

Satisfying the Consumer:

What they (really) want and how retailers, growers and landscapers can provide it.

Jennifer Polanz

Managing Editor-at-large, *Green Profit Magazine*

Trend # 1: Houseplants

(aka, it's all about
the Millennials)

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Big Sellers: Fiddle Leaf Fig & Snake Plant

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Trend # 2: Foodies & Edibles

(yum)

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Bright Farms
Rochelle:
Leafy Greens &
Baby Spinach







Trend # 3: Small Spaces

(for now)



Designs from LiveTrends





earthbox

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earthbox EarthBox® systems can fit anywhere you'd like, including on your deck!
@bluejaybayshop proudly showed off her #EarthBox system set-up!
motocale_ Wow, I'd like to know more about those cages...





Trend # 4: The Experience & Knowledge (aww)



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SUCCULENT BOOK WORKSHOP
1/24/18 5 PM
\$75.00

Quantity

- 1 +

Add to Cart

You are registering for the Classic Succulent Book Planter Workshop taking place on Wednesday, January 24 at 5 PM.

Get "rooted in the classics" with Team Lead for Original Designs, Onita Castillo. There's nothing better than combining the love of nature, with the love of books. Choose from a variety of hard cover novels to create your very own one-of-a-kind classic Succulent Book Planter; perfect for the hip-artist within and a great conversation starter. Workshop fee is \$75 per person/book, and includes book, succulents and step-by-step instructions. Space is limited.

**Unfortunately, due to material costs, cancellations after January 16 cannot be refunded.*

f t p



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Amanda Thomsen: Blogger



Brie Arthur: Foodscaping



Laura & Aaron LeBoutillier: Garden Answer



Trend # 5: Colors



Color Trends For 2018: Play It Safe

- Neutral colors – beiges, grays and ivories
- Not so bright – lean toward greens and blues, but sage greens and navy blues
- Natural finishes – distressed wood, weathered metals, oil-rubbed bronzes and rusted iron



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Technology: Online Preorders

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Hummingbird Mix - Weekender

C\$80.00

Quantity

ADD TO CART

PICK UP INFO

This is our Hummingbird Mix planted in our weekender basket.

<https://youtu.be/f53IKpMe2RE>

Pick Up Times:

May is a funny month, we can get beautiful, warm sunny days, but the nights are still cold and risk of frost is high. All custom order baskets/planters get to stay here until its done freezing, we will take care of them until June. (Debbie will not let her babies go that early so don't ask). That is a privelege of pre-ordering. These plants are grown especially for you!

We will have a "Pick up Party on Friday, June 1st" with coffee & donuts! The Greenhouses will be open from 9am to 9pm for the pick up party, please mark your calendar. Join us Between June 1 and June 10

Technology: Apps & Mobile



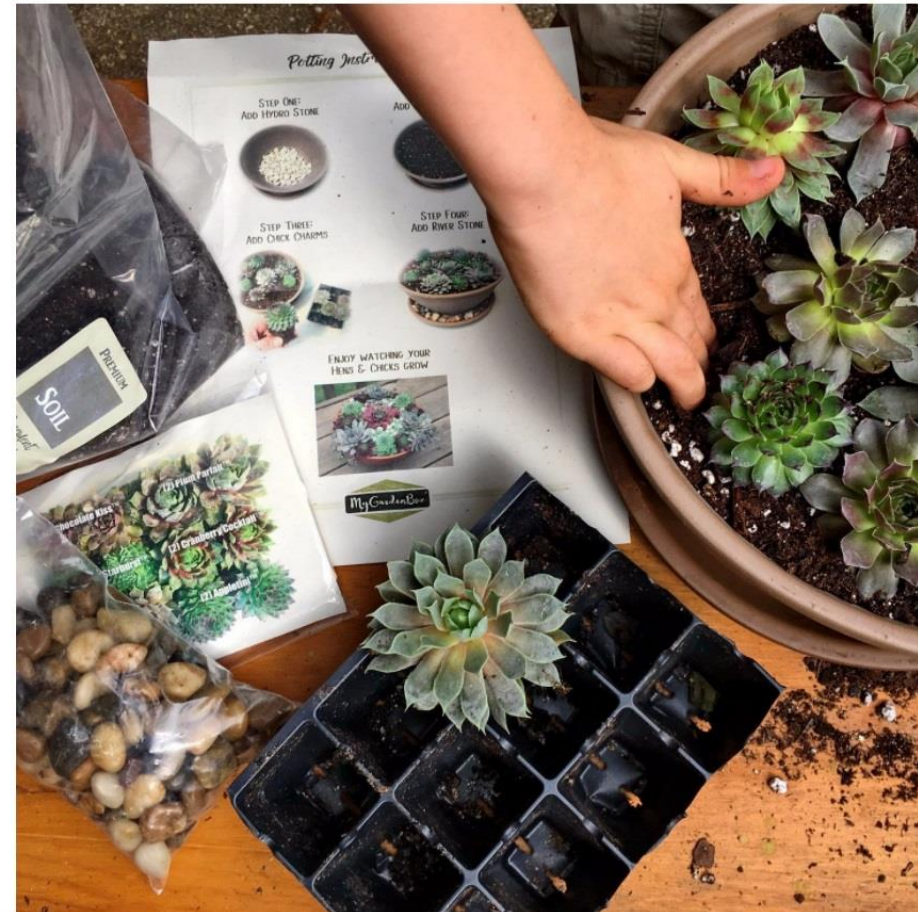
Technology: Personalization

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Technology: Using Your Data




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PERENNIALS THAT PERFORM! WE 100% GUARANTEE YOUR COMPLETE SATISFACTION WITH YOUR PLANTS.

ALL PERENNIALS	Aster	Delphinium	Gaura	Lamium	Rudbeckia
Achillea	Astilbe	Dianthus	Geranium	Leptinella	Salvia
Agastache	Baptisia	Digitalis	Helleborus	Leucanthemum	Sedum
Ajuga	Campanula	Echinacea	Hemerocallis	Monarda	Sempervivum
Anemone	Coreopsis	Ferns	Heuchera	Penstemon	Stokesia
Aquilegia	Delosperma	Gaillardia	Hosta	Phlox	Veronica





we are proud to be a family-owned business. One that our customers can be assured will provide them with service before, during and after the sale. Our family has been involved in the nursery and greenhouse business for four generations and counting. We love maintaining our own gardens and enjoy seeing others succeed as well. A genuine love for plants is evident in our selection of unique and exciting products. You will find that we apply the same top quality treatment that our plants receive to our customer service.

While our perennial listing is extensive, we do specialize in ornamental grasses. We have been growing ornamental grasses for almost 30 years. Few plants offer the variety of texture, color, and scale of ornamental grasses. Browse through our ornamental grass selections and while you are here, explore the many other species of plants we grow and offer for your garden. Our website is designed to be enjoyable, easy to use, and informative.

If you have any questions or would like to make a comment, don't hesitate to contact us. We read every comment personally. After all, we couldn't exist without you!

Owner,
Paul D. Babikow

★ REVIEWS

Technology: Go Live

The image shows a Facebook Live video player. The video content shows a woman with long blonde hair, wearing a black top and a white and black striped jacket, standing in a large greenhouse. She is waving her right hand. The greenhouse has a high, arched glass ceiling and metal framework. In the background, there are rows of plants in pots.

The Facebook interface is visible around the video. At the top, there is a search bar and navigation links for "Jennifer", "Home", and other options. Below the video, there is a progress bar and playback controls. To the right of the video, there is a comment thread with several comments from users.

Comments:

- Anne C Stewart** · 18:05 great info. will be listening again next time.
Like · Reply · 5d · Edited · 1
- Debs Greenhouse - Morinville** · Anne C Stewart it will be big bags you are adding to amend soil, apache seeds in Edmonton or try Westland a supplier
Like · Reply · 5d
- Dave Winter** · 11:47 Dave and Bonnie Winter from way north in Edmonton
Like · Reply · 1w · 1
- Debs Greenhouse - Morinville** · Hi Dave & Bonnie! Thanks for watching!
Like · Reply · 1w
- Dawn Fedorovich** · 0:00 Hi Deb, I just thought of a question for next week. What do you recommend growing for cut flowers? I read online a lady buys several seed packs, mixes them together and then sows them liberally in an Area of her garden. Would this actually work?
Like · Reply · 1w · 1
- Debs Greenhouse - Morinville** · I'll add it to my list
Like · Reply · 1w
- Cindy Johnston** · 0:00 Thank you for answering my question I am going to try and start stuff at home but will get some from you as well Looking forward to spring
Like · Reply · 1w · 1

At the bottom of the comment thread, there is a text input field that says "Write a comment..." and icons for emojis, GIFs, and other media.

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(be the solution)

Customers Want:

- Authenticity
- Inspiration
- Aspiration

Thank you!

Email me:

jpolanz@ballpublishing.com