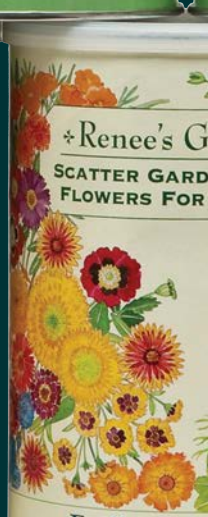
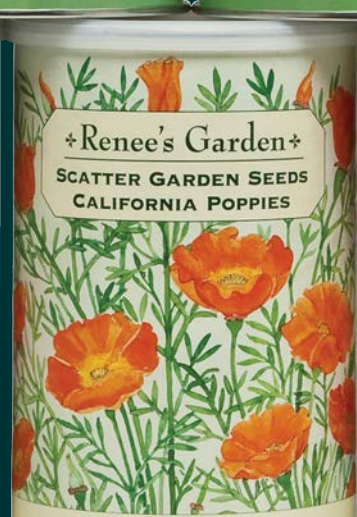
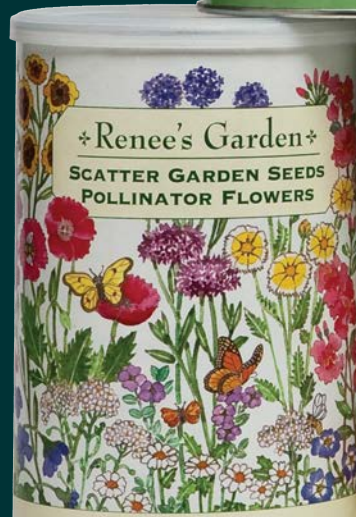
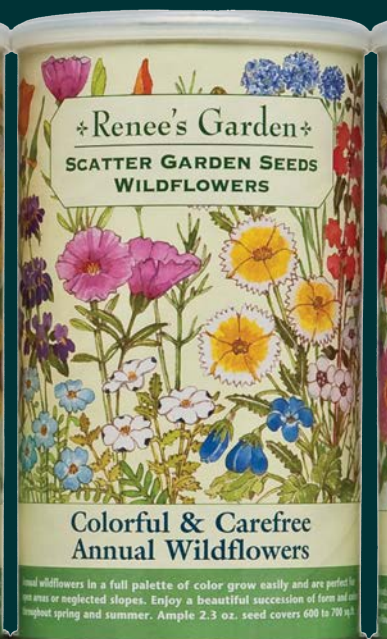
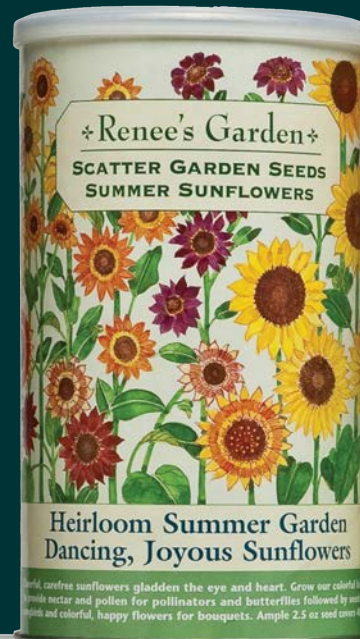


# Retail Trends for 2023

By Hannah Sadosky, Griffin Retail Education Manager

Let's look at what's ahead for 2023 and how to tie these trends into our garden center operation



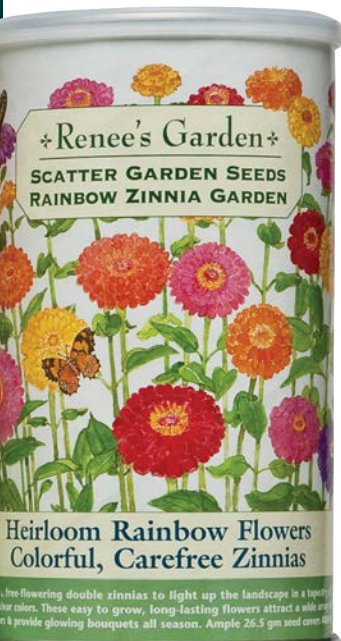


## CUT FLOWERS & POLLINATOR GARDENS

Cut flower and pollinator gardens are loved for their bounty of blooms and environmental benefits. Recently when it comes to gardening whether food, or for flowers one thing is for certain, the attention on pollinators is here. When Monarch butterflies were put on the endangered species list this year, it gave the already trending topic of pollinators another increase in exposure. Gardeners have a higher awareness of environmental issues, and they look to brands like Renee's Garden that give them the opportunity to take action in their daily lives. Renee's Garden Seeds are a perfect fit for these two trends for 2023. Renee's Garden has non-GMO seed packets available in displays and panels that will tie perfectly into your seed starting section. Another option that I am personally excited for are Renee's Scatter Garden Seed Shaker Cans. These shaker seed cans are sure to catch your customer's eye with the beautiful watercolor renditions of the plants you can grow in each can. These would make a great feature item in your seed section for spring garden sales. The shaker cans would also make great gifts, why wait for spring sales if your store is open all year long? What's great is that these shaker cans are vacuum sealed which means they have a longer shelf life than your packet seeds. Renee's Garden Seed Shaker Cans make an affordable cut flower, cover crop or pollinator garden possible. Just shake, rake, water, and watch them grow. Bring on the plants and pollinators!

## GROW YOUR OWN IN STYLE

Many gardeners already have the grow your own food bug, others recently started growing their own. As gardeners look for ways to support the crops they grow, they are also styling their outdoor spaces. Take a look at the support panels and trellis styles offered by American Garden Works. These plant supports are made of solid iron core, then finished with a paint coating that resists chips and scratches withstanding the elements. Bonus, American Garden Works products are 100% made in the USA. No matter the size of garden footprint your customer needs, there are a few different options to keep plants supported. These trellis or panel designs would make great statement pieces in a raised garden bed. At your garden center try displaying these plant supports near or next to your vegetable crops. This is exactly where your customer is already buying and thinking about what they are going to need to keep their harvest a happy and healthy one.



## MAKE YOUR MOON GARDEN GLOW

Gardeners are looking for ways to enjoy their garden space they have created even at night. We have seen gardeners gravitate to growing Moon gardens. Moon gardens are filled with silvery white hued foliage and flowers that reflect in the moonlight. While waiting on those blooms, we can light up our garden in another way. Check out Glow Path that stones glow in the dark for 6-8 hours. So many places to put them! Outdoors the stones could be used in driveways, to line pathways or even edges of garden beds. Inside or even outside you can light up potted plants by adding a glow in the dark layer to the top of your soil. These stones are non-toxic, and safe for people and pets. There are three different colors of these stones to choose from, Sky (blue), Emerald (green), and Aqua (teal) color. Give your Griffin Sales Representative a call to learn more and how to order!