



John's

TIP OF THE
MONTH
September 2015



Incredible Indoor Edibles

In my travels over the years, retailers often ask, "What can we do to promote something for fall sales besides lawn renovation?" Food is one connecting point that resonates with consumers of all ages. Encourage your customers to continue their passion for natural, fresh foods throughout fall and winter with indoor herb gardening!

Think Like a Realtor

Get started by remembering the cardinal rule of real estate: It's all about location, location, location! Stage your display in a suitable spot that provides adequate sunlight in the soon-to-be shorter days. Southern exposure is preferable, of course, but east- or west-facing windows can also work — and with surprisingly favorable results. Make sure your customers realize that southern-facing windows aren't their only option, either.

For customers without optimal natural light at home, supplemental lighting is always an option. You can suggest the use of artificial lighting or grow lamps, such as those we stock from **Hydrofarm**.

Set your customers up for success by offering a good assortment of seeds and/or plant stock from which to choose. Build your assortment with an eye toward herbs that can be cut and used throughout the winter months. Look to the lyrics of Simon & Garfunkel's "Scarborough Fair" as your guide: parsley (both curly and Italian types), sage, rosemary and thyme. Healthy, thriving plants are ones that want to reproduce and flourish even with moderate trimming.

Show & Sell

When putting a retail display together, it is your best practice to include pre-planted examples of indoor herb pots. Photos to illustrate such plantings are readily available on the Internet, sure, but providing these looks in your display is so important. One recent survey found that 57 percent of Millennials — and 61 percent of consumers age 35 and over — do the majority of their retail browsing in-store! The opportunity and potential for new sales opportunities are huge.

Remember that herb gardening isn't limited to the kitchen window. Indoor herbs can also thrive on baker racks, wall planters, pot rings along flat surfaces and even hung by coat

racks. Be creative in your display and watch how consumers purchase more plants and accessories than ever before! Don't forget to suggest and include small pruners or floral snips, too. Herb gardening and indoor gardening have many hidden sales just waiting to happen!

Water Works

Water is another necessity for indoor herb gardens. Clean water with low chlorine content is a must, as chlorine is harmful to root development. Most tap waters have a neutral pH; some avid gardeners prefer using filtered water to remove metals and chlorine. Other indoor gardeners place water in a watering can or misting bottle overnight to reduce the level of chlorine by evaporation. Another consideration: It's prudent to keep water at room temperature to limit potential plant shock.

You might consider including self-watering planters in your offer to the consumer. These vessels provide a reservoir of water that's wicked up into the soil to provide moisture and even nutrition from liquid foods to the plants. Most pots have a higher stance to keep the soil level elevated. With the success and popularity of **Novelty's Earth Box** planter, consumers have seen some pretty interesting plantings using self-watering pots. Why not showcase great pots from **DCN, Bloem, Arcadia** or **Novelty**? For customers in temperate climates, eliminate the possibility of mosquitoes breeding in standing water by using a few drops of cooking oil or by adding **Summit's Mosquito Bits** to the reservoir.

Indoor gardening is somewhat of a controlled experiment in that you want to maintain good health and not overfeed. With some new liquid plant foods being introduced by **Bonide** this year, you might find extra sales opportunities for your store with a creative display in your greenhouse. **Nature's Source** makes a great liquid plant food in a dosing pump container. Keep everything nearby to complete your sale including misting bottles, watering cans, vinyl saucers and your favorite potting mixes from **Espoma, Fafard, Sun Gro, Hoffman, and Premier**.

Good Selling!

John



Featured Products

MOSQUITO BITS®

Simply sprinkle in any standing water - including water gardens. Like the Mosquito Dunks®, this product kills mosquito larvae before they become adult (biting) mosquitoes. Quick Kill Bits™ will eliminate mosquito larvae within 24 hours.



Item #	UPC	Vendor	Case	UOS	Retail
8 oz					
80530009 - 728	018506001162	116-12	12	12	\$11.99
30 oz					
80530011 - 1118	018506001179	117-6	6	6	\$18.69

8 OZ LIQUID PLANT FOOD 10-10-10

A balanced fertilizer ideally formulated for houseplants. Just seven drops per quart of water for lush, healthy plants.



Item #	UPC	Vendor	Case	UOS	Retail
80100049 - 257	037321001089	108	12	12	\$3.99

PLANT FOOD 10-4-3

Makes up to 64 gallons of plant food! Derived from oilseed extract, a renewable source of plant nutrition. One formulation for indoors and out. One teaspoon per gallon for houseplants and one tablespoon per gallon for garden and landscapes. Easy to mix and easy to use. Excellent for orchids.



Item #	UPC	Vendor	Case	UOS	Retail
15.5 oz with Dosing Pump					
80610009 - 720	615369375258	7525-US	12	12	\$11.29

EZ GARDEN WALL PLANTER

Customize and design a garden to fit any wall space. Easy to design, install and maintain. Easy to see water level window. No complicated tubes or electricity. Remove the inner pot to assemble your garden, then insert it in the wall planter. Made of durable plastic. 3 pack.



Item #	UPC	Vendor	Case	UOS	Retail
80690154 - 3216	813001017959	WP08	6	6	\$53.99

ORGANIC SEED STARTING MIX

OMRI-Listed and Ready-to-use, this peat-based ORGANIC SEED STARTING MIX is specially formulated with all natural ingredients. It's ideal for germinating, vegetable, flower, herb seeds as well as for starting leaf, stem or root cuttings. MycoActive™ Organic Growth Enhancer helps grow stronger roots, which leads to healthier plants with greater resistance to transplant shock.



Item #	UPC	Vendor	Case	UOS	Retail
8 qt					
80310030 - 467	025849109417	1008041RGCE	6	6	\$7.99
16 qt					
80310031 - 575	025849110413	1016041RGCE	6	6	\$9.49

ORGANIC POTTING MIX

Enhanced with Myco-tone™. For all indoor and outdoor potted plants.



Item #	UPC	Vendor	Case	UOS	Retail
4 qt					
80030029 - 270	050197701044	AP4	12	12	\$4.49
8 qt					
80030040 - 408	050197701082	AP8	6	6	\$6.79

NATURAL & ORGANIC POTTING MIX

Approved for organic gardening, Fafard® Organic Potting Mix contains a rich blend of organics to produce healthy container plantings for indoor and outdoor growing.



Item #	UPC	Vendor	Case	UOS	Retail
8 qt					
80320084 - 272	702941343583	4005801	8	8	\$4.49

SMALL CUBE WALL PLANTER

Great for cactus, herbs or succulents. Liner included to protect walls from moisture. Hardware included. 3 ½" x 4".



Item #	UPC	Vendor	Case	UOS	Retail
Red/Black/White					
80690022 - 460	813001014996	1499	12	12	\$7.99

