



## Great Lakes Fruit, Vegetable & Farm Market EXPO Michigan Greenhouse Growers EXPO

December 4-6, 2018

DeVos Place Convention Center, Grand Rapids, MI



### **36 Recruiting the Next Generation of Customers**

**Where: River Overlook Room C & D**

**Moderator: Tom Dudek**

**Sponsored By: Proven Winners**

**2:00 PM**



Have you noticed any differences in how Millennials and Boomers think, act, and shop? Bridget will share some information about how to capitalize on those differences while retaining Boomer customers. Come and learn about some strategies to engage that next generation of customers.

- Bridget Behe, Michigan State University

**2:50 PM      Session Ends**


## Recruiting the Next Generation of Customers

Dr. Bridget K. Behe, Ph.D., Professor  
Dept. of Horticulture  
Michigan State University

### What do these have in common?

- Gas station food
- Craft booze
- Same-day delivery
- Hot sauce
- Snakes
- Tattoos & Piercings
- Energy drinks
- Donations at the cash register
- Organic food
- Athleisure



### 10 things Millennials buy more of

- Gas station food
- Craft booze
- Same-day delivery
- Hot sauce
- Snakes
- Tattoos & Piercings
- Energy drinks
- Donations at the cash register
- Organic food
- Athleisure



### What drives their purchases?

- Reviews from friends or peers
- Budget constraints
- Internal values
- Constant exposure to social media
- Innovation to make life easier/more fun

They don't own homes. They don't have kids. Why millennials are plant addicts

By LISA BOONE JUL 24, 2018 | 7:00 AM



**THE WALL STREET JOURNAL**  
100 Years • October 15, 2018 • Today's Focus • View

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**Forget the Cat Ladies, Meet the Plant Parents**  
Houseplants become little green friends to those who forgo kids. With their greenery, one man has so many plants, his wife sleeps. Don't you think you have enough?

**100 Many Houseplants? No Way!**



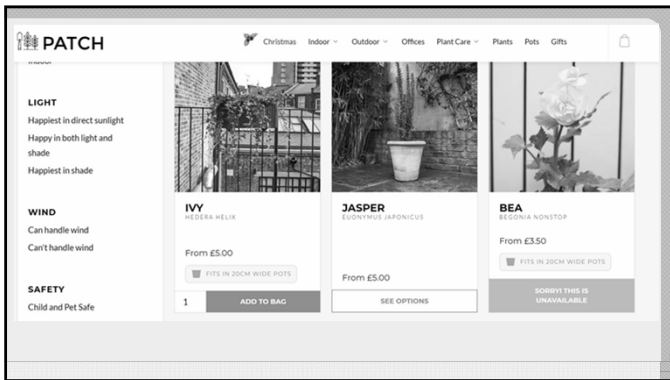
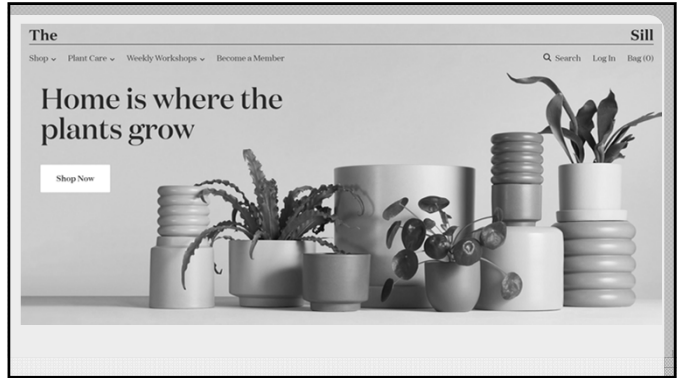
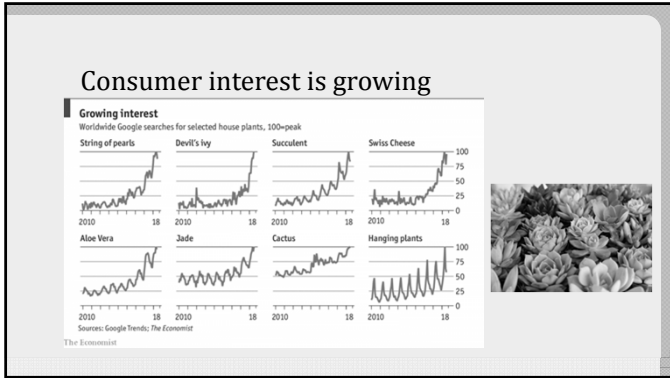
**ELVIN ELISABET**

house\_plant\_community Thanks a lot @rosparden, for sharing this lovely @greencorner with the @houseplant\_community. #love

View all 15 comments

www.houseplants.com/love-plant/

and more from the plant! @green @andherpet Beautiful...



### Millennials find plants hip, cool, and have FOMO

The Sneaker is a game changer for your everyday life. So we think it's only fitting that we round up some of our favorite female game changers to talk about how they're disrupting their industries, just like The Sneaker is.

Without further ado, meet Lily. She's a landscape designer (and a former model) who does installations all over the world. Read below to hear how she got to where she is today and how The Sneaker takes her places.

We have so many women in our lives that we look up to on a daily basis. Who is that woman for you?


My mom! She's always worked with her hands: painting, sewing, building. I am only realizing now how deeply her crafts impacted my work. She loves projects, and when I was a kid she would help me build a playhouse, sew my halloween costume, or paint a diorama. Now my projects have gotten much, much bigger, but I know who planted the seed...



### Our value proposition may not be connecting!

- People will buy products, services, and experiences they value.
- In other words, people afford what is relevant, useful, meaningful, and important to them.
- To remain relevant, useful, meaningful, and important, we need to re-evaluate our image, our message, and what we are communicating.

## Socializing horticulture



Dale Bachman explains 'what's critical to the shopping experience today'


**Garden Center:** November is our annual State of the Industry issue. What must garden centers do to remain successful?

**Dale Bachman:** The aspect of garden centers being community centers is what is exciting about retail today. During a session at Cultivate 18 about garden centers being community centers, Lindsay Squires Chrip of Tagawa Gardens in Colorado shared ideas and experiences, similar to what we see in our marketplace. Event marketing is a big part of what we do at Bachman's and a critical part of the shopping experience today. The *ideas house* was spearheaded by Paul Bachman (who retired as president in 2016) and the marketing, visual merchandising and buying teams in 2010 as part of Bachman's 125<sup>th</sup> year celebration. The *ideas house* product mix and merchandising changes with the season, with a spring, fall and holiday house on the property of the Lyndale store, and it has become a tradition for our guests.

We started customer appreciation events at all of our stores this fall, with each having its own mix of events. At our Lyndale store, we offered yoga in the garden, food trucks, and green plant seminars led by the Minnesota State Horticulture Society. I did yoga for the first time, and it was really fun. The next time, I'll try to breathe. I was so focused on getting the positions right, but it really was a great experience. We've got our fall inspiration night and our holiday inspiration night coming up. We've started a tradition of indoor farmers markets in the wintertime, and now that's been expanded to five stores.

<https://www.gardencentermag.com/articles/dale-bachman-retires-2018-interview-part2/>

## People buy why you do something, not what you do.




Simon Sinek TED talk 2010

## Evidence of this in action?

## Features and benefits

- Features are the attributes of plants (what)
- Benefits are what the plants do for the consumer (why)



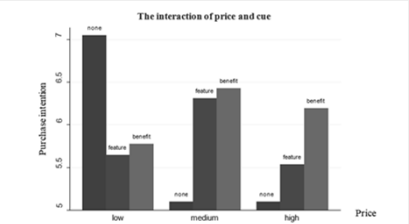


Focus on features



Focus on benefits

## Benefits are more influential at higher price points. Why beats what at higher prices.



The interaction of price and cue

Price	Benefit	None
low	~0.55	~0.75
medium	~0.65	~0.55
high	~0.65	~0.45

Zhu, Z., B. Behe, P. Hoadlinden, and L. Sage. 2017. How do Pricing and the Representation of Price Affect Consumer Evaluation of Nursery Products? A Conjoint Analysis. International Food and Agribusiness Management Review. 20(4): 477-491. DOI: 10.22434/IFAM2017.0003

**FORUM:** *Articles, symposia, programs and/or viewpoint papers.*

**Economic, Environmental, and Health/Well-Being Benefits Associated with Green Industry Products and Services: A Review<sup>1</sup>**

Charles R. Hoff<sup>1</sup> and Markeline W. Dickson<sup>2</sup>  
<sup>1</sup>Department of Horticultural Science  
<sup>2</sup>Texas A&M University, College Station TX 77843

**Abstract**

Green industry firms have compared the benefits of quality and service. While these competitive dimensions are well recognized, the industry has continued along paths of automation and firm asset acquisition rather than value proposition as a means to be successful in the hyper-competitive market. Given the recent economic downturn of 2008-2009, consumers are more value-conscious than ever, but are still willing to consume and pay premiums for products and services that enhance their quality of life. This paper summarizes the peer-reviewed research related to green consumer benefits, environmental benefits, social benefits, and health/well-being benefits in green industry products and services that serve to enhance the quality of life for consumers. **Index words:** quality of life, human plant interactions, value proposition, maintenance of landscapes.

**Significance to the Nursery Industry**

This paper provides a review of the substantial peer-reviewed research that has been conducted regarding the significant benefits of green industry products and services including economic benefits, environmental advantages in the form of ecosystem services, and health and well-being benefits. This research should be strategically incorporated into both industry-wide and firm-specific marketing campaigns that highlight these quality of life dimensions in order to maintain the industry's sense of value and advance the performance and long-term success of the future.

may involve greater firm-level risk. While the outlook may be somewhat unclear in terms of the outlook for industry growth and the nature of consumer demand, it is clear that the development of innovative management and marketing strategies will continue to be a regular skill in ensuring the sustainability and profitability of green industry firms in the future. Based on the findings of this review, green industry consumers, level of risk is such that the products and services are considered to be beneficial to people's lives and that consumers that is the best marketing strategy against economic and weather-related risks it can mitigate.

We need to focus more on why than what to connect with future consumers.



Part of the "why" we do things is that we are social creatures.

How how we socialize is changing.


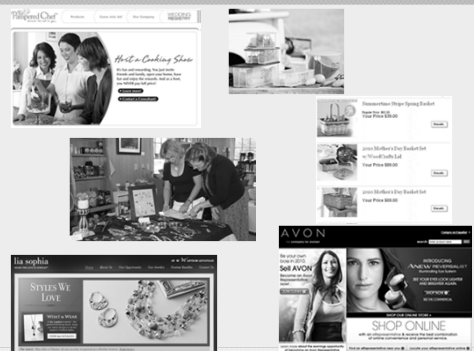
**Social nature of plants**

- See an impact that online socializing is having on the horticulture industry.
- What about the physical social interaction of people and plants?
- This is new territory being chartered!

**Classes**



**or parties?**

## Ladies Night Out






\$10 fee for Evening  
 Received a coupon for \$10  
 \$5 Coupon for \$25 or more that night  
 \$5 Coupon for first weekend in December



### Growing Garden Parties! March 9th, 2018

Nectar Garden Parties have been popping up all over the place, planting Cocktail Herb Gardens in homes and not just for hands only!

Nectar and Company  
 @nectarandcompany



HOME WHAT TO EXPECT OHIO EVENTS MAINE EVENTS STORE PARTY/HOST OPTIONS PHOTO GALLERY CONTACT US

**Party Options**  
 Packages from  
 \$8-\$30 p/p



### Private Parties

Perfect way to have fun with friends or family! We bring all the supplies and you provide the space and gardeners! We are flexible on dates/times as our events last 1 - 1.5 hours. Multiple packages available for private parties:

\$30 p/garden: A minimum of 7 people at \$30 p/person with 3 succulents per person. This is our largest vase option available with either glass, plastic or tin options available. Event lasts 1.5 hours.

\$20 p/garden: A minimum of 10 people with 2 succulents per garden. This size vase if perfect for all ages! This vase takes at least 1 hour.


\$8 p/garden: A minimum of 30 people with 1 succulent per garden in a mini plastic bowl. Great for large groups, events and senior citizens. 30-60minutes long.

### Kids Parties/ Birthdays

This is for our young gardening friends who are 3 years old and up who would like to play in the dirt and create a fairy garden. We make it appropriate for boys and girls.


Kids will each create a unique colorful garden while learning about fairies with a special fairy story. We supply non-glass nice planters.

Package: \$200 for 10 kids, every additional kid after 10 is \$18p/person



### SUCCULENTS ONLY for a Wedding

Purchase trays of succulents! Perfect for brides to make their own votive size favors. We only sell succulents. No fairy garden accessories or vases are available. Minimum order of 20 succulents. All succulents must be ordered in advance with a contract in place. Call/email to discuss an order: 330-304-2885 or Nicole@partynwithplants.com



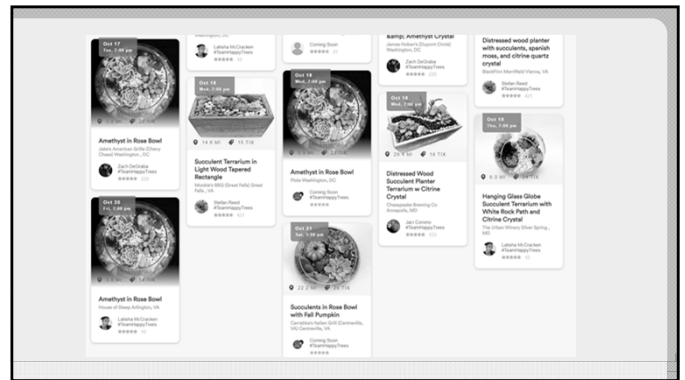
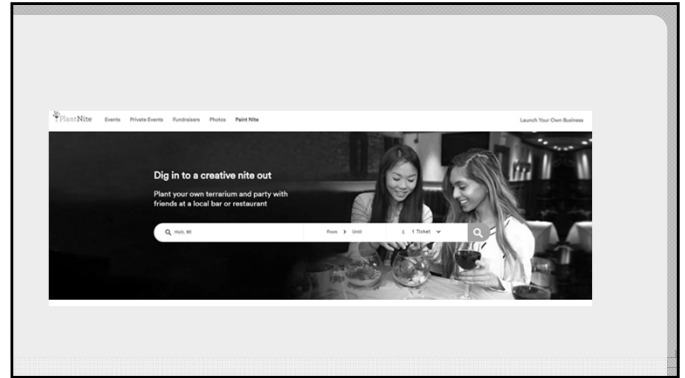
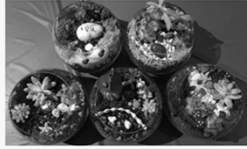
### Attention Restaurant/Winery Owners

We are always looking for new locations to host our event to help both businesses grow.

Party'n With Plants will organize and advertise the event, all we need is your space. There is no cost for hosting us. We assume all advertising costs.

Our events last 1.5 hours with a 20 minute set up and a fast clean up. We typically range 15-30 people in attendance.

We ask for our host locations to have food and beverages available for guests to order and a waitress to help guests.



### Bring socializing and food to plants?



### Host a food truck event!





Chefs in the garden center?



Cooking in the garden (for kids)

Plant

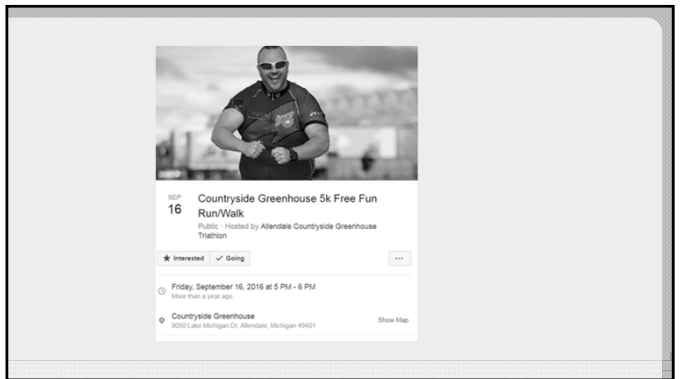
and taste







Cause marketing may be part of “why” for consumers who care about others.



### Think about why not just what.



Translate features into benefits (they are worth more) and connect the "what" with the "why".

Tap into the social nature of people and see plants as part of the spending time together, not just another thing to have & enjoy.

### Recruiting the Next Generation of Customers

Bridget K. Behe, Ph.D., Professor  
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Michigan State University



### Questions?

Want more marketing information?  
Sign up for my free 7-10 minute marketing podcasts. A new one posted each week.



Bridget K. Behe, Ph.D., Professor  
Dept. of Horticulture  
Michigan State University