

Diana & Laura The Watershed Nursery

601 A Canal Boulevard, Richmond, CA <http://thewatershednursery.com>
Helping to restore and enhance habitats throughout the SF Bay Area with exceptional native plants!



“Our new location is excellent for growing... and, best of all, we are easily able to serve the three counties immediately surrounding us!”

Diana and Laura, both California natives themselves, drew on their passion for gardening and native plant conservation in order to found The Watershed Nursery in 2001. Their business provides local governments, nonprofits, and individual gardeners engaged in ecosystem restoration with site-specific native plants. The two women are responsible for much of the native-seed harvesting, and then raise the seeds with their production team.

Business By The Numbers

2008 Loan Amount: \$10,000

Industry: Landscaping

Business Start Date: September, 2001

Challenge

Diana and Laura decided that to be able to increase access to their nursery and reach a wider customer base, it was time to move from their original location up in the East Bay Hills.

Opportunity

Opportunity Fund recognized Diana and Laura’s expertise in their field, and provided them with a \$10,000 loan to help them move The Watershed Nursery to a more visible site just off the freeway in Richmond, California. With the loan they were able to purchase shade structures for their plants and increase their plant and equipment inventory.

Community Network

In addition to running The Watershed Nursery, Diana and Laura also spend time on the side involved in ecosystem and watershed research efforts, volunteering with nonprofit organizations, and leading workshops for local schools.

The Big Picture

Since the move, sales at The Watershed Nursery have greatly increased and Laura and Diana have expanded the services they offer to their clients. And an increase in native plant sales is good news for local ecosystems, too! Native plants have adapted specifically to the climate of the San Francisco Bay Area, and so are best suited to conserve water and other resources when used as part of restoration, conservation, or landscaping projects.