



American Society of Landscape Architects  
Northern California Chapter

[Home](#)

[About Us](#)

[ASLA News](#)

[Events](#)

[Awards](#)

[Programs](#)

[Resources](#)




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## Column We couldn't have done it without you!

### We couldn't have done it without you!

*The following message was received from PlantRight and Sustainable Conservation, recapping the recent awareness and fund-raising campaign to stop a large shipment of Mexican feathergrass before it reached wide distribution.*

Our campaign to stop California's next plant invasion achieved 86% of our financial goal, and we're pleased to inform you that your generous donations are already hard at work.

Thanks to all our donors, and in collaboration with one of the state's largest growers, we've been able to **buy out their remaining Mexican feathergrass inventory** that was otherwise bound for 200 garden centers across California. Lest you be curious, all these plants will be properly disposed of in very hot, very large compost heaps. (We'll have a few photos to share, and a recap, next month.)

As you may recall, this grower sold these plants to us at cost and has stopped production of Mexican feathergrass. This particular grower is also helping PlantRight educate some of California's largest retail nurseries about making even better, non-invasive plant purchasing decisions.

Because success cannot be measured by this invasive inventory alone, we'd like to recognize another critical accomplishment in our effort: increased awareness about Mexican feathergrass. This campaign has served to educate key influencers in the nursery industry and media, and has raised overall public awareness about the huge economic and environmental opportunity when it comes to tackling emerging invasive plants.

Here are some publicity highlights from the last few weeks:

- [San Jose Mercury News blog](#)
- National Gardening Association's [Regional Reports](#) (Northern & Southern California)
- [California Master Gardeners Program blog](#)
- [Nursery Management article](#)

We could not be more proud of what we have accomplished together. Please pat yourself on the back – at least twice. (And if you're anywhere near the PlantRight office in San Francisco, drop on by and we'll be delighted to do the honors!)

We so appreciate your contribution in stopping California's next plant invasion before it starts.

Best Wishes,  
PlantRight and Sustainable Conservation

PS The success of this campaign would not have been possible without the generous support and networking provided by following organizations. We thank and loudly applaud:

- American Society of Landscape Architects – Northern California
- Association of Professional Landscape Designers – California
- Bay Friendly Landscaping and Gardening Coalition
- California Association of Nurseries and Garden Centers
- California Invasive Plant Council
- California Landscape Contractors Association
- California Master Gardener Program
- California Native Plant Society
- Council for Watershed Health
- EcoLandscape California
- Nan Serman / A Growing Passion
- Ocean Friendly Gardens

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- [Saving Water... Saving Wildlands](#)

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- [ASLA News](#)
- [Events](#)
- [Columns](#)
- [ADA and Inclusive Design](#)
- [Don't Grow Crazy](#)
- [Perspectives](#)
- [TreeScience](#)
- [Design](#)
- [Planning , Urban Design & Transportation](#)
- [Professional Development & Technical Skills](#)
- [Sustainability](#)

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