



USER SURVEY REMINDER

Outreach efforts to the industry are now, more than ever, requiring justification for their existence. Being able to provide numbers and feedback help to support on-going efforts in reaching the industry. www.WisconsinOrnamentals.com needs to show that it makes a difference to those who use it.

Please, if you have not done so already, take a few minutes to fill out the [on-line User Survey](#) that was posted last week. We need your feedback to keep and grow our resources for you.

Thanks.

Mother's Day - May 10

If shoppers are looking for value in their gifts for Mother's Day, your stores are filled with values. Mixed containers, hanging baskets and bedding plants are the gifts that keep on giving all season long. And perennials—they'll keep giving year after year!

Cut flowers are an excellent value, too, considering the vase life of some of the more popular cuts.

Make sure your signage indicates the value Mother will receive when presented with flowers and flowering plants.



Perspective on Customer Buying

A copy of the Gardener's Supply Company catalog arrived in my mail last week. While I don't think the products included represent a complete picture of this season's customer, they do seem to be responding to recent surveys.

Self-watering window boxes and containers suitable for any location, arrangement and decor are the hot item.

Growing Systems, particularly for vegetables, are big -- everything except the plants. The tag line "Grow big gardens in small spaces."

Other customer eye-catchers

- Composting products
- Living Walls
- Beauty You Can Eat
- Water Wise Gardening
- Color, Color, Color in all hard goods

You have an advantage! You **CAN** supply the plants too!

Hort TV for May

- Pack Trials
- Biosafe Systems
- Press and Fill Systems for loading and filling square pots



Joining Forces

Multiplying sales is important for both small and larger growers -- it's just the percentage that might be different. Teaming up with other members of the green industry can spread your product much farther.

Link here for an article from this month's OFA Bulletin on "[Ideas for Growing The Landscape Industry.](#)"

We are all in the business together, so let's help each other out.

New Agriculture Network

For those looking for organic information, check out the [New Agriculture Network](#), seasonal advice for growers interested in organic agriculture.

Wisconsin's equivalent website is [here](#).

HAPPY ANNIVERSARY

The 050409 Newsletter marks one full year of www.WisconsinOrnamentals.com and this newsletter.

If you wish to see it continue, Please provide feedback through the [User Survey](#).



Eileen Nelson
eonelson@wisc.edu
608-265-5283

USDA Floriculture Crops Summary

According to the Floriculture Crops 2008 Summary presented by the USDA and National Agricultural Statistics Services, the 2008 wholesale value of floriculture crops is down 2 percent from the revised 2007 valuation.

The number of floriculture producers is down 3 percent. The number of producers with sales of \$100,000 or more dropped even more dramatically – 5 percent – from 3,136 to 2,967.

Greenhouse space, which accounts for 57 percent of the total covered area, is down 2 percent. Total area, which takes shade and temporary cover into account, is down 5 percent. The complete report can be [viewed here](#).

The Flu

Your spring season is busy enough without having to worry about being sick, having sick employees, and/or customers. At times it seems we can be overloaded with information, but better more than less.

Here are some links to information that have been posted here at the University of Wisconsin that you may find useful.

- [Wisconsin's Pandemic Flu Resource](#)
- [UW Extension Information](#) -
 - <http://www.uwex.edu/ces/>

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Extension

