

A Collaborative Approach

This industry is nothing if not collaborative. At various events, I've seen IGC owners and operators talking to peers to share ideas and successes, and even pass along supplier names for products that are in short supply in different regions. You all know each other, like each other and want each other to succeed.



The current COVID situation has only strengthened that bond. Whether it's in Facebook groups or privately, IGCs are reaching out to each other to share tips and ideas.

To that end, I reached out to a few IGCs as well to find out how they are dealing with the current situation (I'm reluctant to call it "the new normal" since there's just so much not normal about how things are going — and I expect great changes before this is all over) and what others store can learn from them.

Several of you responded with some innovative ideas — staff shirts printed to read "If you can read this, you're too close" on the front as a reminder to all to be aware of distancing rules; rebuilt websites for online sales; and even the young plant producer that decided to join the retail game with their own retail outlet. Don't worry, local IGCs — they're not planning to compete with full-scale independent garden centers; they dubbed it a "retail garden outlet" because it's simply meant as an outlet for their products. Find these ideas and more beginning on page 28.

The current situation is also forcing IGCs to develop new digital strategies to communicate with their customers. On page 36, Proven Winners' Jessica DeGraaf and Meghan Owens share tips on how IGCs can enhance their digital presence.

Speaking of marketing, columnist Stan Pohmer has some ideas in this issue about how retailers should tailor their value proposition message. "Ideally, if you're truly honest with your assessment, you should have identified at least one, and possibly two or three, that you exceed expectations on, and on most of the others you meet expectations," he writes. Turn to page 42 to read more.

Also in This Issue

While a trip down the coast just wasn't in the cards this year for the 2020 California Spring Trials, green goods editor Jasmina Dolce provided the next-best thing — a pretty photo tour of some of her favorite new introductions. Find it beginning on page 14.

Teresa McPherson

Teresa McPherson, MANAGING EDITOR
616.520.2163 | tmcperson@greatamericanpublish.com



EDITORIAL DIRECTOR	Tim Hodson , 616.520.2161 thodson@greatamericanpublish.com
MANAGING EDITOR	Teresa McPherson , 616.520.2163 tmcperson@greatamericanpublish.com
GREEN GOODS EDITOR	Jasmina Dolce , 616.520.2162 jdolce@greatamericanpublish.com
MULTIMEDIA DESIGNER	Greg Ryan , 616.520.2145 gryan@greatamericanpublish.com
PRODUCTION ASSISTANT	Samantha Orsi , 616.520.2148 sorsi@greatamericanpublish.com
CREATIVE DIRECTOR	Kristina Howell , 616.520.2168 khowell@greatamericanpublish.com
VICE PRESIDENT, GROUP PUBLISHER	Bob Bellew , 616.520.2164 bbellew@greatamericanpublish.com
INTEGRATED MEDIA CONSULTANT	Tiffany O'Kelley , 616.520.2172 tokelley@greatamericanpublish.com
INTEGRATED MEDIA CONSULTANT	Kim Sammartino , 616.520.2173 ksammartino@greatamericanpublish.com
CLASSIFIED ADS	Kim Meyers , 616.520.2137 kmeyers@greatamericanpublish.com
GROUP MARKETING DIRECTOR	Melissa Gray , 616.520.2153 mgray@greatamericanpublish.com
AUDIENCE DEVELOPMENT	Becky Stovall , 616.520.2138 bstovall@greatamericanpublish.com
CUSTOM CONTENT MANAGER	Jess Schmidt , 616.520.2141 jschmidt@greatamericanpublish.com
CFO	Deb Carnes , 616.520.2169 dcarnes@greatamericanpublish.com
COO	Kimberly Baker , 616.520.2135 kbaker@greatamericanpublish.com
CEO	Matt McCallum , 616.520.2133 mmccallum@greatamericanpublish.com

EDITORIAL ADVISORY BOARD

Bob Wasson	Wasson Nursery
Crystal Cady	Sunflower Acres Farm & Garden
Kate Terrell	Wallace's Garden Center
John Karsseboom	The Garden Corner
Pamela Baker	Baker's Acres Greenhouse
Lisa LeFevre	Distinctive Gardens
Stan Pohmer	Pohmer Consulting Group
Christina Salwitz	The Personal Garden Coach

The opinions and views expressed by authors, contributors and advertisers in Lawn & Garden Retailer do not necessarily reflect those of the editors and publisher. Appearance in Lawn & Garden Retailer does not constitute endorsement by Great American Media Services or Lawn & Garden Retailer of the advertiser, its products, or services. Great American Media Services and Lawn & Garden Retailer accept no responsibility of liability for the validity or accuracy of information supplied by contributors, vendors, advertisers, or advertising agencies. Great American Media Services and Lawn & Garden Retailer do not make any claims or guarantees as to the accuracy or validity of information supplied by contributors, vendors, advertisers or advertising agencies.

SUBSCRIPTION INFORMATION

L&GR (Lawn & Garden Retailer) magazine (ISSN 1540-9023) is published ten times a year in January, February, March, April, May, June, July, August, September/October and November/December by Great American Media Services, 75 Applewood Dr., Suite A, Sparta, MI 49345, Telephone: 616.887.9008 Fax: 616.887.2666. Subscription rates in the U.S. are \$30 per year (Canada and Mexico are \$50 and all other countries are \$60 payable in U.S. currency). Periodical postage paid at Sparta, MI and at additional mailing offices. Reproduction of contents is forbidden. Copyright 2020. POSTMASTER: Send address changes to Great American Publishing, PO Box 318, Lincolnshire IL 60069



Winner of 2010, 2012, 2014, 2017 and 2018 EDDIE awards for Best Full Issue

Members of:

