

Gardening's Benefits Proven — Again

Stress relief. Self reliance. Beauty. These are all reasons we garden — and a recent study backs it up. A survey conducted by researchers at the University of California-Davis, UC Agriculture and Natural Resources (UCANR) and international partners found that people reported both a sense of control from gardening and more joy in their gardening spaces.



“Connection to nature, relaxation and stress relief were by far the biggest reasons gardeners cited,” says Alessandro Ossola, an assistant professor of plant sciences.

The researchers shared links to complete an online survey to gardening groups, in newsletters and on social media between June and August 2020, with the goal of gauging the significance of gardening as a way to cope with risk, how the pandemic changed gardening and what barriers existed.

More than 3,700 surveys were returned by gardeners from Australia, Germany and the U.S. And — no surprise — more than half of respondents said they felt isolated, anxious and depressed during the early days of the pandemic, and 81% had concerns about food access. At that time, many people also had more time to garden, and they considered it a safe haven and a way to connect socially with others.

Personally, I always seem to grow more tomatoes and other veggies than my family could possibly eat, so I found special meaning in sharing my harvest with friends and neighbors, especially those who were at high health risk and were staying home to avoid crowds and possible infection.

And garden centers went out of their way to be there for gardeners both old and new. I loved reading reports about garden centers setting up special contactless checkouts to ease customers' anxiety, or the Zooms or Facebook Lives that some of you continue to do today, to show viewers around the greenhouse and garden center.

The study's authors noted the important role that garden centers played in the early part of the pandemic. Some of the responses they received included:

“Gardeners appreciated the ways in which garden retailers adapted early in the pandemic, e.g., offering online ordering and curbside pickup,” according to the authors.

“One person wrote, ‘The best help has been the local garden store ... They offer Zoom info sessions about gardening and have also done a lot to make it easy to get plants in a low-risk way (order before and pickup outside).’”

Respondents also showed a lot of appreciation for knowledgeable, kind staff at local nurseries. People really valued personable and professional face-to-face support for home gardening, the authors said.

Teresa McPherson

Teresa McPherson, MANAGING EDITOR

616.520.2163 | tmcperson@greatamericanpublishing.com



EDITORIAL

MANAGING EDITOR

Teresa McPherson, 616.520.2163
tmcperson@greatamericanpublishing.com

GREEN GOODS EDITOR

Stephen Kloosterman, 616.520.2152
skloosterman@greatamericanpublishing.com

EDITORIAL DIRECTOR

Abby McGarry, 616.520.2161
amcgarry@greatamericanpublishing.com

ADVERTISING SALES

GROUP PUBLISHER

Tiffany O'Kelley, 616.520.2172
tokelley@greatamericanpublishing.com

INTEGRATED MEDIA CONSULTANT

Diane Hart, 616.520.2155
dhart@greatamericanpublishing.com

INTEGRATED MEDIA CONSULTANT

Kim Sammartino, 616.520.2173
ksammartino@greatamericanpublishing.com

PRODUCTION

CLIENT SUCCESS REPRESENTATIVE

Jolan Godfrey, 616.520.2148
jgofrey@greatamericanpublishing.com

SENIOR GRAPHIC DESIGNER

Greg Ryan, 616.520.2145
gregryan@greatamericanpublishing.com

ASSOCIATE CREATIVE DIRECTOR

Amanda Mackey, 616.520.2157
amackey@greatamericanpublishing.com

CREATIVE DIRECTOR

Allison McKenzie, 616.520.2142
amckenzie@greatamericanpublishing.com

CIRCULATION

AUDIENCE DEVELOPMENT

Becky Stovall, 616.520.2138
bstovall@greatamericanpublishing.com

CORPORATE

CFO

Deb Carnes, 616.520.2169
dcarnes@greatamericanpublishing.com

COO & CMO

Kimberly Baker, 616.520.2135
kbaker@greatamericanpublishing.com

CEO

Matt McCallum, 616.520.2133
mmccallum@greatamericanpublishing.com

EDITORIAL ADVISORY BOARD

- | | |
|-----------------|-------------------------|
| JD Boone | Dothan Nurseries |
| Melissa Frank | Weston Nurseries |
| Jessie Jacobson | Tonkadale Nurseries |
| Jennifer Moss | Moss Greenhouses |
| Tiger Palafox | Mission Hills Nursery |
| Stan Pohmer | Pohmer Consulting Group |
| Danny Summers | The Garden Center Group |
| Kate Terrell | Wallace's Garden Center |

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. 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 2022. 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

