


CONNECTICUT GROWN




Connecticut Grown
and
Imperial Nurseries



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- ❖ In 2010 we started to promote the Connecticut Grown mark.
- ❖ I used the logo to produce a tag in the shape of our state.





Connecticut Grown and Imperial Nurseries

Imperial grows trees, shrubs, grasses, perennials, annuals and herbs. There are several messages for this sector. Some include:

- ❖ Buy Local - support the local economy;
- ❖ CT grown plants are more acclimated to the area as they are grown here;
- ❖ Freshness - locally grown plants don't have to travel long distances therefore smaller, more frequent deliveries can be made.



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- ❖ The tag was used on all out plants that we shipped to Connecticut garden centers.





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We put the logo on our delivery trucks.



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- ❖ We promoted the Connecticut Grown mark at The Connecticut Flower & Garden Show.



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- ❖ We distributed +/- 2,000 brochures each year
- ❖ Why buy Connecticut Grown
- ❖ Where Connecticut Grown plants were available



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- ❖ Garden Centers outside of Connecticut started requesting the tag.





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- ❖ To date approximately 300,000 tags have been used and we have 18 garden centers outside of Connecticut requesting the tag.



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Recently, The Connecticut Landscape & Nursery Association conducted several consumer focus groups on a wide range of topics regarding gardening. Here are some of the findings....



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❖ **Locally Grown, Connecticut Grown Does Matter**

- ❖ For the most part, consumers place higher priority on buying locally- or own-grown plants. When we asked them whether Connecticut Grown really matters, here's what they said:



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- ❖ helps the Connecticut economy, keeps money in our state, giving back to the state and community
- ❖ loyal to our own state
- ❖ will survive better here
- ❖ plant already acclimated to CT
- ❖ less truck travel, wear-and-tear to get to the garden center
- ❖ more resistant to disease
- ❖ might be priced lower because freight costs are less
- ❖ might buy it if priced higher because it's Connecticut-grown
- ❖ plant is fresher
- ❖ strong encouragement to buy the plant is the CT grown logo on pot or tag
- ❖ higher quality plant



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A lot of energy but not a lot of money has been invested in the project with marginal results. I believe that the Connecticut Grown brand can impact the Horticultural market, but not if only promoted unilaterally.