



INDOOR GARDENING YEAR-ROUND

Indoor gardening should be an easy category to define. We're very familiar with those two individual words, but, when you put them together, the definition can take on a life of its own.

Some might think of a large at-home hydroponic system, while others might consider their houseplants. Neither group, I'd argue, is technically wrong.

The new technology for indoor growing in the past couple years has been incredible. We wanted to dedicate a section of this issue to the category. In the following pages, you'll find a number of articles that delve into hydroponics and also the synergies between indoor and outdoor gardening.

Start with a profile of Fifth Season Gardening Co. in North Carolina on page 34. The business has its roots in hydroponics, but now that is one of four categories the company

focuses on. The other three are organic gardening, homebrew and urban DIY.

Then on page 40 you'll find some great tips if your garden center has a section specifically for indoor gardening, or if you have thought about exploring the category.

Flip to page 46 to read about some of the recent indoor/outdoor living trends from trend forecaster Jill Sands. I'll spoil the article just a bit for you by saying that growing veggies indoors is one of these top trends, but she has plenty more.

Then, finish out the section by checking out some products that would fit in well with an indoor gardening product lineup at your store (page 50).

The image you see on this page comes from my trip to Homestead Gardens in Davidsonville, Maryland. They have dedicated an entire department to "Modern

Homesteading" and do a fantastic job in the indoor gardening space.

You can read more about how they've found success in the department with knowledgeable staff, frequent education, product assortment and more at www.lgrmag.com/article/bringing-gardening-indoors.

I'd love to hear if you're expanding your offerings to help customers grow year-round!



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