

'Slow Food' on Fast Track

It's no secret that veggie gardening is the hottest trend out there. Don't miss the IGC 2010 Show keynote, "The Fastest Growing Trend in Gardening is *Food*," presented by Josh Viertel, President of Slow Food USA. **Learn all about new ways of looking at - and selling - food gardening.** Slow Food is a movement to return to food that isn't mass-produced, like tomatoes that taste like tomatoes and corn that doesn't taste like Froot Loops! Find out more from Josh Wednesday, August 18, 9 a.m., Navy Pier, Chicago.

Owls Day Lands Them

The connection between gardening and backyard nature are obvious. While some IGCs do a nice job promoting birding, how about a slightly more unusual approach? **Russell's Garden Center in Wayland, MA, recently hosted a special program titled, "Who's Watching You? Owls of the World."** Customers were enlightened by a naturalist who shared her passion for owls. They learned about owl calls during a hooting lesson, as well as tips on how to go owling on their own.

Putting the 'G' in HGTV

Industry pundits have often jibed that the "G" in Home & Garden TV has been missing. **All that is changing with the January rollout of the primetime series *The Outdoor Room*, hosted by Australian garden designer Jamie Durie.** Look for lots of push from the network in the consumer press. It's a great gardening promo and provides opportunities for IGCs to jump on board. Place Jamie's many coffee table books as accents in your displays to make the tie-in at your store, and benefit from his star power!

Meet 'George' the Tree

Ohio's Breezewood Gardens puts a new spin on holiday tree sales. They name each and every cut Christmas tree and give each its own name tag. Not only does this add a personal touch, it actually helps customers select their trees. As the trees leave the store with their new owners, the name tags are placed into a raffle bowl for a range of giveaways, including a \$100 gift certificate. Names are drawn in January, giving customers a reason to come back after the holidays!

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Fruit Trees Bear Profits

Don't overlook fruit trees as a key sales opportunity in the Grow Your Own boom. While customers take pretty easily to tomato growing, fruit and berries can take more of an in-store push. Consider setting up a store yard area called "The Orchard." Pitch the "fresh from your garden" wonders of home-grown fruit and how relatively easy it is to add fruit trees to home gardens. Host special fruit-themed days with fruit tastings in non-peak seasons, and watch your fruit tree sales grow!

Turquoise Tranquility

Pantone, the global authority on color, has declared turquoise the color of the year for 2010. Combining the serene qualities of blue and the invigorating aspects of green, it evokes thoughts of soothing, tropical waters and escape. Pairing nicely with any color, turquoise adds a splash of excitement to neutrals and browns, complements reds and pinks, creates a classic maritime look with deep blues, livens up all other greens and is especially trendsetting with yellow-greens.