

# Take Notes from the Tarheel State

Looking for some fresh ideas for your garden center this spring? Here's what we found on a trip to North Carolina.

By Abby Kleckler

## Do It Yourself @

Fifth Season Gardening Co. in Carrboro, North Carolina, started by offering everything the customer needs for hydroponic and organic gardening and has since expanded its products for the urban DIYer.

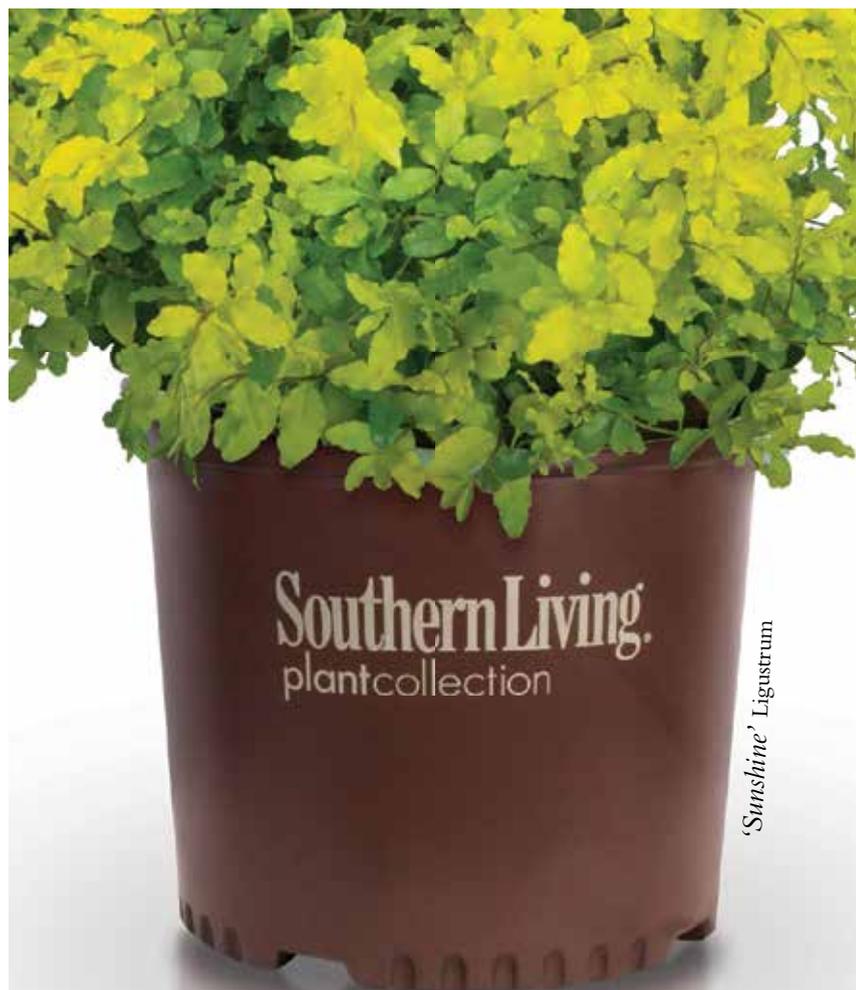
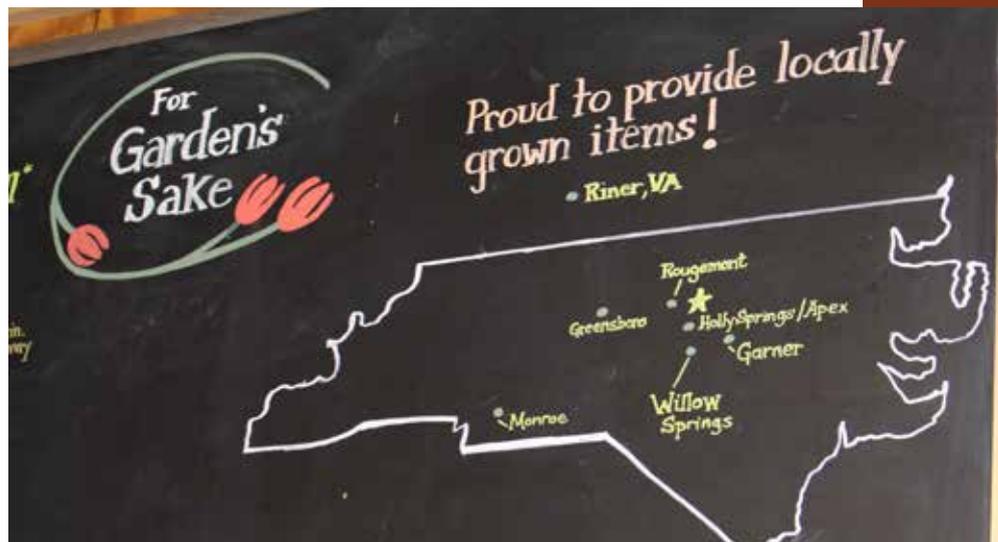
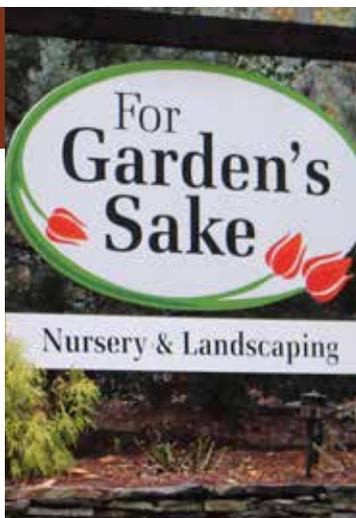
Some of the most recent trends for this category of shoppers are homebrewing and winemaking, food fermenting, composting, indoor gardening and beekeeping.



## Staying Local @

At For Garden's Sake in Durham, North Carolina, everything from its plants to its gift items are from the area.

Chalkboard signage quickly and boldly tells customers where in North Carolina items come from: the soap is from Raleigh, the jam is from Cashiers, the honey is from Durham and the green goods are grown throughout the state.



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Community



Logan's One Stop Garden Shop in downtown Raleigh, North Carolina, has a unique history as a converted railroad station. The depot diner became the Seaboard Café, a restaurant perfect for the local book club to discuss their latest read or for shoppers to grab a bite to eat.

Old ticket windows were converted to sheds out in the sales yard, and historic signs remain, adding character to the garden center.

Logan's is very active with Plant a Row for the Hungry, a community program that facilitates fresh produce donations from personal and community gardens for people in need. Shoppers can't miss the pledges of other customers and organizations with large signs on the walls.



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*I thought of you with love today,  
but that is nothing new.  
I thought about you yesterday  
and days before that too.*

*I think of you  
in silence.  
I often speak  
your name.  
All I have  
are memories  
and your picture  
in a frame.*

*Your memory  
is my keepsake,  
with which  
I'll never part.  
God has you  
in His keeping.  
I have you  
in my heart.*

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30,000 lbs. — 25,000 lbs.  
20,000 lbs. — 15,000 lbs.  
10,000 lbs. — 5,000 lbs.

2,865 lbs.

Plant a Row For The Hungry

## Signage



Sometimes even the most basic things can make the biggest statement, and that's the case at Piedmont Feed & Garden Center in Chapel Hill, North Carolina.

Primarily black and white signs with large pops of color really stand out, provide a cohesiveness for the store, and let customers know exactly where to find what they're looking for.



## Miniature Gardening



Inspirational miniature gardens are key at Garden Supply Co. in Cary, North Carolina, like this one created inside a shopping cart. A table full of accessories and containers gives plenty of options for creating a unique design.

Customers can even sneak a peek of the trend while using the restroom, decorated completely with items for sale.



# What's Going On @

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