



John's TIP OF THE MONTH

MAY 2015



Put on Those Rose-Colored Glasses!

June is National Rose Month. In preparation for this celebration of our national flower, let's dig into the history of our love affair with roses and cover everything you need for a winning promotion. Everything will be coming up roses!

Back in the 1970s, commercially grown roses numbered over 20,000 individual cultivars. First Prize, Mister Lincoln, Queen Elizabeth and Peace were customer favorites; nurseries ordered hundreds if not a thousand or more units for sale to the retail public. But some of these roses were finicky to grow, requiring special care to tame their sometimes-unruly habits and protect them from common diseases like blackspot and powdery mildew.

Today, roses are a popular choice for homeowners, as newer breeding has led to cultivars that are more floriferous and more disease tolerant.

Easy and Carefree Maintenance

The world of roses changed when a variety called Flower Carpet was introduced. It began the breeders' quest for ever-blooming roses that needed almost no care at all. Soon, history was made with the introduction of Bonica, which in 1987 was the first All-America Rose Selection (AARS) rose that was a shrub type. In 2000, the original Knock Out rose won the AARS and took the floriculture world by storm with record-breaking sales.

Today, the vast majority of roses sold are Knock Out varieties in various colors. Even though it's an easy plant to grow and thrive, consumers can enjoy greater success and be even happier with their investment with the help of some terrific supporting products.

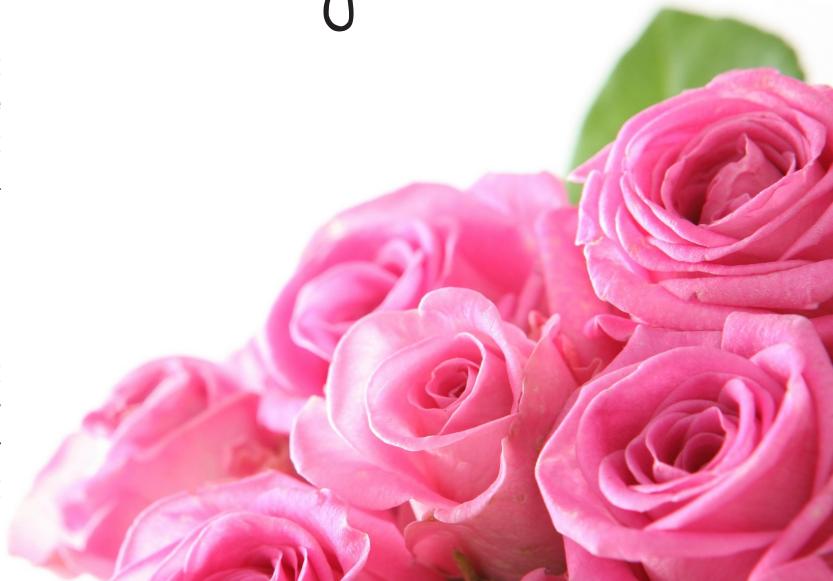
Best-Selling Products for Roses

A consumer might buy a \$10 rose and plant it in a \$1 hole, but without a little bit of TLC, it might as well be a \$1 rose in a \$10 hole. The keys to success, of course, are good soil, proper drainage, 4-6 hours of sunlight and a healthy diet of fertilizers, as roses are heavy feeders. Use in-store signage to educate your customers on the importance of protecting their investment. The right products can take a rose from good to great!

Garden Market has everything for your customers' traditional rose care needs, along with great organic alternatives in foods, conditioners and especially soils. Here are just a few to consider.

Good Selling!

John



www.gmgriffin.com | 800.724.4343

Featured Products

Soils, Conditioners & Organics

SUPER MANURE (4-2-2)

Adds all natural nutrients to soil to help produce healthy growth. Helps build humus content and improves overall soil texture. Non burning, safe, easy-to-apply. Encourages earthworm activity.



Item #	UPC	Vendor	Case	UOS	Retail
5 lb					
80070063 - 338	071605205053	20505	10	10	\$5.59
20 lb					
80070064 - 845	071605205206	20545	120	10	\$13.99

1 CU FT BLACK GOLD® GARDEN COMPOST

All-natural and rich in organics, Black Gold® Garden Compost offers a mixture of peat moss and aged compost to improve soil moisture retention, aeration and drainage.



Item #	UPC	Vendor	Case	UOS	Retail
80320006 - 457	029973123165	1411602.CFL00P	70	10	\$7.49

1 CU FT GARDEN MIX

Complete and ready to use, this peat-based Garden Mix is suitable for planting outdoor plants and vegetables as well as for conditioning flower beds. Specially formulated with a high percentage of peat humus, this blend is ideal for plant species that require more stability, such as perennials and flowering shrubs.



Item #	UPC	Vendor	Case	UOS	Retail
80310027 - 564	025849111205	1010020RG	120	10	\$9.49

1.5 CU FT MOTHER LAND®: ALL PURPOSE PLANTING MIX

Creates the perfect soil conditions to promote plant health and vigor in all outdoor planting applications. Great for many projects in the garden: perfect mix for large outdoor containers, use as an amendment for planting trees, shrubs, bare root planting, flowers & vegetables.



Item #	UPC	Vendor	Case	UOS	Retail
81160108 - 982	749688010917	729	6	6	\$15.99

MIRACLE-GRO® GARDEN SOIL FOR FLOWERS & VEGETABLES

Specially formulated for annuals, perennials and vegetables. Feeds up to 3 months with Miracle-Gro® Continuous Release Plant Food.



Item #	UPC	Vendor	Case	UOS	Retail
1 cu ft					
80840031 - 445	032247345149	73451430	60	60	\$7.49
2 cu ft					
80840032 - 731	032247345248	73452430	39	39	\$12.49

1.25 CU FT BIOMAX® 3-IN-1 GARDEN MIX

A ready-made blend of compost, black earth, and Canadian sphagnum peat moss that helps newly planted lawns, flowers, and/or vegetables to grow healthier. This Garden Mix encourages biological activity of soils to have a larger water-holding capacity and air porosity. 3-in-1 Garden Mix will take maintenance to a minimum.



Item #	UPC	Vendor	Case	UOS	Retail
80310039 - 620	025849212209	8724P	65	65	\$9.99



Featured Products

Fertilizers

ROSE FERTILIZER SPIKES 12-16-12

Give your rose bushes the extra nourishment they crave with Jobe's Fertilizer Spikes for Roses. Unlike surface fertilizers that can wash away with rain or watering, Jobe's works underground at the plants roots, providing heightened growing power and healthy blooms that create a focal point for your home landscape. The specially formulated, pre-measured spikes make for a fast, easy and mess-free fertilizing experience. For best results, apply in early spring when new growth begins.



Item #	UPC	Vendor	Case	UOS	Retail
80180025 -474	073035040020	4102	12	12	\$7.99

BIO-TONE® STARTER PLUS 4-3-3

Microbe enhanced all natural plant food. Contains endo and ecto mycorrhizae, an active community of living microbes blended with humates to help promote faster establishment, deeper roots and a superior soil structure. Reduces transplant loss.



Item #	UPC	Vendor	Case	UOS	Retail
4 lb					
80030014 -539	050197038041	BTSP4	12	12	\$8.99

Item #	UPC	Vendor	Case	UOS	Retail
18 lb					
80030121 -1937	050197038188	BTSP18	1	1	\$30.99

4.5 LB MIRACLE-GRO® SHAKE 'N FEED® CONTINUOUS RELEASE BLOOM BOOSTER® FLOWER FOOD

Takes the guesswork out of feeding. Shakes on in minutes and feeds continuously for up to 3 months.



Item #	UPC	Vendor	Case	UOS	Retail
80840209 -1061	073561105682	110568	6	6	\$17.99

ROSE-TONE® 4-3-2 ORGANIC

Exceptional rose food, ideal for producing more plentiful and more beautiful blooms.



Item #	UPC	Vendor	Case	UOS	Retail
4 lb					
80030021 -455	050197004046	RT4	12	12	\$7.59
8 lb					
80030038 -719	050197004084	RT8	6	6	\$11.99
18 lb					
80030111 -1187	050197004183	RT18	1	1	\$18.99

3 LB ROSE & BLOOM CONTINUOUS RELEASE PLANT FOOD

For use on all varieties of roses and flowers. Slow-release nitrogen for even, continuous feeding for up to 2 months.



Item #	UPC	Vendor	Case	UOS	Retail
80840290 -290	032247009508	1009501	6	6	\$4.99

1.5 LB MIRACLE-GRO® WATER SOLUBLE ROSE PLANT FOOD

Feed and water your roses with Miracle-Gro®. Promotes beautiful blooms and lush foliage.



Item #	UPC	Vendor	Case	UOS	Retail
80840244 -466	07356100222	2000221	6	6	\$7.99



Featured Products

Solutions & Protection

5 LB SYSTEMIC ROSE & FLOWER CARE

2-in-1 Systemic Insecticide plus Fertilizer for roses, flowers, and shrubs. Systemic Rose & Flower is specifically formulated to provide up to 8 weeks of insect control, as well as essential macro plus micro nutrients. Convenient granules. Great for container gardens. Not for sale in Long Island, NY.



Item #	UPC	Vendor	Case	UOS	Retail
80100147 - 964	037321009450	945	9	9	\$14.99

REPELS-ALL® GRANULES – ORGANIC

A convenient granular formulation of the all-natural and popular Repels-All® liquid. Triggers genetically and biologically ingrained fear and flight responses in a multitude of animal intruders - without harm. Lasts up to 2 months. Protects plants and property - year round. Organic and biodegradable.



Item #	UPC	Vendor	Case	UOS	Retail
1 ¼ lb - Granular					
80100014 - 707	037321023609	2360	12	12	\$10.99
3 lb - Granular					
80100015 - 1157	037321023616	2361	12	12	\$17.99
6 lb - Granular					
80100016 - 1929	037321023623	2362	4	4	\$29.99

FUNGICIDE

ORTHO® ROSE & FLOWER INSECT & DISEASE CONTROL

Dual Action: Controls Insects & Diseases in One Easy Step. Systemic control of 116 listed Pests including: Japanese Beetles, Aphids, Black Spot, Rust, and Powdery Mildew. Fast acting! Results in 24 hours on listed pests. Protects for up to 4 weeks.



Item #	UPC	Vendor	Case	UOS	Retail
16 oz Concentrate					
80840357 - 1296	071549990084	9900810	6	6	\$21.99
32 oz Concentrate					
80840355 - 1494	071549990114	9901110	6	6	\$24.99

ROSE RX 3-IN-1 - ORGANIC

Two way triple action: insecticide - miticide - fungicide, kills eggs, larvae and adults! Prevents and controls blackspot, anthracnose, rust, scab, blights - stops powdery mildew in as little as 24 hours. Kills all life stages of aphids, mites, scale, whitefly, beetles, leaf rollers. For use on roses and flowers as well as fruit, nuts, vegetables, herbs, spices, houseplants, trees and shrubs. May be used indoors. Easy on beneficial insects. An excellent choice for organic and IPM gardens. Contains Neem oil organic insecticide. Approved for organic gardening.



Item #	UPC	Vendor	Case	UOS	Retail
16 oz Concentrate					
80100241 - 1157	037321009177	917	6	6	\$17.99
32 oz RTU					
80100039 - 643	037321008972	897	12	12	\$9.99

DISEASE CONTROL

(Formerly OxiDate) Keep your garden disease free with BioSafe Disease Control! Prevent and control diseases on your fruit and vegetable plants safely and sustainably with BDC's powerful chemistry. It contains no harsh chemicals like chlorine or copper and leaves no residue so you can feel good about using BioSafe Disease Control around your family and pets.



Item #	UPC	Vendor	Case	UOS	Retail
32 oz RTS					
80670003 - 1810	188716000757	5002-02	6	6	\$29.99
32 oz RTU					
80670001 - 678	188716000481	5003-02	12	12	\$10.99

INSECTICIDE

24 OZ RTU ORTHO® ROSE & FLOWER INSECT KILLER

Dual action insect killer; by contact and systemic. Kills 100 + insects fast with up to four week protection. For use on indoor and outdoor plants.



Item #	UPC	Vendor	Case	UOS	Retail
80840356 - 413	071549034504	345020	6	6	\$6.99

