

www.gardencentermagazine.com

August 2012

# gardencenter®

SERVING LEADING INDEPENDENT GARDEN CENTER RETAILERS IN NORTH AMERICA

# ADAPTING TO THE TIMES

Independent garden center owners  
reflect on the 2012 spring season

## INSIDE

The reality of consumer  
spending pg. 22

Hot indoor gardening  
trends pg. 28

Improve holiday sales  
pg. 64

8

## Departments

- 6 Editor's Note
- 8 Market Buzz
- 87 Profiles in Power
- 97 Ad Index/Classifieds
- 98 This 'n' Data

### Product Zone:

- 34 Get growing  
These varieties do well indoors and out
- 66 Versatile plants  
Edibles that will be ready for the table in no time
- 74 Spread holiday cheer  
These fresh and floral items make the perfect presents
- 79 Keep plants healthy  
Plant care products to help customers succeed

34



74

### SPECIAL SECTION: GARDEN CENTER PRODUCTS AND SUPPLIES



**GCP&S**  
Your guide to choosing the best products for your garden center on page 35

# Market Buzz



## Terra Nova partners with Blooms of Bressingham

CANBY, ORE. – Terra Nova Nurseries and Blooms of Bressingham have entered into a licensing agreement to breed, grow and co-brand five new plant varieties in the form of liners. The partnership incorporates five introductions intended to expand both companies' product offerings to professional grower customers.

The relationship was formed based upon Blooms of Bressingham's strategic objective to supply a diverse range of plant material to its customers, and Terra Nova Nurseries's reputation for quality breeding and new introductions.

Included in the collaboration is a new collection called the Echinacea Supreme series, which features 'Supreme Cantaloupe,' 'Supreme Elegance' and 'Supreme Flamingo.' The licensing agreement also includes Heucherella 'Cracked Ice' and Heucherella 'Buttered Rum.'

"Blooms of Bressingham brings a network of leading perennial young plant suppliers to the alliance. The advantage to grower customers will be an expanded production and distribution source of garden-worthy plants that will stand the test of time for both retailers and consumers," said Christine Kelleher, marketing director for Blooms of Bressingham.

Terra Nova Nurseries will exclusively grow and sell the new varieties for the first year of the program. Blooms of Bressingham's licensed propagators will build supply in anticipation of increased demand for year two. The agreement terms also include a plan to introduce and supply the varieties to growers in Europe and Japan during the second year.

Production of the varieties will lay a foundation to generate strong co-branded awareness for current and future plant material. As a result, new sales opportunities will be created for growers, and a more diverse inventory of varieties will become available to garden center retailers.

"We are excited about the partnership to bring superior plant genetics to market based upon both companies' renowned brands. The new plants we have chosen are some of the strongest selections we have produced in years," said Dave Doolittle, Terra Nova Nurseries's director of marketing.

TO LEARN MORE, visit [www.terravanurseries.com](http://www.terravanurseries.com) and [www.bloomsofbressinghamplants.com](http://www.bloomsofbressinghamplants.com)

## Proven Winners selects coleus from University of Florida

Proven Winners selected ColorBlaze Alligator Tears, ColorBlaze Keystone Kopper (shown here) and ColorBlaze Marooned coleus from the University of Florida breeding program. Both Keystone Kopper and Marooned are new for 2013. All three coleus varieties can be grown in full sun or full shade, giving the gardener multiple décor opportunities. Coleus can be used as a filler or thriller in a combination planter, but it can suffer under cold night temperatures. The plant should be protected if temperatures dip into the 40's, as this can cause leaf damage and stunt the growth of the plant.

Alligator Tears has won several awards, including Top Performer at the Oklahoma State University Botanical Gardens' trials, Excellent at Disneyland and Good Performer from Mississippi University.

FOR MORE, visit [www.provenwinners.com](http://www.provenwinners.com)

