

2017 RETAILER SHOW EDITION

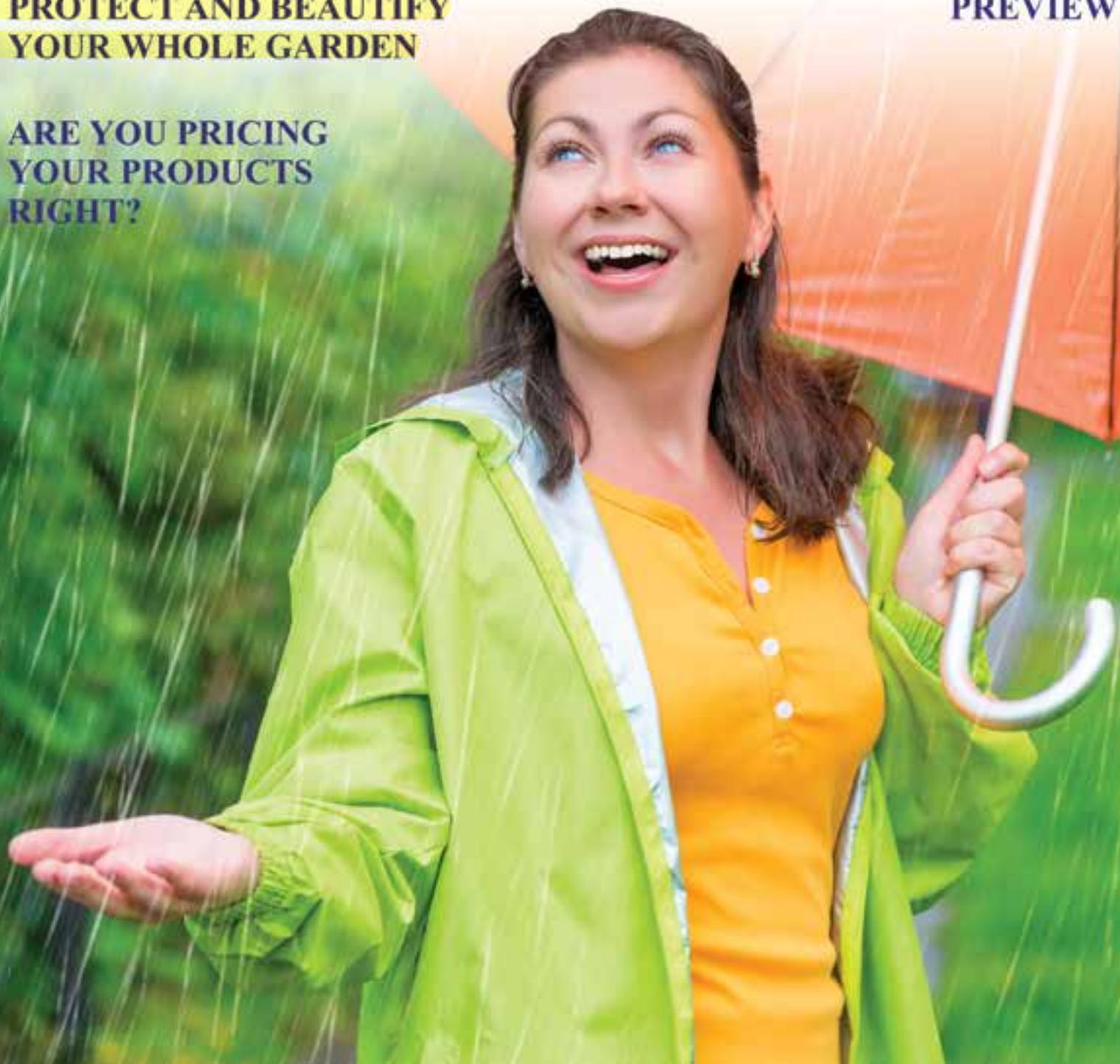
Special & LOOK

\$6.95 US

**CUTTING GARDENS:
PROTECT AND BEAUTIFY
YOUR WHOLE GARDEN**

**2018 PRODUCT
PREVIEW**

**ARE YOU PRICING
YOUR PRODUCTS
RIGHT?**



SPECIAL LOOK 2017

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On the Cover:

We're thankful for the rain!

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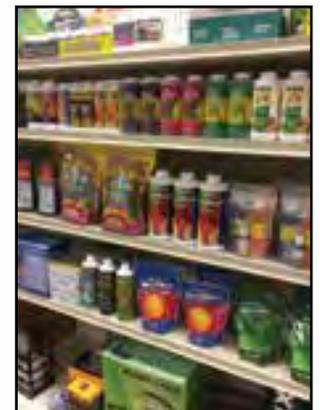
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Cutting Gardens:

Helping to Protect and Beautify Your Whole Garden



Written by Annie Joseph
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Advanced CCN Pro, and Master Gardener

With so many garden enthusiasts growing their own food, a time-honored trend is springing up anew, as it did for many of our predecessors. This 'New' trend is the Cutting Garden. Gardeners are re-discovering the old truth that many of the flowers that we know and love to have adorning our homes and offices are also the same flowers that attract the beneficial insects that protect our vegetable and ornamental gardens. Gardener's new-found interest in Cutting Gardens could be a great opportunity for nurseries and garden centers. Planting up a sample combination pot of herbs and flowers that attract beneficial insects can be a great sales tool. Seeds, starter plants, soils, and organic fertilizers can all be tie-in sales for a well-signed sample garden.



Some garden centers are planting up pots called the "Good Bug Tub". The Good Bug Tub allows many gardeners who are living in limited spaces the opportunity to take home a pot planted up with flowers that are attractive, attract the ladybugs and lacewings, and provide fresh cut herbs and flowers for their kitchen table. Along with the Good Bug Tub you can also sell ladybugs to help with the aphids and other pests that are in their gardens.

The cutting garden can also be woven into the tapestry of an established garden. Zinnia varieties in many sizes and colors can provide a riot of color planted right in the vegetable

garden. Other great plants such as alyssum, asters, and erigeron can fill this valuable niche. Many beneficial insects are attracted to the flowers for nectar and pollen, and while they are there they lay their eggs and feast on aphids, caterpillars, and other pesky critters.

This trend can continue right into the cool season. Vegetables in the brassica family including cabbage, broccoli, and Brussels sprouts produce tiny flowers that attract the parasitic wasps. Including plants of different heights is also important. Herbs such as thyme, rosemary, and catnip provide shade and protection for the lacewings to lay their eggs. These parasitic wasps are so small that they are attracted to plants with umbels of tiny flowers. In fact, parasitic wasps are in danger of drowning in the nectar of larger blooms.

Spring blooming cutting flowers that thrive amongst the kale and chard include oriental poppies, calendulas, and cosmos. Zinnias, nasturtiums, and rudbeckias that bloom throughout summer and into fall offer pollen and nectar for syrphid flies, ladybeetles, and minute pirate bugs. The fall blooming golden rod, a California Native, produces stalks of tiny yellow flowers that are a favorite of soldier beetles and parasitic wasps. Sunflowers if left on the stalk provide a habitat for overwintering beneficial insects.



So, this is a great opportunity to engage those customers who are interested in organic gardening, and to help them to be successful in both beautifying and increasing the production of their gardens, and in improving your bottom line at the same time.