hidden underground: **Novavine** trees are grown in association with symbiotic mycorrhizae, and a soil medium with a rich microbial food web so plants develop exceptional roots, balanced growth and strong tissues.



Sustainability

A lifetime of sustainable practices starts in the nursery...

Combining large-scale commercial nursery production with a commitment to environmentally and socially responsible practices requires both creativity and innovation. **Novavine** has pioneered many non-chemical methods to establish, grow and protect plants using inputs such as compost teas, living substrates, and synergistic biologicals. Our commitment to a non-toxic workplace—one that safeguards air, water, soil, wildlife and health—is fundamental at **Novavine**, not an afterthought.



Novavine is a family-owned company with strong ties to the community. We stand behind our products and our practices, and are continually working to improve every aspect of our business. Your satisfaction is essential to our success!



Customer Service

An excellent product deserves an excellent experience

Here at **Novavine**, we know you have a choice of vendors, and we want to be yours. Our friendly and knowledgeable staff works to make your olive tree purchase a good experience.



Sharing knowledge

novavine.com

The **Novavine** website is a great source of information about the selection and care of olives. Our site features a Q&A forum, where we take your questions about olive trees, olives and olive oil. Just send an email to **oliveanswers@novavine.com**