



The Independent Garden Center Show  
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## NEWS RELEASE

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### **The Independent Garden Center Show Announces Proprietary Market Research Initiative Focused on Helping IGCs Profit from Gen X and Gen Y Consumers**

CHICAGO – **The Independent Garden Center Show, produced by *Nursery Retailer* and *Garden Chic* magazines, announces its first-ever proprietary industry market research mission, “Gen X and Gen Y: What IGCs Need to Know to Profit from the New Gardener.”** This groundbreaking research will be instrumental to independent garden centers in helping them connect with - and profit from - Generation X and Generation Y consumers.

A special keynote preview of the research results will be presented at The Independent Garden Center Show, returning this year to Navy Pier, Chicago, August 19-21.

**“The goal is to provide some concrete feedback to the industry about how IGC products, pricing and promotional strategies should change to increase their relevance among these generations,”** says Kip Creel, President of StandPoint Marketing Research, the company contracted by The IGC Show to conduct the in-depth study.

“As Baby Boomers age and IGCs’ primary demographic moves toward Gen X and Gen Y, it is more important than ever for the industry to understand what these consumers want,” says Jeff Morey, Publisher of *Nursery Retailer*, producer of The IGC Show. **“For independents to continue to succeed in the years to come, we must change the way we merchandise, market and sell. This research will help us get there.”**

**The IGC Show is funding the research with proceeds from last year’s event, and plans to make the research mission an annual investment for the industry.**

“We were so inspired by the way independent garden centers rallied together at The IGC Show last August, and now we’re thrilled to dedicate a portion of that success to help grow the industry,” says Cheryl Morey, Publisher of *Garden Chic*, producer of the event.

“Gen X and Gen Y: What IGCs Need to Know to Profit from the New Gardener” will address these key questions, among others:

- How does the utilization of IGCs by Gen X and Gen Y homeowners compare to other channels, such as big box home centers, discounters and department stores?
- How are Gen X and Gen Y practices and habits different from these generations’ parents?

- What are the primary and secondary motivators for purchasing in each channel?
- How can independent garden centers position themselves as a “top of mind” destination for the category?
- How should the IGC product mix be altered to appeal to these newer generations?
- How should the IGC service mix be altered to appeal to the new gardener?
- What is the most effective IGC media mix to reach and motivate these groups?

StandPoint, a leading marketing research firm in the home and garden industry, will conduct the research in April. The strategic analysis will be derived in two phases.

Phase one of the research will consist of focus groups comprised of four different groups of six to eight Gen X and Gen Y consumers. The focus groups will convene at two independent garden centers: Mulhall’s, Omaha, NE, ranked No. 54 in *Nursery Retailer’s* IGC 100 report with \$9.3 million in sales, and Good Earth, Olney, MD. The four groups of participants will include:

- Current customers of the IGC
- Consumers who are aware of the IGC but have never purchased from the IGC
- Consumers who are not aware of the IGC, therefore have never purchased from the IGC, but do make purchases in the category
- Consumers who are not aware of the IGC, therefore have never purchased from the IGC, and do not make purchases in the category

“We are going to take over the garden centers for an evening, bringing in the consumer groups to tour their operations and then taking them through structured discussions,” Creel says. A film crew will document the process.

Phase two of the research will consist of a national online survey to confirm the focus group findings. “The purpose of the focus group is to obtain qualitative research to generate key insights and hypotheses about this demographic group,” Creel says. “Then we will go out with a much larger survey to validate the key findings and hypotheses in the market.”

In addition to previewing the results at The IGC Show, the results of “Gen X and Gen Y: What IGCs Need to Know to Profit from the New Gardener” will be available for purchase after the event in August. Proceeds will be used to sponsor future industry research missions.

The Independent Garden Center Show is the first national trade show targeted specifically to independent garden centers and their vendors. Produced by *Nursery Retailer* and *Garden Chic* magazines, it is the world’s largest expo and conference for garden center professionals. In 2007, garden center buyers from 49 states and 10 countries represented 2,293 stores. Close to 5,000 people were in attendance. This year’s event returns to Navy Pier, Chicago, August 19-21.

*Nursery Retailer*, the lawn and garden industry’s leading information source for more than 53 years, is known for its cutting-edge coverage of the important business issues impacting garden centers nationwide. From what’s hot now to what’s on the horizon, the magazine’s real-world editorial focus gives its readership the tools they need to realize a clear, competitive advantage.

*Garden Chic*, the inspiration source for independent garden centers, is known for its focus on innovative merchandising and marketing trends in garden retail. From distinctive lifestyle displays to eco-chic organics and much more, this dynamic title from the publishers of *Nursery Retailer* connects with its readership, energizing them to develop an outdoor living retail environment that offers a rewarding shopping experience for consumers.

StandPoint Marketing Research is a leading market researcher in the home and garden industry. For nearly a decade, it has been the industry’s source for solutions and statistics. The company’s knowledge base spans the entire industry, from manufacturer to distributor to retailer to consumer.

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