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MERCHANDISING

AN EDIBLE AGENDA

California Spring Trials is all about the newest variety introductions. But this year's version of the event had a hearty helping of edible gardening ideas — perfect for the retail scene.

By Pete Mihalek



Creative in the Cold

The home and garden vegetables section at Syngenta Flowers divided edible gardening into three categories: urban home, community garden and city apartment. Within this area, gardening techniques for those with limited space were on display. This hanging basket of sugar snap peas and pansies is one creative example of that.



Space-Saving Selection

Vegetalis' colorful, handwritten sign makes for an easy guide when deciding which varieties thrive best in the smallest spaces.



Foodie Central

Create the next big thing! Be in the know. In addition to planting tips and growth habit, create signage, like this one at Sakata, that puts you in position as a tastemaker.



Pretty Pinteresting

Using Pinterest to inspire home gardeners was a priority at Sakata. If your garden center has an active Pinterest page, actively promote it in and around your edibles to inspire creative plantings, family recipes and interesting varieties.

MERCHANDISING



The Renter's Dilemma

Helping your customers figure out what kind of gardeners they are is an excellent first step toward helping them plan a successful garden. At Syngenta, this sign addresses trends, sales suggestions and design cues for apartment gardeners.

Berry Good

Looking for something truly unique? Pacific Plug & Liner introduced the Hula Berry, which is a smaller white strawberry with red seeds that tastes like a pineapple. Samples were an integral part of this display.



The Fit Test

How many plants can I fit in here? Make it easy for shoppers by creating a container display in your edibles department. Label the amount of vegetable starts each container will hold for better success.



Getting School'd

When dealing with a new introduction, like this Savour Basil Tree at Pacific Plug & Liner, sometimes squeezing it onto a bench with the rest of your basil isn't enough. Draw attention to it with an exclusive display, using signage to promote what makes this plant worth a second look.



Best of Both Worlds

From PanAmerican Seed's HandPicked Collection comes the Heirloom Marriage Collection, which marries two heirloom tomato varieties to create a higher yielding and earlier maturing plant. The new 'Genuwine' tomato variety is a cross of Costoluto Genovese x Brandywine and has that rippled "heirloom look" many consumers desire. 'Genuwine' is indeterminate and harvests two weeks earlier than Brandywine.



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