



Spring 2009 – Some thoughts & Plans

Times may be tougher, but we don't expect that to diminish peoples' need for plants, and the need to feel enjoyment with their homes and yards. Some categories like garden vegetables will definitely increase in popularity. Other things may wane a bit.

Our hope is that tighter budgets will not cause folks to abandon the increased commitment to living "greener" that we have witnessed of late. Undoubtedly folks will get smarter with what they spend, and who they spend it with. People will get wise to the "green washing" being practiced by the box stores and others (basically, stretching the truth about environmental benefits in the use or production of a product, usually through the use of vague buzz words).

Few, if any, of you have seen your revenues increase over the past year. And costs, for you and for us, seem to keep going up in spite of that. We have made the decision to keep pricing on all spring annual plants the same as last year, including vegetable transplants. And we will keep the prices on all other products as low as we can. With a bit of good fortune, we will all get through these challenging times.

In other news, we are working with the new Director of the Oneida County Solid Waste Department to, hopefully; once again offer recycling of used pots and flats to all Northwoods area residents. Watch our website for developments on that. And on a very upbeat note, we're happy to announce that our latest Heliopsis sunflower release 'Tuscan Sun' has done so well after its first season on the market that it has been upgraded from Proven Selections status, to that of a Proven Winner. Proven Winners is one of the most recognized garden plant brand names in the world. In fact, we have just initiated efforts to widen 'Tuscan Sun's marketing around the world, just as we have done with one of its predecessors, Heliopsis 'Lorraine Sunshine'. We are proud of our collaboration with former co-worker (and still colleague), Dr. David Zlesak on this introduction. And we are tickled that our meaningful additions to the garden uses of Heliopsis are coming to the world from the Northwoods of Wisconsin.

Think Spring! Brent Hanson