

## Reaching the Gardeners!



**Fun Facts**

**Tidbits**

**Programs**

**160 Commerce Drive Rochester, NY 14607-1154**

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## Reaching Gardener's Overview

*April is National Garden Month.*

Every April communities, organizations, and individuals nationwide celebrate gardening during National Garden Month. Gardeners know, and research confirms, that nurturing plants is good for us: attitudes toward health and nutrition improve, kids perform better in school, and community spirit grows. Join the celebration and help make America a greener, healthier, more livable place!

*\*for more information please visit [www.nationalgardenmonth.com](http://www.nationalgardenmonth.com)*

*Also for detailed information on gardeners please visit [www.gardenresearch.com](http://www.gardenresearch.com) and see *The Impact of Home and Community Gardening in America*. Research conducted by the National Gardening Association.*

*A White House garden that produces more than vegetables*

*By Chuck Raasch, Gannett National Writer*

WASHINGTON — The garden is planted; the seeds are stirring in freshly turned soil. Soon they will send shoots into a world yearning for growth and renewal. Victory Gardens, those relics that Eleanor Roosevelt helped popularize during World War II, are chic again. Thank the Obama White House and a pair of whimsical 20-somethings who practice something they call "nudge politics." Who would have thought that in an age when computers are called Apples and farming has become a distant agribusiness, an old, earthy symbol of self-reliance would grow with such sudden fervor? Long live seeds.

There are already an estimated 18,000 community gardens around the country, and there is evidence that public and private plots are expanding everywhere. Pardon the pun, but seeds are a rare growth industry during this recession. Sales are booming. The American Seed Trade Association's Gretchen Flanley said vegetable seed sales are up 20-40% this year after declining over the previous 20. "We're kind of excited," she said. "We hope it sticks." This gardening renaissance comes at the crossroads of several trends: tight family food budgets, an environmental movement focused on modestly practical things one person can do, and food safety scares on everything from meat to nuts.

The back-to-the-earth movement has gotten the ultimate PR push. First lady Michelle Obama has planted the world's most famous new garden on the White House grounds. Organic garden activists Daniel Bowman Simon and Casey Gustowarow pushed a new Victory Garden while traveling 11,000 miles around the country last year in a school bus with a garden on the roof they named "Topsy Turvy." Their White House Organic Farm Project gathered more than 10,000 signatures urging the next occupants of the White House to lead by example in growing a garden.

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Michelle Obama's White House garden symbolizes much more than dreams of a few plump tomatoes or juicy snap peas. "With the exception of collecting compost from the Supreme Court and the Capitol building, it pretty much has met all of our expectations," joked Simon, 28. Last week, Mrs. Obama helped an army of grade schoolers plant lettuce, herbs, onions, cucumbers, peppers and peas, with tomatoes to follow. She told the students from Bancroft Elementary School in Washington that when she accompanied President Obama to Europe and Asia earlier this month, the first thing everyone asked about was the freshly turned dirt on the White House lawn.

From Prince Charles on down, Mrs. Obama said, "They were all excited about this garden." Apparently, Americans are excited about gardens in their neighborhoods, too. Burpee, the Pennsylvania-based pioneer in the seed catalog industry, reports that business in seeds and transplants was up 30% over last March, and that organic seed sales were up 46% in January from a year earlier. One of its new products — the Money Garden — is a \$9.95 packet of six basic vegetables. It's aimed at first-time gardeners and folks who haven't turned a shovel in years, and it's selling well, said Burpee spokeswoman Kristin Grilli. South Carolina-based Park Seeds sells a similar Victory Garden packet.

Burpee commissioned a study last year that said that \$50 in seeds and fertilizer in a garden can produce \$1,200 in fresh produce, depending on weather, insects and disease. Burpee Chairman and CEO George Ball said the Obamas are setting "a superb example for our country's citizens and particularly for America's children." "Gardens inspire the kind of optimism the American public is craving right now," Ball said. Simon, a soft-spoken Peace Corps veteran, plans to work on a Connecticut garden this summer. He was excited to learn that some of the seeds planted at the White House descended from plants cultivated by Thomas Jefferson, who saw himself as a farmer first and viewed an agrarian society as the bulwark of any democracy. Simon also was encouraged by the success of what he called purposely non-confrontational politics. He and Gustowarow operated on "the whole nudge theory of change," Simon said. "If you give people suggestions of what to do, they just might change their behavior," he said. "You make it easier to do what you ultimately want to happen, without legislation. So it is a great nudge case study there at the White House now. Michelle Obama is being the change that she wants to see."

Find this article at:

[http://www.usatoday.com/news/opinion/columnist/raasch/2009-04-13-raasch\\_N.htm](http://www.usatoday.com/news/opinion/columnist/raasch/2009-04-13-raasch_N.htm)

## Cooking and Wine Enthusiasts Programs

### Nurseries – Demonstration events



- There are hundreds of independent nurseries in major and mid-major suburban metro areas.
- Each spring the Nurseries host “how to” events on the weekends.
- Your products and/or gift bags can be sampled at these events.
- You can sponsor and host the “how to” event.
- This type of event has been used for a variety of product categories ranging pain relievers to power drinks.

### Gardening Clubs



- Gardening Clubs are independent groups started by local enthusiasts. Each Suburban metro area has dozens of such clubs.
- Members get together each week to enjoy gardening projects.
- Your products and/or gift bags can be sampled at these local chapters in metro markets of your choice.
- Brand Ambassadors can even be brought in to help coach along the members along.
- Introduce your new product to the folks that will tell others how easy
- This type of promotion has worked well for many product categories ranging from spice products (we worked in a home grown recipe) to chewing gum.

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## Farmers Markets



- Farmers Markets take place in every minor and major metro market.
- Local growers bring their produce and products to sell to the community.
- We provide tented tabled area to display your product samples and interact with audience.
- We can even send out brand ambassadors into the crowd for greater reach.
- Gift bags and other promotional giveaways can also be incorporated.
- Once again, Evolution provides a turnkey program for your product to be seen and experienced.

## Community Garden Events



- Community Gardens are making a dramatic comeback.
- It is a way for community members to get together in a positive way.
- Be the among the first to have your product promoted in these great arenas.
- Community Gardens can be found in every major metro and mid-major metro market.
- Evolution has the network created to allow your products to be sampled and experience in this unique setting.
- You just select the markets. Evolution handles the rest.

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## Garden and (Seed) Products Online Retail Inserts



- Evolution has relationships with over a dozen Garden products and Seed products online retailers (Water hoses, shovels, rakes, cucumber seeds, etc).
- Your product sample/brochure will be inserted into online orders and shipped with each consumer order.
- This program is designed to reach key gardening enthusiast demo in mass numbers, relatively inexpensively.
- You tell us the number of samples and the timing. We handle the rest well.

## Harvest Festival Programs



- At the end of each summer, communities all around the country host Harvest Festivals drawing 10's of thousands. Why not have your product there?
- Sampling opportunities.
- On-Site displays and booths.
- On-Site events.
- Advertising opportunities.
- Sponsorship opportunities.
- And much more. Contact us for listings and opportunities.

**Apple Picking and Pumpkin Patch Programs also available...**  
**Set up same as for festivals**

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