

# greenPROFIT

April 2013

Ideas for a  
profitable garden center

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Shade-lovers to recommend  
this spring

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Take it to the "Next Level"

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One retailer's wish for a do-over  
on customer service



## A Flair For the **FLAVORFUL**

Consumers are craving anything edible. Turn inside to  
find out what's new and how you can jump on board.

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## APRIL 2013

### FEATURES

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Join us for a three-part tour of what's new in the next wave of edibles, which is less a trend now and more of a foodie movement.
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Did you miss Next Level? We didn't—here's the skinny on what we learned.
- 36 **Next Level: Insight From the Experts**  
by Art Parkerson & Shawna Coronado  
Two speakers from the Next Level Conference in Nashville, Tennessee, give us a rundown of their talks and why they matter.
- 38 **A New Vision** | by Sid Raisch  
Prior to the Next Level Conference, industry consultants Sid Raisch and John Stanley led an intimate gathering of retailers in a collective "a-ha" moment.
- 40 **Guest Column: Can I Get A Do-Over?** | by Nadine Stielow  
Creating an experience isn't always easy, especially in the middle of peak spring with stressors everywhere.

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## greenPROFIT

A RETAIL COMPONENT OF GROWERTALKS MAGAZINE

### ON THE FLIPSIDE

#### DON'T MISS THESE TOPICS OVER IN GROWERTALKS!

- GT46 **Is There a Doctor in the Greenhouse?** | by Jennifer Zurko  
Well, actually, it's more like a nurse practitioner, as part of Metrolina's new Wellness Center that Abe and Art Van Wingerden are hoping will make preventative care easier for their employees, while keeping insurance premiums from rising.
- GT58 **A Day in the Life of an Industry Lobbyist** | by Craig Regelbrugge  
We tore out a page from the personal journal of immigration reform champion Craig Regelbrugge to show you what happens behind the scenes and how your ANLA/OFA membership dues work for you.



### ON THE COVER

A new wave of edibles is here. From small-space patio gardening to incorporating edibles with flower beds and mixed containers (and even creating theme-specific gardens like beverage gardens), foodies are ready to push gardening to the next level.

Cover illustration by: Daniel Zender

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Products retailers need and customers want. Get more information using a reader service number or by visiting [www.greenprofit.com](http://www.greenprofit.com).

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**This month:** Shady Characters: If and when impatiens downy mildew breaks in your area, prepare your customers with these annual and perennial alternatives.

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**BE IN THE KNOW.** Learn about the latest retail trends going on outside the industry this month:

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by Kerry Herndon  
*Weather Isn't the Only Factor*



**Southern Living Plant Collection**

Few plants offer the texture that Soft Caress Mahonia provides in the shade garden. In early winter, bright yellow flowers stand atop the slender, bamboo-like foliage like fingers of light. Perfect for an Asian garden or as a specimen.

Reader Service Number 138



**Stonecasters LLC**

The elegance of traditional styling is beautifully interpreted in this latest tiered design by Henri Studio. The cast stone Three-Tier Montreux Fountain in Pool features Henri's original petal motif and crisp water flow in an elegant centerpiece design.

Reader Service Number 139



**Sun Gro Horticulture**

Increase customer impulse sales of indoor soils with this free Black Gold four shelf, 48-in. steel rack moveable display. Field tested and successfully proven, this display is ideal for merchandising Black Gold indoor soils with live goods and/or by the cash register.

Reader Service Number 140



**Suntory Flowers Ltd.**

Suntory's Cracking Fire Begonias offer the best color range and uniformity in *boliviensis* genetics. Plants present well as 4-in. annuals and in larger pots and baskets. Sturdy stems resist breakage. Colors include Red (pictured), Orange, Pink, Yellow, Creamy Yellow and White.

Reader Service Number 141



**Terra Nova Nurseries Inc.**

Echinacea Vanilla Cupcake features double, white anemone-type flowers on an upright compact habit. This echinacea has great branching and produces multiple stems of blooms. Ideal for borders and mixed beds, its strong stems don't require staking. Blooms July to October and performs well in Zones 4 to 10. 16-in. wide, 19-in. tall and 22-in. flower height.

Reader Service Number 142



**The Conard-Pyle Co.**

Junior Walker is a compact version of its parent, Nepeta Walker's Low. At 1/3 the size, it blooms throughout the growing season. Spikes of deep purple/blue blooms cover the plant in spring. Maintains an attractive compact, mounding habit with aromatic grey-green foliage. **GP**

Reader Service Number 143

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