

A GROWING APPETITE

It looks like the home gardener's appetite for edibles just continues to grow.

In fact, it might be a bit ravenous because it is estimated that approximately 60 million Americans are now growing their own fruits, herbs and vegetables.

When the market research firm Packaged Facts surveyed consumers last year, the No. 1 reason why people participate in outdoor gardening of any kind is to grow their own fruits and vegetables!



Approximately 44 percent of all gardeners said enjoying the taste of their own garden-fresh vegetables/fruit was the primary reason for why they gardened.

One-third of the survey respondents said they grew their own edibles so they could take advantage of the nutritional benefits of their garden's bounty.

More than 25 percent are growing their own fruits and veggies to save money over store-bought products, and about 20 percent said they wanted to have some control over their food supply and how the crops are produced.

WHAT ARE YOU SERVING UP?

Gardeners growing their own edibles is no longer a trend — it is a lifestyle choice for many of them. It is quite obvious that consumers have a hunger for edibles, so that's why this month GPN is focusing on these crops in our Fresh Fare section.

If you are not already growing edibles for retail consumers or other outlets, such as local restaurants and other establishments, we want to help you gain a better understanding of some of the products and production techniques so you can take advantage of the growing category.

In this issue, you will find a bushel basket of articles on the topic including growing vegetables for today's urban consumer and growing microgreens and herbs using a vertical farm production system.

In the 40 Under 40 Perspectives column, we take a look at how growers and garden centers can remain relevant with today's millennial consumers who are using herbs, veggies and fruit as a "gateway drug" into home gardening. If they are successful with

edibles, millennials are much more likely to expand their gardening repertoire with annuals and perennials.

Hydroponic growing techniques provide growers with an excellent option for producing leafy greens year-round in a controlled environment. If you have never used hydroponics, we have an article that covers some of the basic production methods for these crops.

Are you currently growing edibles? Do you plan on growing more fruits, herbs and vegetable in the coming year? Drop me a line at thodson@greatamericanpublish.com and let me know what you are doing to satisfy the market's appetite for edibles. [gpn](http://gpn.com)



P.S. The statistics from the Packaged Facts study are from a larger report on Lawn and Garden Supplies in the U.S. If you would like more information on the study, just go to www.packagedfacts.com/Lawn-Garden-Supplies-9212531.

616.520.2161
thodson@greatamericanpublish.com
www.facebook.com/gpnmag
www.twitter.com/gpnmag



STAFF

EDITORIAL DIRECTOR

Tim Hodson, thodson@greatamericanpublish.com
 616.520.2161

MANAGING EDITOR

Jasmina Dolce, jdolce@greatamericanpublish.com
 616.520.2162

RETAIL EDITOR

Abby Kleckler, akleckler@greatamericanpublish.com
 616.520.2163

ASSISTANT EDITOR

Ana Olvera, aolvera@greatamericanpublish.com
 616.520.2171

CONSULTING EDITOR

Jim Barrett, University of Florida

GRAPHIC DESIGNER

Greg Ryan, gryan@greatamericanpublish.com

DIGITAL DESIGNER

Kristina Howell, khowell@greatamericanpublish.com

CUSTOM MEDIA EDITOR

Courtney Coon, ccoone@greatamericanpublish.com

AUDIENCE DEVELOPMENT

Becky Stovall, bstovall@greatamericanpublish.com

GROUP MARKETING DIRECTOR

Melissa Gray, mgray@greatamericanpublish.com

ACCOUNTING/BILLING

Sally Ostman, sostman@greatamericanpublish.com

CEO

Matt McCallum, mmccallum@greatamericanpublish.com

ADVERTISING

VICE PRESIDENT, GROUP PUBLISHER

Bob Bellew, bbellew@greatamericanpublish.com

INTEGRATED MEDIA CONSULTANT

Amanda McAdam Brown, amcadam@greatamericanpublish.com

INTEGRATED MEDIA CONSULTANT

Kimberly Sammartino, ksammartino@greatamericanpublish.com

CLASSIFIED ADVERTISING MANAGER

Kim Meyers, kmeyers@greatamericanpublish.com

SUBSCRIPTIONS

CIRCULATION OFFICE

616.520.2137

EDITORIAL ADVISORY BOARD

DEENA ALTMAN Altman Specialty Plants

KURT BECKER Dramm Corporation

MARSHALL DIRKS Proven Winners

JIM FAUST Clemson University

DAVE EDENFIELD McConkey Co.

PAUL PILON Perennial Solutions Consulting

STAN POHMER Pohmer Consulting Group

RICH REILLY Rough Brothers

JIM SNYDER Sustainability Services

LLOYD TRAVEN Peace Tree Farm

DIANNA TURNER Ball Horticultural Co.

GREAT AMERICAN MEDIA SERVICES INC.

P.O. Box 128, Sparta, Michigan 49345

Phone: 616.887.9008 • Fax: 616.887.2666

Email: frontdesk@greatamericanpublish.com

Greenhouse Product News is a publication of



a division of Great American Publishing

GPN accepts no responsibility or liability for the validity of information supplied by contributors, vendors, advertisers or advertising agencies.

SUBSCRIPTION INFORMATION

GPN (ISSN 1529-5524) is published monthly with an extra issue in December by Great American Media Services Inc., 75 Applewood Dr., Suite A, Sparta, Michigan 49345. Subscription rates in the U.S. are \$30 per year (Canada is \$50 and all other countries are \$60 payable in U.S. currency). Reproduction of contents forbidden. Copyright 2016. Periodical postage paid at Sparta, MI and additional mailing offices.

Printed in the USA. Postmaster: Please send address changes to Greenhouse Product News, Attn: Circulation, P.O. Box 128, Sparta, Michigan 49345, USA.

