

## Host a Farmer's Market!

Probably one of the biggest surprises uncovered by the IGC Show Research is that **Gen X and Gen Y would be inclined to buy organic and locally grown produce at their local garden centers**, viewing your store as not just the source for veg plants but also things of local production. This could open up a whole new category. Either bring it in yourself or lease out space for a weekend farmer's market at your place. Could be a great way to build traffic after the spring rush - just as local produce is ready.

## Get Involved

Generate "buzz" to grab the attention - and gain the loyalty - of **Gen X and Gen Y consumers**. It pays to look beyond traditional advertising with these groups, the IGC Show Research indicates. They're more impressed with local garden centers that show their support for the community. Participating in school planting projects or sponsoring a little league baseball team proves you are a local booster. Leave a lasting impression - now and in gardening seasons to come.

## Projects & Solutions

While Gen X and Gen Y homeowners may hire pro lawn services for mowing and fertilizing, they enjoy tackling their own flower-planting. The key is to make it easy for them, according to the IGC Show Research. **These consumers, many with young families, don't have a lot of time to spend on figuring out how to do it themselves. Give them simple solutions, fast.** Pull together all of the items needed for a project in one display - and provide a handout with helpful tips so they can succeed.

## It's 'Home Improvement'

Push home improvement, not gardening. **Gen X and Gen Y consumers are not hobbyists; they are enthusiastic about home improvement, and landscaping is a subset of that**, according to findings from the IGC Show Research. Cater to these groups' desire to complete projects. And make sure your staff is on hand and ready to give these consumers the information they need to get the job done - don't expect these generations to become gardening experts, now or in the future.

# you can



## BE GARDEN CHIC

*This special edition focuses on key findings from The Independent Garden Center Show's proprietary research, "Gen X and Gen Y: What IGCs Need to Know to Profit from the New Gardener."*



## Hook 'Em with Veggies

**Vegetable gardening is the gateway category that gets Gen X and Gen Y consumers into gardening for the first time**, the IGC Show Research demonstrates. Wellness is becoming a prime focus, especially with the younger consumer: "If I grow it myself, it's better for me." Throw into that the increased interest in exotic cooking herbs, and you have a major trend. Position yourself as the veggie gardening expert in your market, and reap the return business through your doors.

## Sell To Couples

Add some "romance" to your marketing - sell to couples. While women remain the main customer base for garden centers, don't forget their mates. **Gen X and Gen Y couples are far more collaborative in their purchase decisions when it comes to gardening**, the IGC Show Research reveals. While women make up the majority of customers, men - or at least, men with their women - make larger "project-based" purchases. A wise strategy: don't forget the guy side of things.