



Texas Nurseries to Carry TerraLife's Save-a-Tree, Additional Dr. JimZ Secret Formula Products

Save-a-Tree fertilizer is especially popular for organic gardening, including raising fruit trees.

DALLAS, Jan. 3, 2008 —Dr. JimZ Secret Formula [Save-a-Tree](#) fertilizer will be available in late January in the 23 retail stores in Texas operated by [Calloway's Nursery, Inc.](#) and [Cornelius Nursery, Inc.](#)

Save-a-Tree was developed almost 20 years ago after Idaho's Jim Zamzow, affectionately called "Dr." because of his constant research, concluded that mineral depletion in the soil was affecting the health of trees.

The product's most famous success story was in 1999 when the [Harrison Tree](#), planted near the Idaho Capitol building in Boise in 1891 by President Benjamin Harrison, was dying and scheduled to be cut down.

Zamzow donated Save-A-Tree. The tree returned to health and grew more in one year than it had in the past three years combined. Unfortunately, it was cut down last year to make room for the Capitol building's expansion.

Save-a-Tree's base is sugar cane molasses, selected because it smells good, does not attract ants and discourages nematodes, a type of parasitic worm. Ingredients include nitrogen, phosphate and sulfur.

Additional components are a secret, but include "just about everything that Dad's research has shown to be beneficial to plants," said Jos Zamzow, son of "Dr. Jim" and vice president of TerraLife, Inc.



Although the product is named Save-a-Tree because it was first tested on trees, it also is effective on shrubs, flowers and vegetables. Tests by microbiologists at Boise State University showed that 24 hours after an application of Save-a-Tree, there was an increase of 70 percent in beneficial bacteria in the soil. After a week, there was a 400 percent increase.

Development of Dr. JimZ Secret Formula products, distributed by TerraLife, Inc., began four generations ago when the [Zamzow](#) family opened a feed mill near Boise. In recent years the family expanded distribution of their products online, as well as through distributors and nurseries across

the Western United States.

Other products are Plant-It fertilizer, a planting and transplanting mix that combines fertilizer, root starter and mycorrhizae; and Bloom KaBoom!, which maintains flowers on blooming plants and fruit trees.

All products contain only natural ingredients and are safe for use around children, pets and fish. Save-a-Tree is the only non-leaching manufactured fertilizer in the world.

“The Zamzows were way ahead of their time in realizing that improving plant nutrition produces the best results, whether it is flowers, vegetables or trees,” said John Benoit, merchandise manager of [Calloway’s](#). “They have been working with all-natural products for more than a quarter of a century now, and there is ample proof of the effectiveness of their products. We are very pleased that they are now making their products available outside of Idaho, where they sold more than 75,000 gallons of Save-a-Tree last year. We expect it to be very popular here as well.”

Founded in 1986, Calloway’s serves the four largest metropolitan areas in Texas: Dallas, Fort Worth, Houston and San Antonio. Cornelius Nurseries operates three retail stores in Houston.

Wholesale orders of TerraLife products also are available through three major nursery supply distributors: [L&L](#), based in Fremont, Calif.; [Gard’n Wise](#) of Salt Lake City, Utah and [Jensen Distributing Services](#) in Spokane, Wash.

Additional information is available on the Internet at www.Save-a-Tree.com or by calling 1.866.855.9552. Individual orders also may be placed online.

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Note to editors: Both product photos and feature photos are available upon request.

Key words: organic gardening, fruit trees, fertilizer, vegetable garden, Save-a-Tree, TerraLife, Calloway’s Nursery, Cornelius Nursery

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