

Garden Next!

Garden retailing in the age of distraction

Ball®

2020



Jeff Gibson
IGC & Landscape Business Manager
Ball Horticultural Company
jgibson@ballhort.com



All men's trouble derive
from not being able to sit
in a quiet room alone.

1643

Blaise Pascal
French Mathematician

Where does the time go?

- **3 hours per day**
- **Facebook: 4+ Billion video views each day.**
- **Facebook: 1.3+ Billion mobile users.**
- **Youtube: 1 Billion+ active users.**
- **Instagram: 300+ Million users**
- **Linkedin: 465+ Million Users**
- **Pinterest: 110+ Million users, 71% Female**
- **Pinterest: Avg. pin generates 6 Website visits.**

Where does the money go!

- Middle income families (\$18-95 m/year)
income rise over 6 years = .2%
- Spending is up 2.3%
Less on land line phones, clothes, appliances)
- MORE on
 - pets (10%)
 - in home dining (23%)
 - rent (26%)
 - education (26%)
 - health care (42%)

Cost of digital distraction

- In recent years cell phone spending went up over 50%, Home internet 81%!
- Average household spent \$4,704, a little over 5.5%, of their total expenditure
- Average family spends over \$1000 a year on cell/streaming/TV

What to Expect

- More Ratings – easy systems + trusting consumers
- Social media use in the office – as millennials take charge
- New Ways to communicate – concise + nonverbal
- Storytelling – Instagram Stories; FB/Apple Memories
- Virtual Reality – FB Oculus; Google, Classroom

Mobile phone use

120 times per day. On average.

At work present but absent.

Together but alone.

.

We have a Problem...

Addicted to our phones

Addicted to distraction

Dopamine release from use of it

Compulsive habit

Why = superpowers.

Deep work.

Deep concentration.

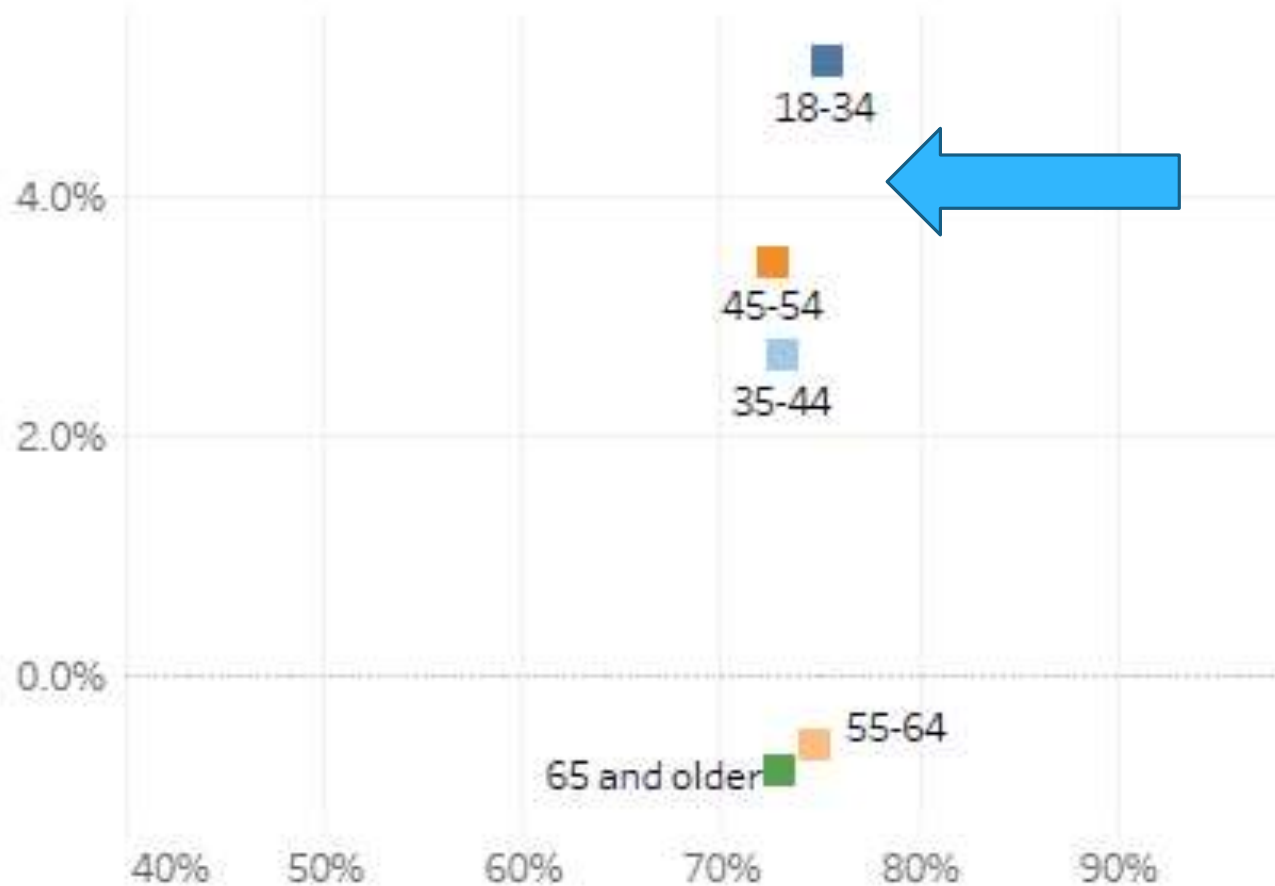
Results in higher productivity



Garden Next?!

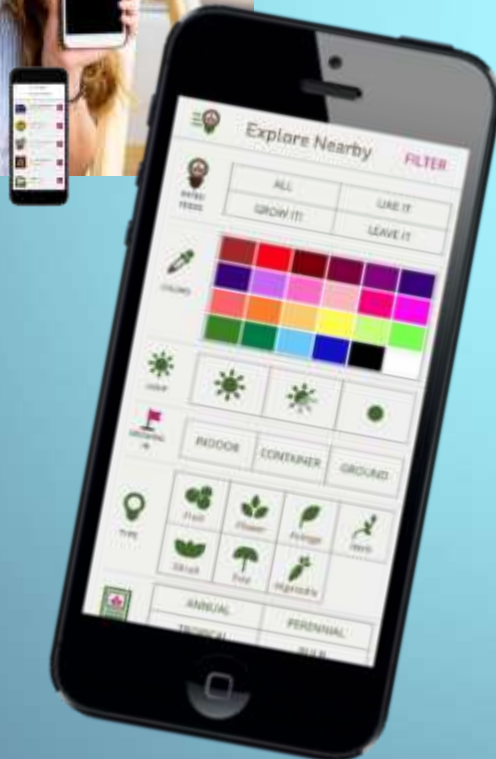
18-34 year olds L&G participation growing faster than other groups

Percentage of Gardening Households Participating in Any L&G Activity by Compound Annual Growth Rate: 2018 - By Demographics



Finding Plants

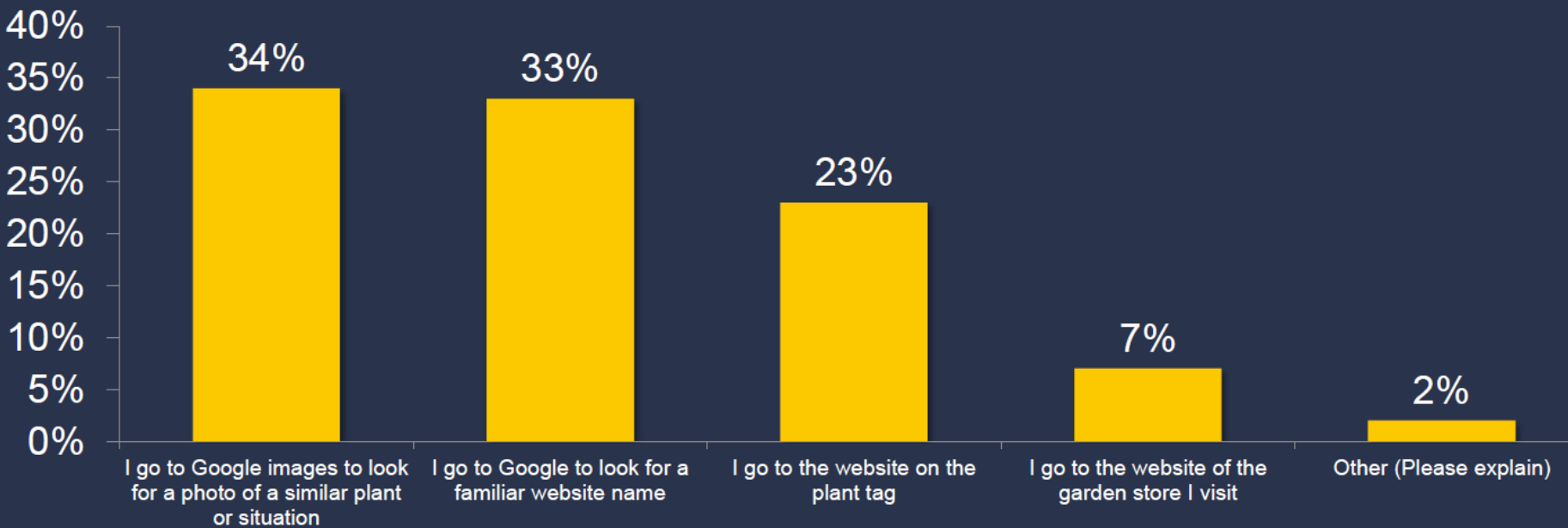
Millennials



Boomers



If you go online to find answers to plant care and maintenance questions, how do you know which websites to visit?



Insight: Most gardeners are turning to Google. About half of “Googlers” look at the website results while the other half turn to Google images.





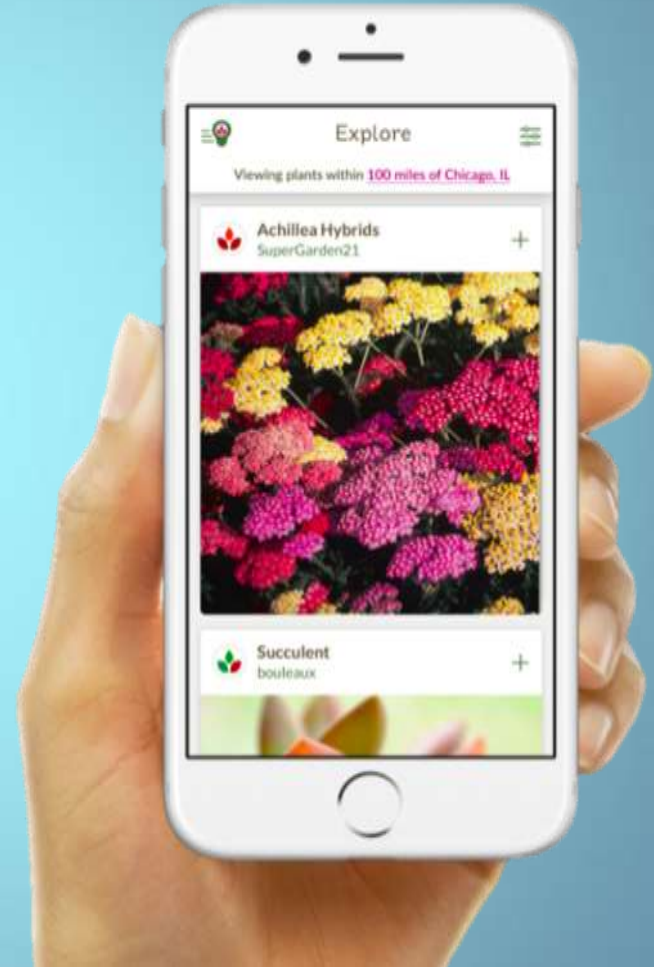
GrowIt!
GARDEN SOCIALLY

Social Media Plant
Community

Primary audience 18-38

Community based plant ID

Data!

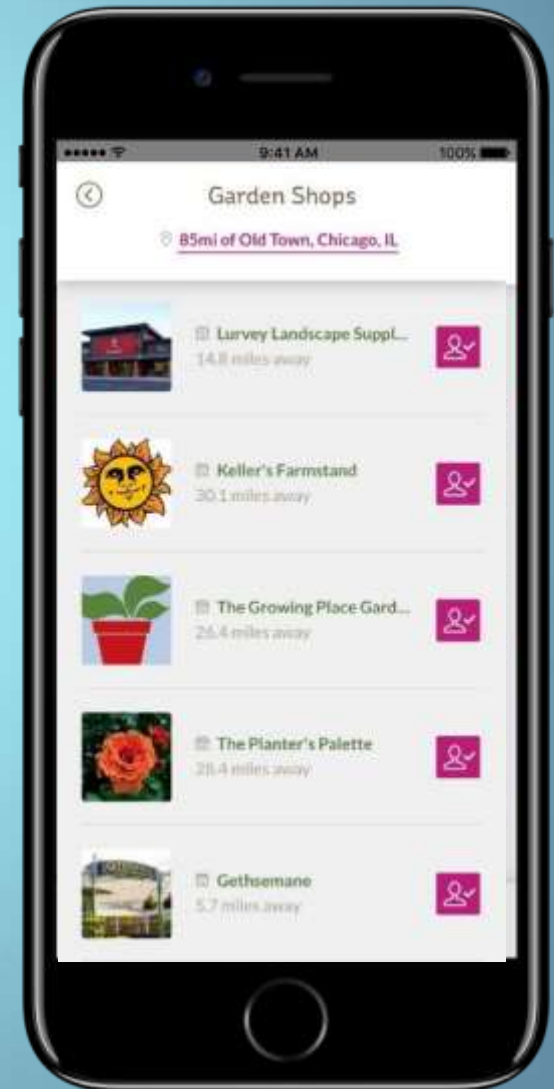


GrowIt!
GARDEN SOCIALLY



GrowIt!
GARDEN SOCIALLY

800,000 users All Interested in Plants



9%

Experienced
Gardening Consumers

Less than 9% of GrowIt! audience know...



Out of 36,000 plants identified on GrowIt!



**1 out of 6
Hosta, Daylily, Peony**

People aren't looking for
Hemerocallis fulva 'Tigress Eyelashes'

More Like
*Something Orange that I won't have to
buy next year.*



GrowIt!

GARDEN SHOPS

50,000

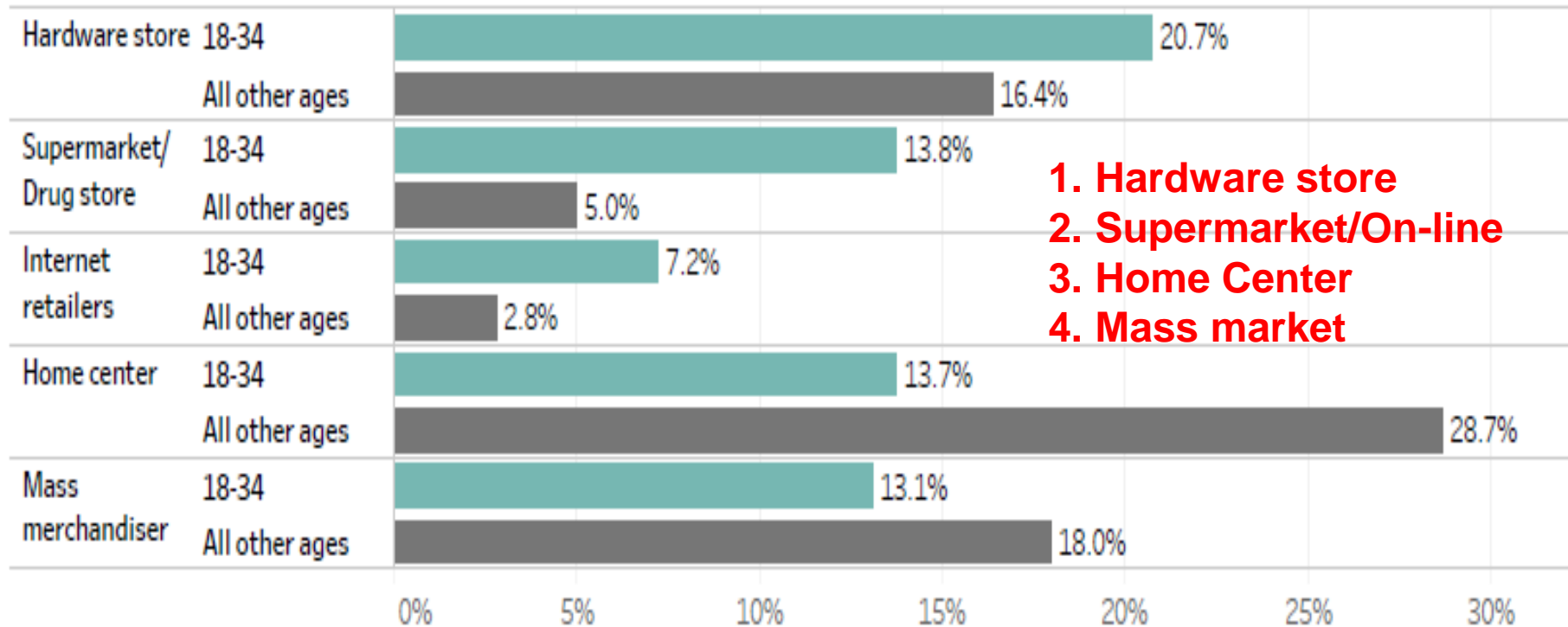
people searched local places to buy plants on GrowIt!

**A young person
going into a garden
center is like your
grandmother going
into Best Buy**

Alternative Distribution

Where are 18-34 year olds shopping

Percentage of Gardening Households Purchasing Products at the Following Locations: 2018 - By Age Group



1. Hardware store
2. Supermarket/On-line
3. Home Center
4. Mass market

Subscription Services



“Knock, Knock!” Plant delivery service from Scotts Company

[GET STARTED](#)[HOW IT WORKS](#)[FAQ](#)[PROFILE](#)[CART](#)

Knock! Knock! Who's there?

Your future front door plants! To make your porch look fab, you don't need to be a floral designer or a master gardener. Just answer a few questions and ka-bloom! Get seasonal plant trays arranged stylishly delivered to your door, starting at just \$65.

[GET STARTED!](#)

Garden Centers

Foot Traffic

Customer Retention

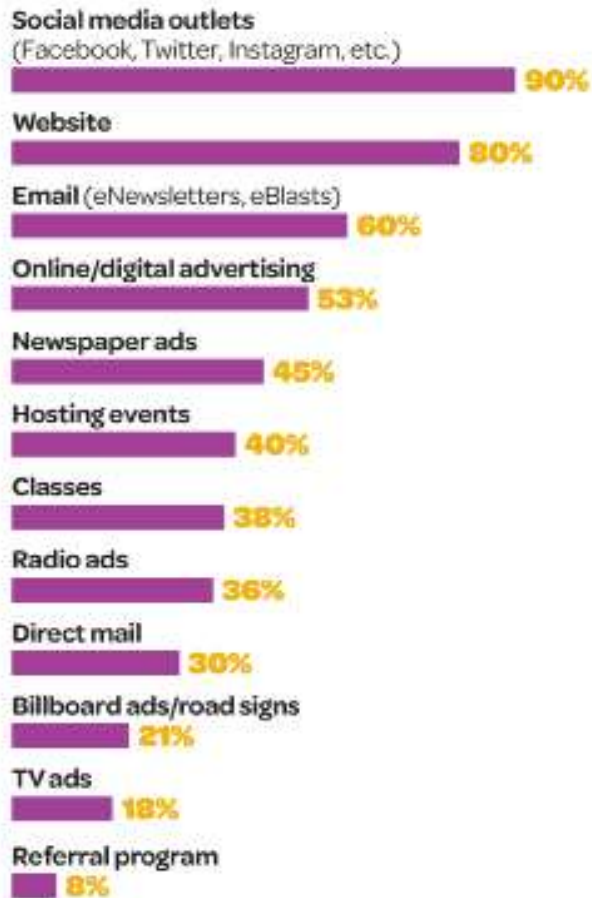
Average Sale

What's a Garden Center to do?



What methods were used to market your garden center in the past 12 months?

(Respondents could choose more than one answer)



Source: Garden Center magazine's 2018 State of the Industry survey

What social media networks does your garden center use?

(Select all that apply)



General Observations

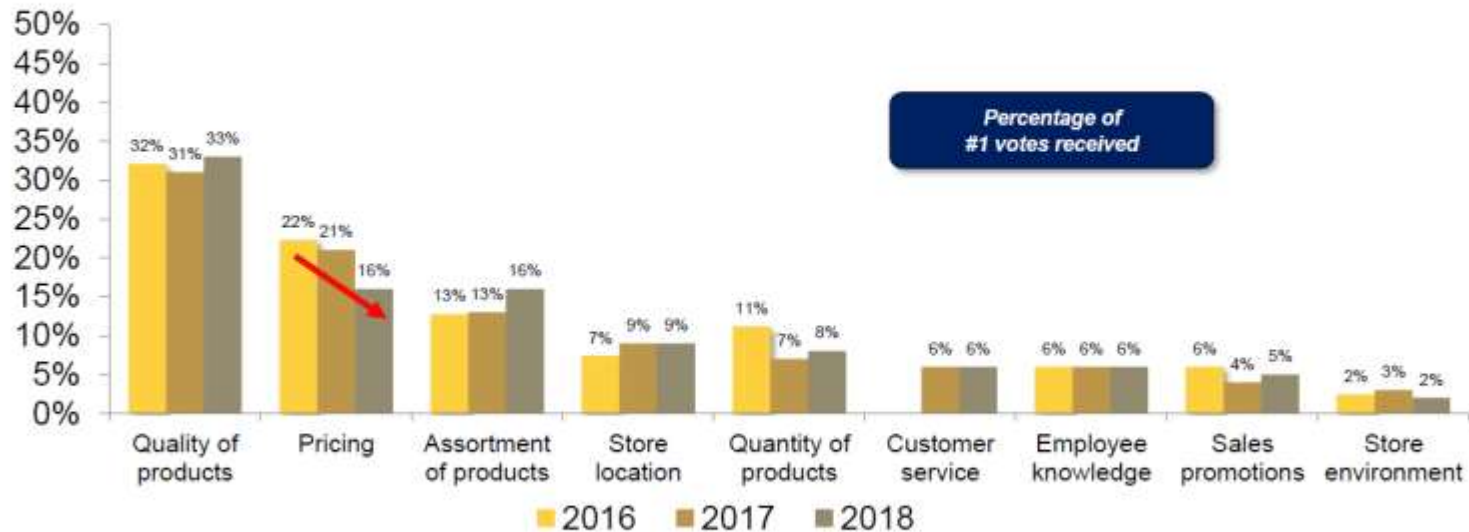


Diversification helps smooth out the sales curve over 12 months.

Quality Rules!

Please rank the following garden center attributes by importance, with #1 being the most important:

Trend



Insight: Quality of product is more important to consumers than price.



LAVENDER!...



Tropicals...



Succulents...



Houseplants...

THINKING OUTSIDE THE HOUSE

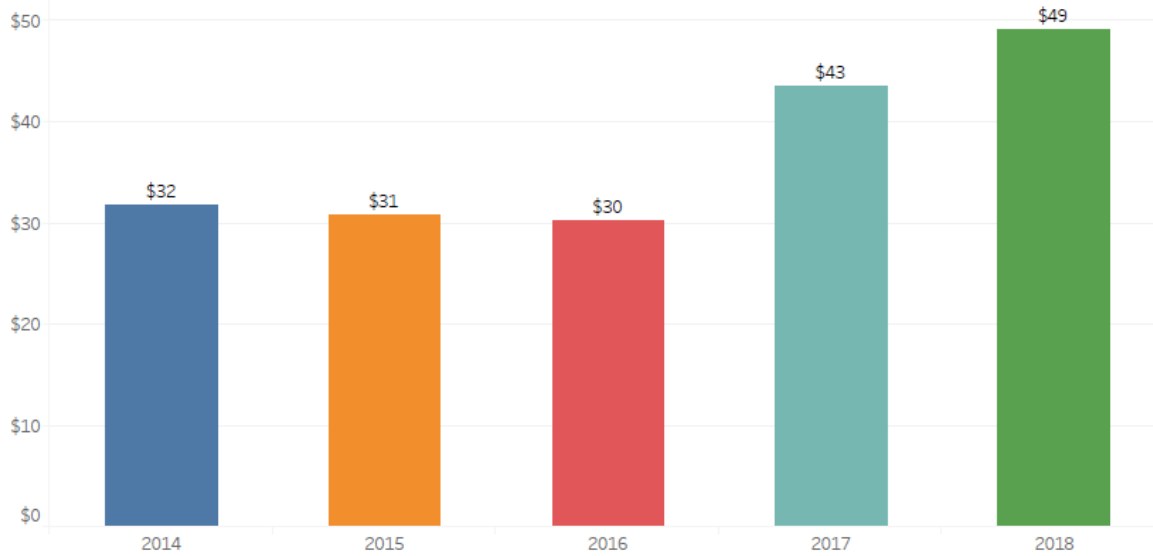
HOUSEPLANTS ARE HAVING a moment. And we don't see this trend going anywhere soon. In fact, we see it as a way for people to connect with each other outside of the house...

©2019 GARDEN MEDIA GROUP



Spending the green on Houseplants

Average Household Spending on Indoor Houseplant Gardening: 2014-2018



HH spending on Houseplants up

Estimated Total Household Spending on Indoor Houseplant Gardening: 2014-2018

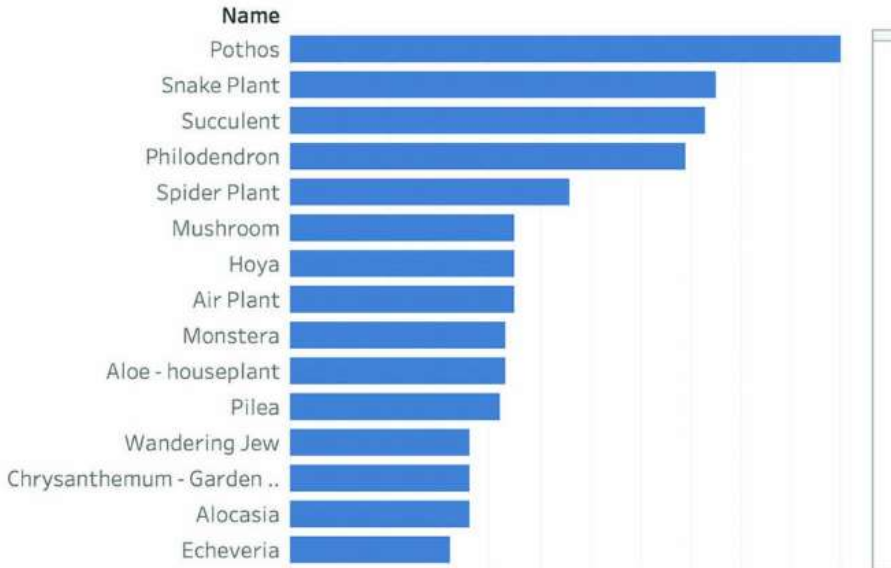


**Houseplant sales
Up slightly
1.69 billion sales**

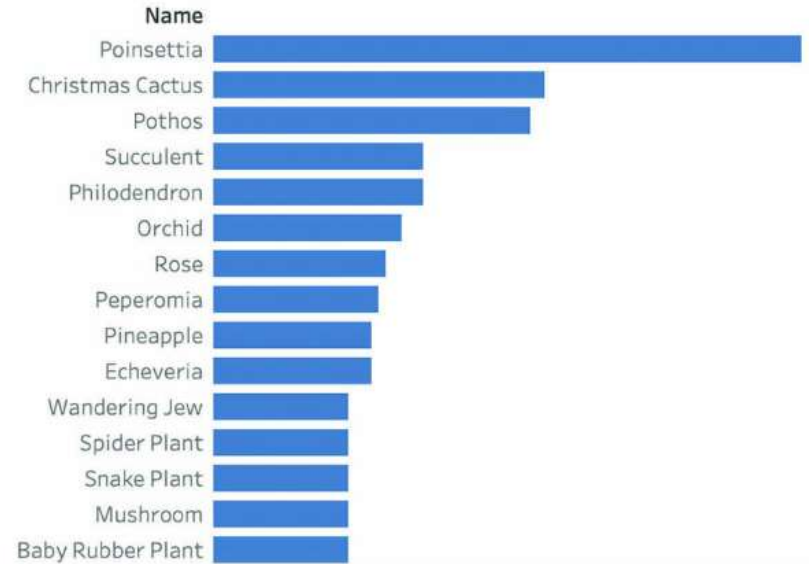


What's trending on GrowIt!

Popular Plants Added Oct 2019-Nov 2019



Popular Plants Added Nov 2018-Dec 2018

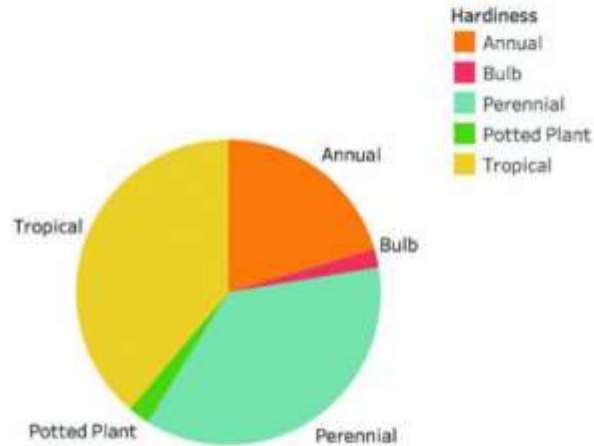


[2020 Houseplant Report](#)

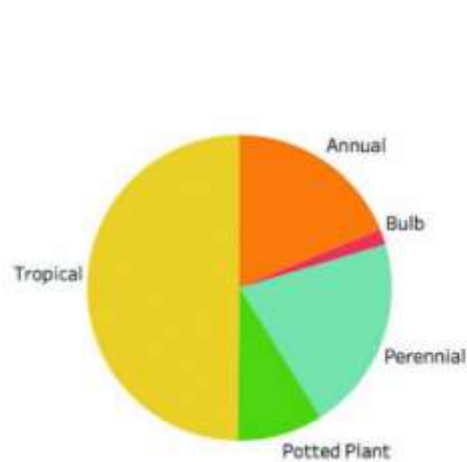


Trending on GrowIt! by generation

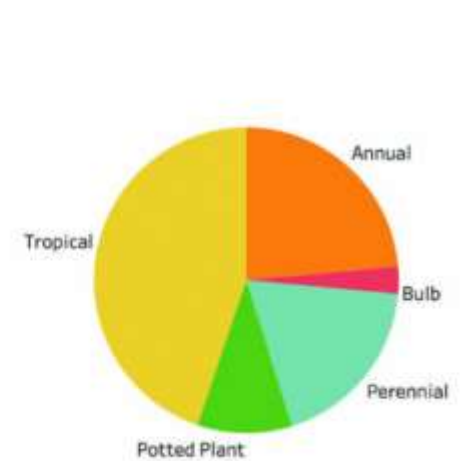
Annuals, Perennials, Etc. Nov 2018-Dec 2018 (Boomers)



Annuals, Perennials, Etc. Nov 2018-Dec 2018 (Millennials)



Annuals, Perennials, Etc. Nov 2018-Dec 2018 (Gen X)



Boomer

Millenials

Gen-X



[2020 Houseplant Report](#)



Mini's!



Miniatures are still BIG

Fairy Gardens and
accessories might be
flat

Terrariums are HOT!

Pollinator Plants – Call them out!



For Every Trend
There is a counter Trend!

Trends are not predictable!

Turn off the **BLUE LIGHTS**

We are addicted to technology.

Blue light from screens can cause lack of sleep, obesity, stress and depression.

Mobile time for 0-8 year-olds tripled since 2013, to 48 minutes a day, says Common Sense Media.

Tweens log about 4-1/2 hours a day, while teens spend almost 7 hours, estimates the American Academy of Pediatrics.

Adults spend 11 hours a day looking at screens and check their phones every 10 minutes.

Daily, 2-17 year-olds are exposed to about 15 unhealthy food commercials. It's no wonder about 1/3 of American children are overweight.



Go a Little **WILD**

Margaret Roach suggests we intervene less, relax and enjoy nature more.

Let a small part of your garden go wild to support insect life, she says.

Treat and protect big trees.

"Un-mow" areas treated as lawn and figure out which "weeds" to pull from these mini-meadows.

Plug in divisions or native seedlings to create thriving pollinator communities.

Clean up less to support overwintering insects, spiders, birds, other animals.



People are longing for nature



CITY GROWTH

- More than ½ the world lives in cities.
- Urbanization improves life, from better education to more employment opportunities.
- While cultures are “connected” 24/7, there is a new ethos emerging.
- People are longing for nature.
- Tranquil, plant-filled environments for business and pleasure are a necessity.
- As the world continues to urbanize, sustainability is key to managing growth.

Perfect = Fake

“Techlash”

'Techlash' is defined as 'a strong and widespread negative reaction to the growing power and influence of large technology companies, particularly those based in Silicon Valley' - and 2018, the 'techlash' storm truly hit.

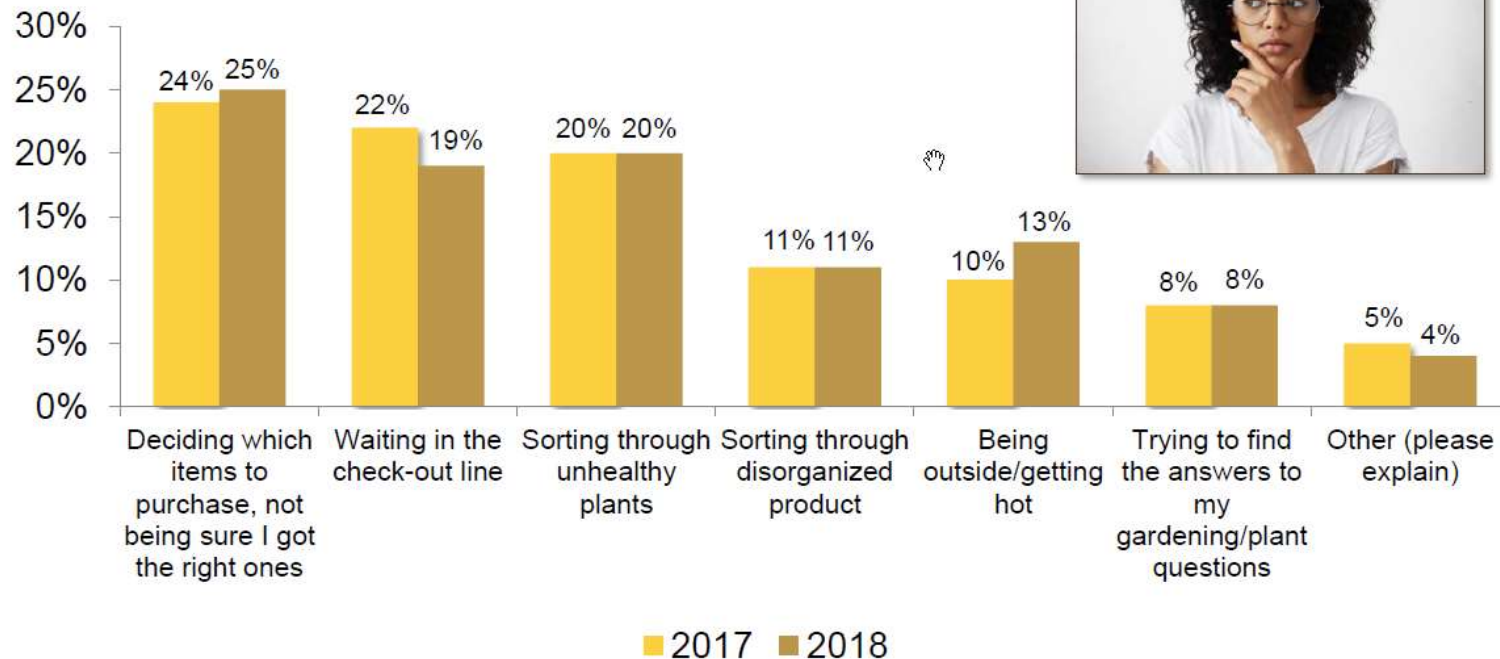
The “Antidote!”

Trust
Authenticity
Experience

You should own this!

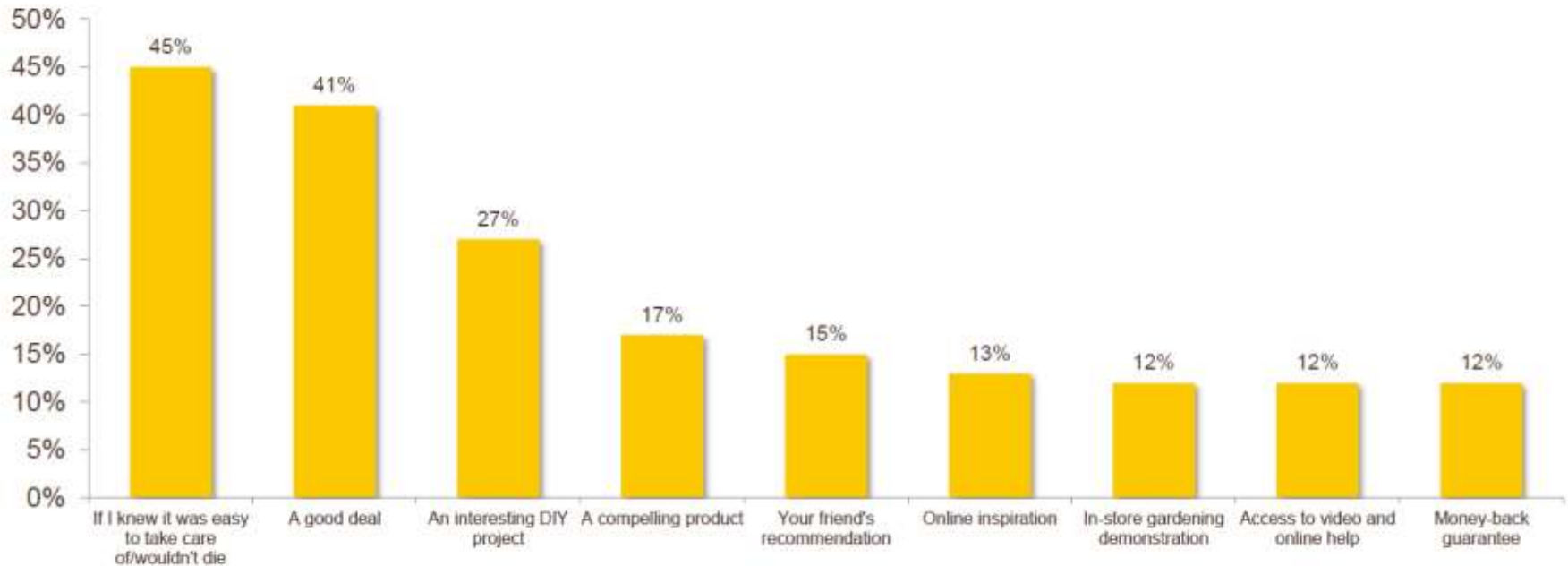
Trust

What is your least favorite thing about shopping in the garden center?



Insight: The top three pain points are consistent with last year's findings. The sense of indecision can deeply impact a consumers in store experience ***confidence needs to be boosted to keep the shopping experience positive.***

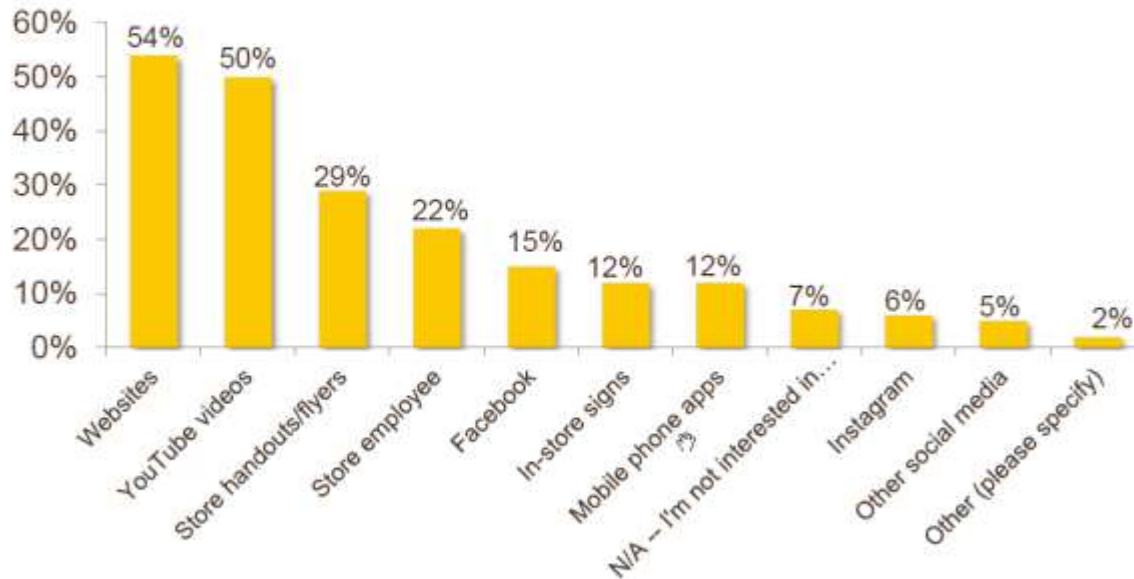
Which of the following would be most likely to influence you to purchase a plant? (Select up to 3)



Insight: Non-purchasers fear failure or wasting their time and money on unsuccessful gardening attempts. Simply labeling a plant could entice as many as 50% of non-purchasers to buy a plant.



If you are interested in information/instruction on plant care, how would you prefer to receive it?
(Select up to 3)



Insight: Websites and YouTube videos are the preferred resources for plant info. The creation of a reliable, all inclusive website or YouTube channel would benefit existing gardeners as well as potentially appealing to new customers.



https://youtu.be/P7_m60el8XY



Transparency

- Where products come from
- Chemical usage
- Organic
- Safe for kids & pets
- Store associates treatment
- Natives versus non-natives
- GMOs
- Neonicotinoids and bees
- Waste

Local!



Locally Grown or Farm Fresh is important.
Use on signage and POP!



One man's waste...



GREEN LEADERS

- The circular economy does more with less. And as leaders in our industry, we have a responsibility to act sustainably.
- It's about ensuring our products, where possible, have a second life. When that's not possible, they're taken apart so we can re-use the components.
- What do you sell that is renewable, repairable, reusable and recyclable?
- "Our pots get used up to 5x before they are discarded. We wash and sanitize them before each use." Grady Roscoe, Wind In The Willows Nursery, SC
- The goal is to deliver customer value with minimal waste.

You are this!

Authenticity

It's all about the narrative *...rise of the Chief Storyteller...*

One Chief Storyteller



The most powerful person in the world is the story teller. The storyteller sets the vision, values and agenda of an entire generation that is to come.

— Steve Jobs —



1955

On January 4, 1955, less than a month after he turned 16, Bob Warhurst packed up his few belongings in rural Russellville, Alabama, and moved to Northern Virginia. Bob, a hard-working young man with a can-do attitude, was eager to follow in his older brother Lee's footsteps and see what opportunities a larger city might bring. As soon as he arrived, he started working as a bricklayer for his brother. He was willing to do whatever it took to succeed and quickly developed a reputation as a skilled bricklayer.



(919) 847-0117

HOME CONTACT US/NEWSLETTERS PLANTS PRODUCTS EVENTS/NEW SERVICES/GIFT CARDS TIPS



our mission

We are committed to raising the finest quality plants and service provided in a beautiful and relaxing atmosphere.

about us

Homewood is recognized as a leader in the horticulture industry and has been featured in local, state, and national publications. Homewood's unique combination of over a acres of greenhouses, garden center, and customer nursery department provide high quality plants and plants are what sets Homewood apart. As one industry expert put it, Homewood "is a classic family retail/grower/garden center." The greenhouses and nursery area are regularly toured by university horticulture classes and has been a learning ground for many students.



Perhaps years. That's how long it's been since my father, Homewood's founder, Bill Dothager first built a 18 x 100 greenhouse in his backyard at his family's home located at what is now Hays Rd. in 1967. To support the venture, Bill sent out postcards to his neighbors and friends from a much-welcomed team (now he would probably be growing more than he could use and would have to get the rest).

How long after, while doing his full-time job as the Wake County forest ranger, Bill found a beautiful piece of land on Honeysuckle Road which he purchased for \$1000.00 an acre. At the time, he had no idea that in 10 short years he would purchase more and relocate the family and business to what most people at the time considered to be a remote part of northern Wake County. He believed the future of Homewood would be in wholesale, growing and selling to other garden centers and florists in the burgeoning Triangle area. Even though he was rapidly expanding the greenhouses and growing facility, Bill said, at the time, "that never ceased my mind." But what was on the mind of many people as they relocated to North Raleigh and word of the nursery spread as they found themselves drawn to the peaceful setting at Homewood as Raleigh matured, Homewood grew beyond being just greenhouses, adding a nursery area under the pine trees, a unique attraction for the garden center, and a gift and floral shop.



ambition Dwight was now invited to join as partner & full service landscape company to our site. Always, as we built and added to Homewood, Bill reminded us that this was also his home and that we "better keep it pretty" since it is also his backyard. That feeling of home and appreciation of beauty is what we all experience here today. Forty-nine years of being rooted in Raleigh, a cultivation from which will come many more years of growing relationships with our customers and sharing our passion for plants.

Joe Dothager, President, Homewood Nursery & Garden Center



our roots

New Garden Landscaping and Nursery, Inc. has been providing comprehensive services and outdoor living products to customers in the Piedmont Triad for over a quarter-century:

- Late 1960s: Founder Jim Newlin starts a nursery in his backyard.
- 1977: Son Morris Newlin starts a landscape and maintenance business.
- 1979: Jim, wife Pat, and Morris open a retail nursery on Highway 220 in Summerfield.
- 1984: A seasonal retail location opens in a gazebo on Battleground Ave. Two years later it is operating year-round.
- 1992: The Summerfield location relocates to Old Oak Ridge Rd. and merges the retail nursery with a headquarters for the landscape & maintenance operation.
- 2001: The Gazebo moves to the present, more spacious Lawndale Avenue location.
- 2002: A new services office opens in Winston-Salem to better serve clients in that area.
- 2003: The Old Oak Ridge location moves just down the road to the current, larger location in New Garden Village. (*New Garden Village closed in July 2016, now all retail services can be found at New Garden Gazebo.)
- 2011: With two retail locations and landscape service teams located in Winston-Salem and Greensboro, New Garden proudly employs 127 people and serves the entire Piedmont Triad.
- 2012: New Garden adds a Lawn & Plant Healthcare service, New Garden Select (now renamed Nature's Select).

There has been a lot of growth and change since the early years, but our core principles have remained the same: New Garden's continuing commitment to be a responsible corporate citizen, hiring and retaining inspired employees and, most importantly, delivering positive results to our customers. Inspired by Jim's passion for plants, people and a belief in personal integrity, we have been pleased and honored to see our family business grow in new and exciting directions. New Garden Landscaping & Nursery looks forward to continuing to serve the Triad area into the future.

MEET THE NEW GARDEN TEAM

Employee of the Month



December 2019-Jeanine Bennett

See past "Employees of the Month"

M. Herbs Fine gardens Denville, N.J.



Keith Watson
Principal
 A love of architecture and nature brought Keith to his current field. Keith graduated from the University of Massachusetts with a B.S. in Landscape Architecture in 1999 and went on to complete his MBA at Raleigh-Durham University. His passion for design has driven him to create award winning and unique environments that cultivate a great respect for the natural world as well as human emotion. Years of experience creating, constructing and managing projects allow for a practical and intuitive knowledge of garden design which flows into seamless solutions in construction and maintenance.

Away from work Keith enjoys spending as much time as possible outdoors with his wife and two sons.



Scott Swaine
Assistant Forester
 Scott has been the backbone of our construction and nursery division since 2001. He combines a mission oriented approach with a high degree of sensitivity for the job at hand. He is extremely dedicated to every project he works on to ensure that it is accomplished in a timely and entirely seamless manner without compromising the integrity of the design. Scott works closely with our clients to be sure that each detail of each project is completed thoughtfully and in line with the project's vision. He is instrumental in turning concepts and dreams into reality!

In his spare time, Scott enjoys playing bass guitar and spending time with his wife and two sons.



Mark Peterson
Head of Horticulture Strategy
 Mark's passion for plants made him our lead plant geek. Whether curating classic designs or modern urban gardens, his passion is bringing organic garden quality to your home. He oversees our garden care program and brings us years of experience in organic horticulture from his ten-year career managing Manhattan's Battery Park City. He earned a BA from the New York University and a Certificate of Horticulture from the Brooklyn Botanic Gardens. His energy and excitement for horticulture is instantly apparent and his couldn't imagine life without it.

In his free time Mark enjoys working with ceramics, spending time with his wife and son, and also is a trained chef.



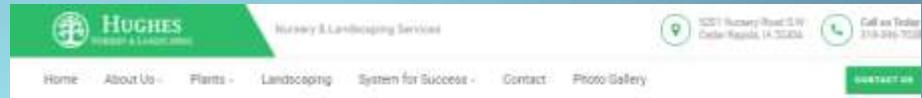
Cassi
Head Assistant
 What would we do without Cassi? Originally from Vermont, Cassi has been with M. Herbs since 2006, which makes her the only girl in the company. Plus, she is a fountain of information about the maintenance of plants just ask Cassi! From planting techniques to pruning just ask Cassi! Dependable and enthusiastic, Cassi makes the demanding days of a high-paced machine and we are grateful!



Bonnie Hartz
Office Manager
 Bonnie has an extensive industry background in banking, small business accounting and construction accounting/operations relations allowing her to provide an exceptional office activities. Bonnie leads the administrative team to focus on design and planting by maintaining well-organized business operations.

Bonnie always has a positive outlook that she carries from the workplace to her home and her family.

Hughes Nursery & Landscape, Cedar Rapids, IA



Company History



Four generations of the Hughes family in the nursery and landscaping business.

William John Hughes was born in Wales, United Kingdom in 1884. At the age of 9, he immigrated with his grandmother to the Welsh Church settlement area southwest of Iowa City, Iowa. After an 8th grade education and two years at a private business school, he found work at the Williamsburg Nursery in Williamsburg, Iowa. After two years of nursery experience, he moved to Cedar Rapids and established Cedar Rapids Nursery Company at the age of 23 in 1908 on 10 acres.

William John became a successful nurseryman and raised two sons, Dwight Jr. and Ralph. Both boys grew up in the business and studied horticulture at Iowa State University. They purchased the business as second generation owners in 1947.

Dwight Jr. grew up as a third generation nurseryman and studied horticulture at Iowa State University. He continued the landscape nursery business as Dwight Hughes Nursery on 100 acres southwest of the original site. Tom and John were raised in the business as fourth generation nurserymen. Both graduated from Iowa State University.

Tom is Horticulture/Business and John is Industrial Technology/Business/ Horticulture. They established Hughes Nursery and Landscaping in 2005 and began the second 100 years of Hughes family tree growing and landscaping.

Early History



The Original tract of ten acres on Wilson Ave in southwest Cedar Rapids.



The current building has the original front of the old storage building that was built for the original nursery stock storage in 1910.

It's never been needed more!

Experience

Beyond Gardening classes...



Rise of the *plant parent*



HOUSEPLANTS 101

- Increased consumer education on plant care and the importance of soil products helped drive growth in 2018.
- Enter opportunity: continued education will drive more growth in the future.
- Green industry players who educate, win.
- Create opportunities for Plant Parents to attend educational events while encouraging them to snap photos and post to social media.
- Unique selections are key to standing out from the pack. People are looking for something special and to connect.

Farmers Markets = Experience for the whole family



Photos from Farm to Table Market at Greenbrier Nurseries's post

in Mobile, Alabama



**Greenbrier Nurseries
Beckly, West Virginia**

Homewood Nursery Poinsettia party

Events

- Events
- Calendar
- Birthdays
- Discover
- Hosting

+ Create Event +



Poinsettia Party
Saturday, Nov. 17th, all day
Refreshments
Photo Ops
10,000 Items and more!

NOV 17 Poinsettia Party
Public · Hosted by Homewood Nursery & Garden Center

★ Interested ✓ Going

Saturday, November 17, 2018 at 8:30 AM – 6 PM EST
about 6 months ago

Homewood Nursery & Garden Center
10850 Honeycutt Rd, Raleigh, North Carolina 27614 [Show Map](#)

Hosted by Homewood Nursery & Garden Center
Typically replies within a day [Message Host](#)

About Discussion

29 Went · 260 Interested
Share this event with your friends

Details

The Poinsettia Party is a Raleigh Christmas tradition! Join us for the official opening of our holiday greenhouses. Enjoy live music, while you stroll through thousands of Homewood-grown poinsettias with a glass of punch or coffee and baked goodies. Get a great holiday photos to use in Christmas cards and greetings in one of our several photo ops set up for you to take photos with friends and family. Then vote for your favorite new or novelty poinsettias at our Poinsettia Vote Table, and enter a raffle for one of our popular poinsettias!

Party: Kid Friendly Christmas

Suggested Events [See More](#)

- Scorecrow Festival 2019**
Fri, Oct 11 at St. Charles Busine...
7,229 guests
Interested Going
- Autumn On the Fox**
Fri, Oct 11 at Saint Charles, Ill...
94 guests
Interested Going
- Annual Fox Fall Fest**
Sun, Oct 8 at Oswego - Oswego...
Jennifer is interested
Interested Going
- Pumpkin Patch - South Elgin...**
Sat, Oct 5 at Seta Park
Elizabeth is interested
Interested Going
- Two Brothers Oktoberfest 2019**
Sat, Sep 22 at Two Brothers R...
3 friends are interested
Interested Going
- Ghost's Night Out**
Thursday of Halloween's Pumpk...
Patty Harwood is going
Interested Going

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

Privacy · Terms · Advertising · Ad Choices/Do Not Sell · More · Facebook © 2019





Murray's Garden Centre & Landscape Services

September 3, 2019 · 🌍



Yoga in the Greenhouse @ Klein's

January 11 @ 8:00 am

Join us in Klein's greenhouses for a Gentle Morning Yoga class. Start your morning off in the most peaceful way... Surrounded by warm, oxygen rich air, and beautiful greenery all around. Breathe deeply, and stretch your body to awaken to a beautiful day. The pace of the class will be steady to slow with intention to make a connection to the Earth, to find our roots, and to ground-down for the Winter Season. This class is open to everyone, even if you're brand new to yoga! All are welcome 😊 With attendance you will receive a FREE GIFT: an adorable Mini Succulent to take home with you, along with a 10% Off Coupon to use day of event. We sure hope you'll join us for a lovely morning of Yoga surrounded by Nature's Goodness.

Klein's Floral & Greenhouses
Madison, WI

Portugal Cove, Newfoundland and
Labrador

Complimentary tea/coffee at [The Grounds Cafe](#) after class

☕ Perfect start to your cozy Fall Saturdays 🍂

Plant trials for landscape customers



Welby Greenhouse,
Denver, CO.
2019 Customer Event
80's Theme

Create and Experience

Experience over things

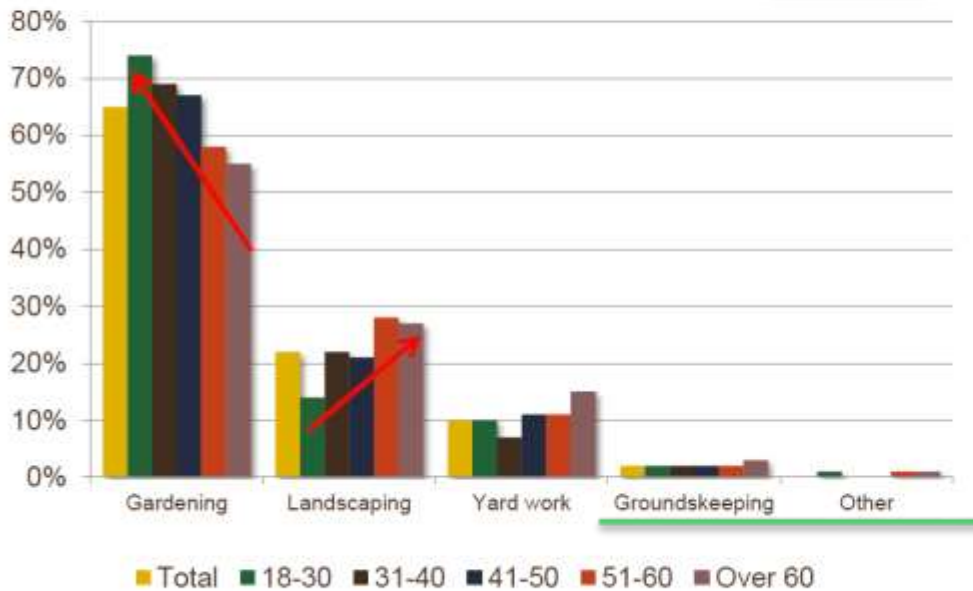
Is your store “post” worthy?

Make it a contest!

Bring back the Garden Party!

Which word best describes the action of planting plants (flowers, shrubs, trees) in your yard or in containers on your patio?

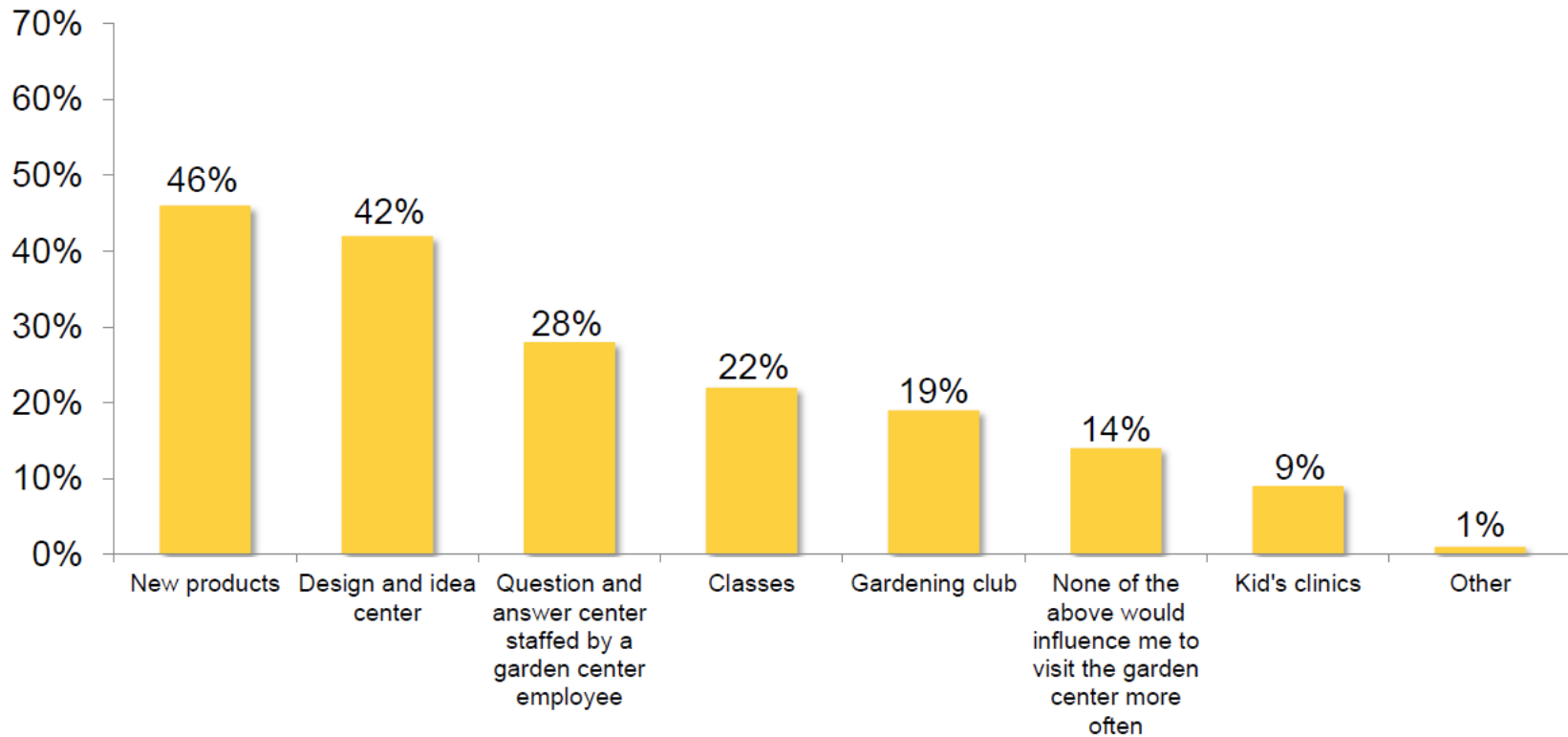
By Age



Insight: The term gardening is increasing in popularity as age decreases. The opposite is true with the term landscaping. Bring back the Garden Parties!



Which of the following would influence you to visit the garden center more often?
(Please select all that apply)



Insight: Consumers are excited about the new products available on the market.

Action: Retailers need to highlight those items to capture this want.

**Your competition is not
another grower or garden center**

It's Amazon!

(Speed)

It's Apple!

(Design)

It's Instagram!

(Relevance)

Trust
Authenticity
Experience



**Join us in making 2020
The Year of the Plant**
SeedYourFuture.org

**To promote horticulture and inspire people
to pursue careers working with plants.**



Thank You!

Jeff Gibson
IGC & Landscape Business manager
Ball Horticultural Company
630 624-7412
Jgibson@ballhort.com