

greenPROFIT

NOVEMBER 2020

Sell more herbs

FOR INDOOR GARDENING P. 22

Seed packets:

PACKED WITH POTENTIAL P. 26



Move
**PEPPERS,
PLEASE!**

SPICE UP SALES WITH
NEW PEPPER VARIETIES FOR 2021

P. 24



CHECK OUT
Austrian garden centers for
international inspo

P. 28



Updated Industry Events Info

For the most up-to-date information about the status of industry events, please visit www.hortcalendar.com and subscribe to Allison Westbrook's HortCalendar Highlights e-newsletter by going to greenprofit.com/Newsletters. We'll resume our HortCalendar listing in the magazine in the coming months.



TERRA NOVA NEW INTROS

Terra Nova Nurseries recently featured some new varieties in print and via some informative videos from Director of New Product Development Chuck Pavlich. There was one in particular that caught my eye: Fatsia Spider's Web, a tender perennial (hardy to Zones 7 to 9), has a spider web foliage effect. The best part is the web-look shows up in both sun and shade (but it does best in full and partial shade).

Spider's Web can do double duty, either in the garden or as a houseplant, which adds to its impact. Consumers are always looking for plants that can go outside for the summer and then be brought in during the colder months. But it also can add texture to the garden either in containers or in the ground. With a height of 60 in. and foliage spread of 48 in., it's not exactly small, either. You can see Chuck's video about this and other new Terra Nova varieties on the Terra Nova YouTube channel. ■

—Jennifer Polanz

PLANTS TO PROMOTE SOCIAL DISTANCING

Who of you has been in a retail store lately, one that has set up a certain direction of traffic flow through the aisles, and looked down on the floor to suddenly realize you're going the opposite direction from what the arrow indicates?

Plants to the rescue! We're blessed in this industry in that our products—much of which are large, space-taking tropicals—can be used to redirect pedestrian flow and look beautiful doing it.

The Green Plants for Green Buildings folks recently shared a graphic that shows how plants can be used to create safer working environments and to promote social distancing.

What I love about this graphic is it simply and clearly gives growers and interiorscapers ideas on how to use plants to create a safer workspace while also giving them a sales tool for selling more plants for this express purpose. ■

—Ellen C. Wells



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IDEAS FOR A PROFITABLE GARDEN CENTER

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