

Knowledge Makes The Garden Grow

As more consumers are diving into food gardening, your store has the opportunity to increase sales in the category. Well-trained employees, educational events and high-quality products are all necessary to help your customers find success in their own food gardens. When you are able to deliver on all three, you are able to establish your store and your employees as a go-to resource in food gardening within your community.

Applied to Retail:

Consider planting a garden at your store for employees to access and gain hands-on gardening experience. This can also provide your customers with real-life examples of how different plants should be cared for.

How to Sell:

Host monthly or bi-weekly seminars that educate customers on different gardening and harvesting techniques. Use these classes as a time to teach specific methods, answer customer questions and advertise the different products offered in your store.



TRAINING

It's important that lawn and garden employees have product-knowledge training, as well as outside-of-the-store experiences. Encourage your employees to enroll in gardening courses, such as master gardening accreditation.

GROWERS

It is extremely important to create relationships with local growers that you can depend on. These relationships will help your buyers select top-notch products and buy at the right price.

SEMINARS

Seminars are an opportunity to provide customers an in-depth look at specific topics, such as canning or pickling. Having a well-known local expert to host these seminars will attract community members and add credibility to the event.