

GROWERTALKS

GT in Brief

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Lily Looks Launches Lilies in 6-Packs

Chris Beytes



The lily folks at Zabo Plant and 2Plant International have a new marketing collaboration with John Henry that puts Lily Looks lilies in pre-grown 6-count handle packs with nice labeling. The objective, says Zabo's Ko Klaver, is to provide the consumer with "another option outside of the dry-sale packages." Certainly, in today's instant gratification world, where seed has declined and finished plants have gained, a growing plant may have more impulse appeal than a bulb in a bag.

Lily Looks tested the program in the Netherlands this spring and is rolling it out in the U.S. for 2012. Growers slated to grow the program in 2012 include Bell Nursery, Smith Gardens, Tagawa Greenhouses, Seaclyff Flower Group and Stacy's

Greenhouses. **GT**