

Goldsmith Seeds: Building On Good Genetics

Goldsmith Seeds' retail services complement its reputation and passion for plants.

by Laura Drotleff, Senior Staff Writer,
ldrotleff@meistermedia.com

When Glenn and Jane Goldsmith established Goldsmith Seeds in Gilroy, Calif., more than 40 years ago, they did so with a commitment to excellent genetics, high quality and superior service. Today, the family-owned and operated, multinational breeding company still upholds that commitment, with the help of each of its 4,000 team members worldwide. Goldsmith's mantra is its "dedication

to the Art and Science of breeding the most innovative flowers on the market." Goldsmith has accumulated 22 All-America Selections awards and 11 Fleuroselect medals for flower breeding excellence. The company's passion is translating to increasing demand worldwide, says Alecia Troy, Goldsmith Seeds' director of marketing. It is experiencing "incredible growth" in the emerging markets of Asia, the former Soviet Republics and China.



The Art & Science Of Retail

Alecia Troy, Goldsmith Seeds' director of marketing, discusses five areas where independent garden centers can improve to increase consumer excitement and grow margins at retail:

1. Build displays that incorporate more cross merchandising by mixing annuals, perennials, woody ornamentals, tropicals, etc., in ways that inspire the consumer.
2. Involve more and better promotional signage in displays, with messaging that demystifies gardening.
3. Keep the benches full of healthy plants, even in off-seasons, to excite the customer and motivate them to buy.
4. Track purchases to allow for follow-up promotions of fertilizers and services tied in with the original purchase.
5. Tap into the Internet and maximize the information available to attract the Gen X and Gen Y consumers who use the Internet as a main source of pre-purchase research.



Beyond Breeding

Breakthrough genetics is just one reason Goldsmith's varieties will continue to succeed, Troy says.

"And we back that up with our technical and retail support to assure maximum success with our varieties," she adds. Goldsmith Seeds also is active in helping independent garden centers differentiate themselves and maximize profits through marketing programs.

"The Ramblin' petunia program is a big one for us, particularly now that both growers and retailers are realizing Ramblin' offers superior performance in the garden for consumers," Troy says. "We also will roll out a dynamic Seasonal Solutions program in the near future to help boost year-round sales."

In addition, Goldsmith stepped up retail support efforts when it hired Retail Manager Faith Savage, formerly of The Flower Fields brand. "Garden centers have the opportunity to work with Faith Savage on promotional programs that suit their

needs and region of the country, and we back that up with technical support for the retailers' growers to assure their success in producing top quality," Troy says.

Keep Evolving

Emerging trends in gardening spell big potential for retailers, Troy says. A new generation of gardeners also will fuel profits, if retailers learn how to cater to them.

"The desire to create an 'oasis' or 'safe haven' in the garden might imply more extensive plantings than in the past," she says. "Combine this with the attitude of the newest homeowners toward 'do it for me' and there is tremendous opportunity. Provide the whole package for the consumer and give them the service they want." TGC

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For More Information:
Goldsmith Seeds
www.goldsmithseeds.com
407-847-7333