

room to breathe

Sometimes when I'm having a conversation I get really excited, and I just want to scream, "I couldn't agree more." I had one of those moments recently while on the phone with Kyle Canoyer of Canoyer Garden Center.

I'll get to what he said in a minute, but first, a short story.

My hometown has this boutique that some people absolutely adore. It's family-owned, has unique items, does a bit of everything from designer purses to floral and has staff ready to help at every turn. It seems right up my alley and like a retail slam dunk, but I dread walking in the door.

This store is two levels and it is packed with "stuff." It's the kind of place that I can't wear my puffy coat in the winter or bring my big purse because I might knock something over.

Claustrophobia — which I don't suffer from in everyday life — immediately sets in.

This is why my ears perked up when I was talking to Kyle and he said, "I was a little nervous at first because the more you have the more you sell, but my wife has really pulled that back and created larger aisles and the displays are super nice, but there's room in between them. It makes it more comfortable for people."

That's me as a shopper. I like space, and I'm sure a lot of your customers do too.

Making products stand out is one of many things going on at Canoyer Garden Center — and not even the most exciting — so make sure to flip to page 14 to read more.

not just good looks

Annuals have been making homes look beautiful for years, but in recent times, I've heard a lot more talk about people interested in learning more about what plants do.

Whether mental, social or environmental benefits — just to name a few — how are plants functional to me as a consumer?

This issue has a trio of articles focused on environmental benefits of green goods already in your garden center.

First, turn to page 16 to learn quick ways to maximize your birding department and get customers welcoming wildlife into their garden.

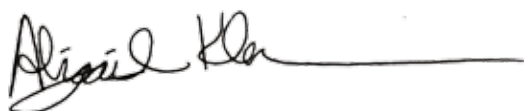
Whether birding is already a large category for you or you want to add it as a parallel market to what you're already doing, these tips can help.

Second, bees are all the talk in the industry and increasingly more so among consumers.

Garden centers have such a strong platform to help customers discover "The Potential in Pollinators (on page 24)."

Third, trees not only add curb appeal, property value and beauty to homes, but also have environmental benefits. Maximize your tree sales with the ideas on page 32.

The more we as an industry can let people know the benefits of the products you sell on a daily basis, the better off we will all be. That's a fact!




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