Saskatchewan Greenhouse Growers Association

2016 SPRING NEWSLETTER

SGGA Wins Best Society Booth at Gardenscape 2016!

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Marj and Earl Haubrich, Dreams and Wishes Greenhouse and Cherylynn Walters, SGGA Managing Director, show the SGGA's "Best Society Booth Award" won at Gardenscape

Gardenscape 2016 Photo Gallery

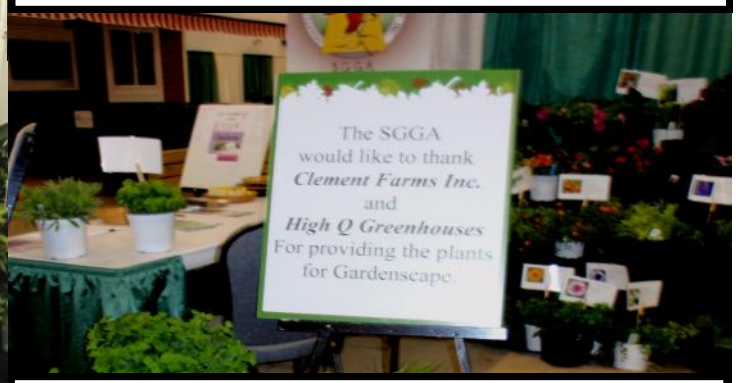
Colleen Stinson, MEC Managing Team
Earl Haubrich
Cherylynn Walters, MEC Managing Team

Judith and Calvin Pauls, Brightwater Greenhouse

Darla Holland, Holland Garden and Greenhouse
Oliver Green, Broderick Greenhouse

Gail Medernach, Gail's Greenhouse

Melody Penrose, Green Acres Greenhouse
Jing Jing Han, PhD Student, University of Sask.



Jackee Williams, Gail's Greenhouse.

The SGGA would like to thank High Q Greenhouses and Clement Farms for donating all the exceptional plants and flowers which helped make the SGGA Booth a success. We couldn't do the booth without you.

SGGA would also like to extend a heartfelt "Thank You" to all of the dedicated volunteers who helped organize, set-up the booth, worked the booth and promoted SGGA and their members to the consumer at Gardenscape. You all did a great job and it was great working with all of you.

Deanna Turestki and Jeannie Walker from Master Garderers also volunteered at the SGGA booth.

Cherylynn Walters and Jackie Bantle (Chair of Gardenscape Committee and SGGA Associate Board Member/Education Advisor at Gardenscape

Petunia Headliner Series Night Sky was a huge hit with the consumer at Gardenscape 2016.

Feature Plant of the Year for Gardenscape 2016 was the Coleus. See the range of Coleuses in the pictures below. Bob Bors Under the Sea Coleuses and Coleus Kong Rose and a few sun tolerant varieties such as the Coleus Wasabi and Coleus Campfire were star attractions at the SGGA

SGGA would like to thank Landon Kohle and Jared Becker from Cudworth, SK for providing such helpful and friendly assistance with setting up and taking down the SGGA booth. Your help was very much appreciated!

See Many More At saskgreenhouses.com/2016-gardenscape-photos.php

Farewell, It Has Been a Great Four Years

The SGGA Board has decided not to continue our contract after July 31, 2016. So this is a good opportunity to say goodbye to all of the members and to tell you how much we enjoyed working with you. It was a pleasure getting to know all of you and to meet most of you while running the annual Saskatchewan Green Trades Conference and Tradeshow.

Our very best wishes go out to each of you, and we hope that you have a wonderful and successful season. Perhaps our paths will cross again in the future.

Sincerely,

Your Managing Team

Marieval Enterprise Center

"Empowering Individuals and Communities"

Cherylynn Walters

Hazel Grotsky

Colleen Stinson

Tyler Montbriand

Financial Assistance for Certified Growers

For those growers that have become certified, you are eligible for an additional $2,000 in funding assistance for the purchase of equipment between 2013 and 2018. The $2,000 represents 50% of the total costs. Just fill out the Producer Application on the website www.saskgreenhouses.com and send it back to saskgga@gmail.com, Cherylynn@marieval.com, or fax to 1-800-273-0728.

CanadaGap On-Farm Food Safety Workshop Available Online

If you produce any edible products in your Greenhouse, then completing the On-Farm Food Safety workshop is a must. To ensure that all of our Growers have the opportunity to access this workshop, we have put it on-line. The on-line version is a series of 30-60 minute webinars, that literally walk you through each of the 23 modules. To access the on-line workshop just fill out the Producer Application on the website www.saskgreenhouses.com and send it back to saskgga@gmail.com, Cherylynn@marieval.com, or fax to 1-800-273-0728.

If you are interested in taking an in-person workshop, please fill out the Producer Application on the website www.saskgreenhouses.com and send it back to saskgga@gmail.com, Cherylynn@marieval.com or fax to 1-800-273-0728. Please indicate whether you prefer to attend in Regina or Saskatoon.

The final recipient of the 2015 SGGA Scholarship was

Lorissa Stigings.

Congratulations!

2016 SGGA Educational Scholarship

Applications are now open for the **2016 SGGA Educational Scholarships**. Closing Date is September 30, 2016, with recipients to be announced at the SGGA Annual General Meeting during the Saskatchewan Green Trades Conference Nov 3-4th, 2016. To apply simply send a letter to saskgga@gmail.com explaining why you should be considered. Eligibility criteria is located on the SGGA website www.saskgreenhouses.com under the announcements Tab.

About The SGGA

The Saskatchewan Greenhouse Growers' Association is a voluntary membership based organization with an objective to enhance the production and marketing of greenhouse crops to enable members to maximize profitability in their greenhouse operations. We will achieve this by partnering with government, industry organizations, suppliers and educators to provide education and direct research programs and services.

Merchandising using Annual Color

Terri Coldreck is one of the country's top merchandisers.

Brought to you by Wenke/Sunbelt.

Why?

Growers are busy enough in Spring keeping up with customers and plant overturn without worrying too much about merchandising. Remember that customers don't buy alphabetically: They buy by color.

Box stores have gotten better in the past few years, and often feature 'color blocks' of healthy plants. This means less selection, but "programs" of new items are often tried as well.

Match Props to Plants

You can mix and combine props and themes to highlight things you want your customers to know about your products. You could build a display around a waterproof barbecue to display heat-tolerant flowers, for example.

Remember that props are just props, and can be altered and repainted at need.

Messages

Think about what your displays tell your customers. What are they about?

- *Fun or humorous* displays, to make shopping more enjoyable
- *Interesting designs*, to inspire your customers' own designs
- *Informative* displays of specific, new and interesting plants

Pick a Theme

What is "your" style? Homey? Fun? Local? Informative? Choose a theme and run with it. Plan ahead, keep things balanced, and keep your displays related to each other.

Props

"Shabby Chic" or "Retro Style" fixtures make an appealing look. Anything creative can keep customers looking, and the longer they shop, the more they buy.

Plan the Product, Too

- Plan the size of your display and how much product you'll need to stock it.
- Consider coordinating your advertisements and displays.
- Try and organize your displays in sections.
- Keep your displays and end-caps restocked as they sell, you may need extra product to do so.

A mixture of colors can be unappealing and confusing.

Creative use of props can keep customers looking longer.

Well-packaged and displayed materials can sell twice as fast.

Merchandising using Annual Color (Contd.)

Chalkboard paint is an easy way to add fun and personalized style to your display.

Paint can bring color into any area.

- Use color to focus traffic flow.
- Paint can detract or highlight.
- Get inspired and have fun.
- Remember, it's just paint!

Merchandising using Annual Color (Contd.)

Color stories or themes

- Color stories should rarely have more than three colors.
- Use color to promote decorating ideas for the season or holiday.
- Relate to a current decorating trend (i.e. French Country, Modern etc.)

Color Movement

Color has the ability to move objects and change the feel of a space.

Red is a stationary color.
Yellow appears nearer or can appear to advance.
Blues recede and Appear further away.

Merchandising using Annual Color (Contd.)

Don't:

- Starve your customers for information.
- Make displays difficult to maintain or water.
- Place plants where they will be trampled.

Do:

- Invest in a sign making system like Growtech
- Keep your colors and displays balanced.
- Consider using supplier signs or personalize to your store.

"Information Starved"
No prices.

"Plant Murder!"
Impossible-to-water plants.

"Cart Bait"
Plants likely to be trampled.

Even a handwritten sign is better than none.

Maintenance

Give those responsible for maintaining your displays the time, budget, and inventory they need.

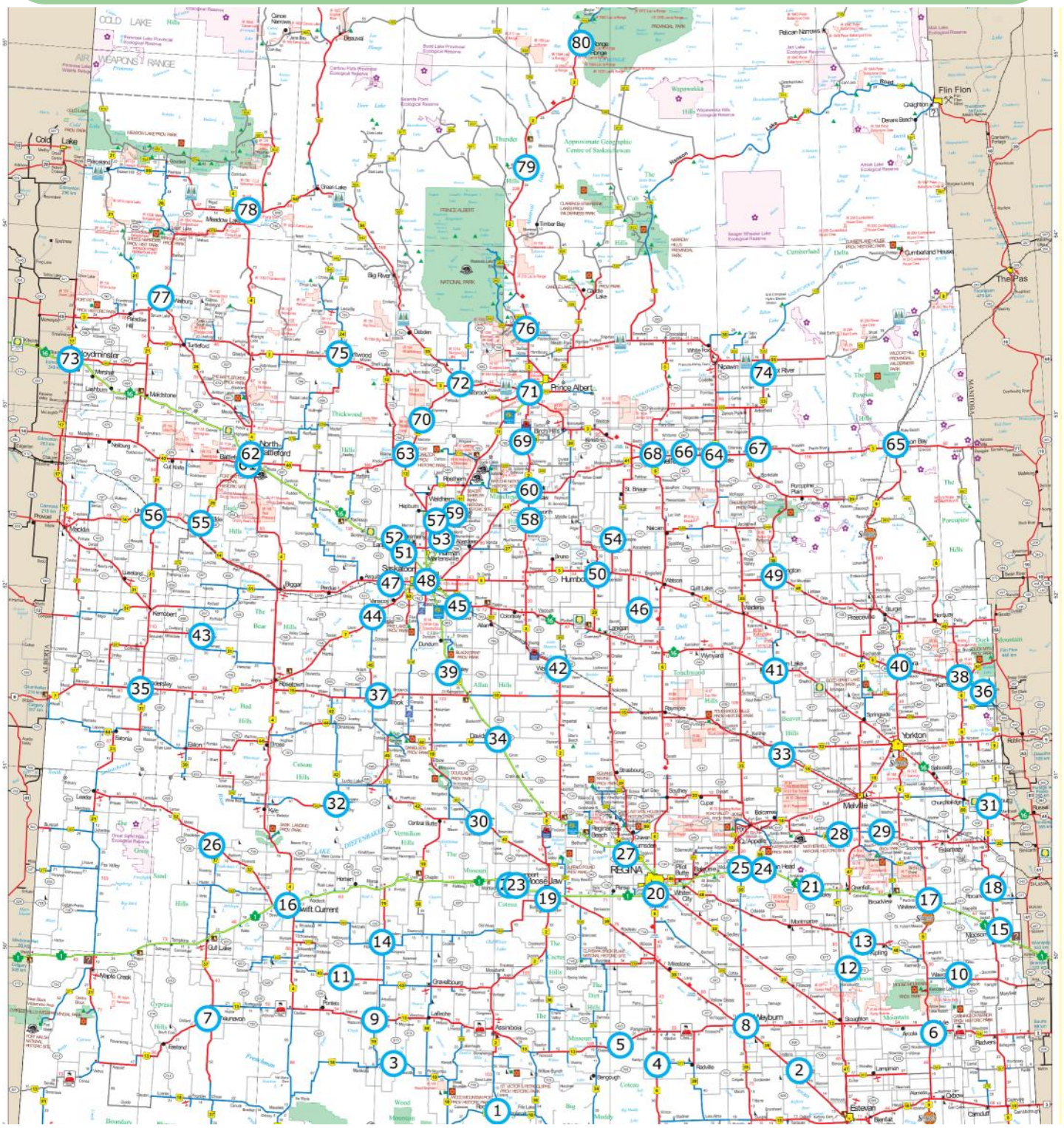
Try and enlist the help of vendors.

Have fun! ❖

Like the SGGA Facebook Page http://www.facebook.com/Saskgga/

Put Yourself On The Map!

Join our over 100 members from these Saskatchewan regions and beyond, and enjoy benefits like discounts for conferences, workshops, and Box & Tray orders.



President's Message

Spring is here and friends and strangers are gathering at their local greenhouse hungry for a taste of colour and new gardening challenges.

The SGGA got a preview of this year's appetite for new plants at the annual Gardenscape show in Saskatoon. What surprised the many volunteers that manned our booth was the distance people travelled to come to the big show. Every year our display draws more interest. This year we won the Best Society Booth Award. Thanks go out to Clements Farms and High Q Greenhouses for supplying all of the plants

A number of greenhouses supplied promotional material which was made available to the public. SGGA members should consider taking advantage of this promotional opportunity at next year's show.

In February the SGGA held courses on fertilizer application and Healthy Growing practices given by Dr. Roger Styer, a renowned expert in his field. These sessions drew a lot of interest and were given in both Regina and at the University of Saskatchewan. 23 people attended the session on February 19 in Regina and 44 attended over the two days in Saskatoon. Conducting learning opportunities such as these sessions are only a part of the benefit of being a SGGA member.

The biggest event held by the SGGA for its members is our annual conference in November. This year we will be again presenting an opportunity for the membership to come together and learn from experts on the greenhouse growing business. This year we will be joined by the Saskatchewan Fruit Growers, making the conference larger than ever. We will be announcing the speaker list in the near future—stay tuned..

As a service to our members, the SGGA will post information, pictures, and promotions from your greenhouse businesses through our social media accounts. Please email information to ***saskgga@gmail.com*** *if you wish to participate.*

We look forward to

SASKATCHEWAN GREENHOUSE GROWERS ASSOCIATION INC.

SGGA

EVOLUTION
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306.381.6345 www.evolutionaccounting.ca

SGTC 2016 — SAVE THE DATE!

Saskatchewan Green Trades Conference/Tradeshow

November 2nd and 3th, 2016

Pre-conference workshop on Nov 1st.

https://www.facebook.com/events/1479142265733196/

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