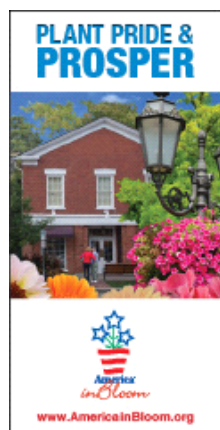
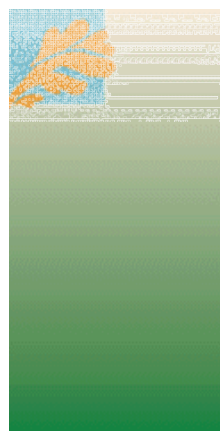


Are you prepared? Plus Pinterest, trialing conference and Anne Geddes!



THURSDAY, MAY 8, 2025

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Green Profit's
buzz!
Retail news from inside and outside the green industry

COMING UP THIS WEEK:

Are You Prepared?
Nix Tariffs for SBOs?
"Made in USA" (and Canada?)
NGB's Pinterest Trends
Plant Trialing Conference
Wave with Anne Geddes!
Finally I
Finally II



Are You Prepared?

You may have a to-go bag packed for severe weather or one stashed in your car should you find yourself in a blinding snowstorm. But are you and your business financially prepared for revenue shortfalls? A [recent survey from TD Bank](#) suggests small business owners are not as prepared for revenue dips—especially long-term shortfalls—as they would like to be.

The survey of small business owners (SBOs) with fewer than 100 employees and revenue of greater than \$100,000 found two juxtaposing things: 94% say their businesses are equipped for whatever the next 12-18 months may bring. However, 72% said insufficient revenue for two quarters or less would cause concern for the future. And 43% said insufficiencies for three to four quarters would be catastrophic.





The survey also found that 99% of respondents are assessing their financial preparedness on a quarterly basis, if not more frequently. 52% say that their indicator of preparedness is positive cash flow, while 37% say preparedness for their business means having enough capital on hand. To support this preparedness, 82% say they are likely to apply for a loan or line of credit, with 38% of those folks wanting the funds to maintain operations; 33% want it for an overhaul or upgrade of financial technology; 33% want it to expand into new markets; and 32% want it to meet payroll.

Do you have a financial plan prepared for the next 12-18 months?

**Retailers with real-time data platforms are
1.4x more agile in challenging markets.**

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EPICOR

A woman with red hair wearing a striped shirt, holding a tablet and standing next to a green screen displaying data.

How About No Tariffs for SBOs?

On Monday a group of Senators introduced legislation to exempt small businesses from tariffs. The Small Business Liberation Act would prevent small business owners from paying import taxes on items received from other countries. Most countries at the moment are subject to a 10% minimum tariff until a different set of tariffs kick in in July, unless trade talks change the situation. Chinese goods are now subject to a 145% tariff.



“Small businesses aren’t like Fortune 500 companies,” Senator Markey (D-MA) said Monday

during a press conference at the U.S. Capitol. “They can’t just ride it out ... They can’t wait for something to get figured out in the White House.”

According to the Small Business Administration, there are about 33 million businesses employing upwards of 62 million people in the U.S., including many of you reading this. Small businesses are more vulnerable to tariffs because it’s harder for them to absorb the increased costs of goods. Read more about the legislation and from small business owners supporting it [HERE](#).



“Made in USA” (and Canada, Too)

Considering the above item and the increase cost of imported goods—especially those from China—there’s a surge in consumer interest in exactly where the products they buy are made. [Modern Retail reports](#) that the e-commerce analytics firm SmartScout found that searches terms such as “made in USA products only” have surged 220% year-over-year. Similar search terms are also seeing a jump in discovery searches.



Interestingly, these search terms have increased but this has not yet translated into purchases. Jason Boyce, who runs a consulting business for sellers on Amazon, says, “There’s a lot of curiosity about ‘Made in the USA,’ but it’s not driving a lot of revenue growth. I don’t think that group of customers [who buy American-made goods] is getting any larger, at least not yet.”

Dive a bit deeper into this Modern Retail piece and you find three interesting things:

- Brands are updating product images in online stores to include “Made in USA” visuals and putting those visuals first in a gallery of product images.
- Some brands plan to include Made in America messaging in their SEO.
- One brand, Carrywell, which manufactures in Vietnam, is adding “Not Made in China” messaging to product listings.

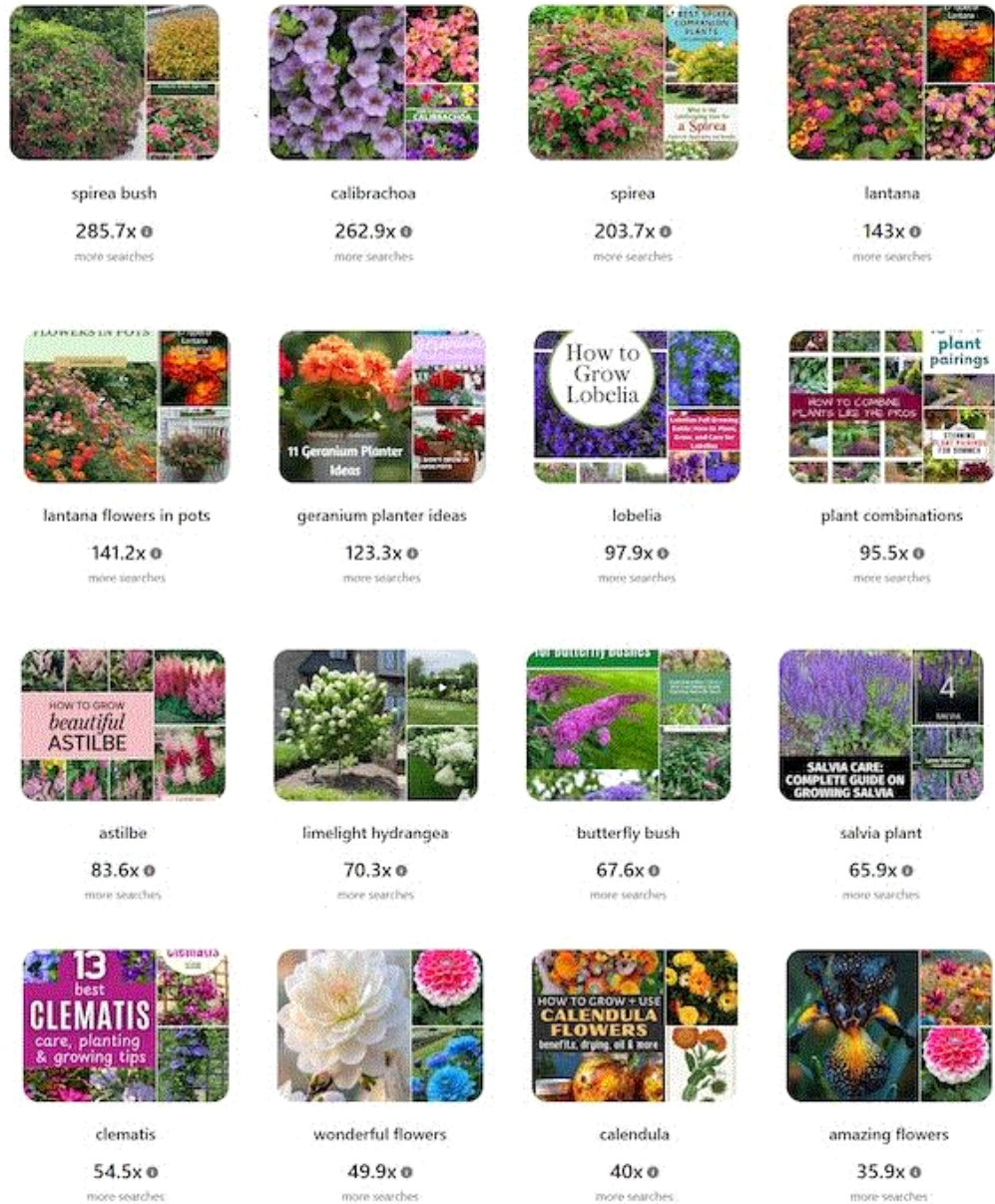
Are any of you U.S. retailers using “Made in America” messaging on products? And my Canadian friends, are you doing the same for “Made in Canada?” While watching my beloved Red Sox play the Blue Jays in Toronto last week, the Rogers Stadium advertisers were the most patriotic I’ve ever seen them. What form is your in-store messaging taking?



NGB's Pinterest Trends

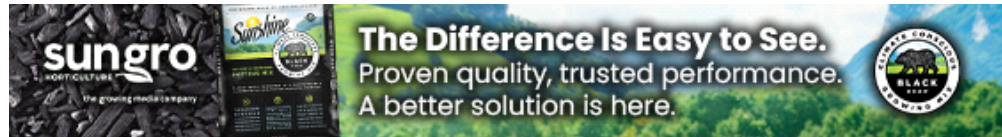
Gail over at [National Garden Bureau](#) sent along the Pinterest Trends from this current week's "growing trends your audience loves" analytics. "Your audience" refers to NGB's audience, which you can imagine are fervent gardening fans; a.k.a. your customers.

So, what are your customers planning to purchase and plant in the coming weeks?



Gail sent me some very interesting information: 2025 is NGB's [Year of the Calendula](#), 2024 was the Year of the Buddleia, 2023 was the Year of the Spirea and 2020 was both Year of the Hydrangea and Year of the Lantana—all of which are showing up as plants their followers are keeping tabs on and interested in growing. Coincidence? Or are NGB's "Year of" campaigns for these particular plants hitting the mark?

Oh, another thing. Check out that iris under "amazing flowers." I'm sure you'll have to send a money order to a Nigerian prince when ordering that special item.



International Plant Trialing Conference

All-America Selections has resurrected the International Plant Trialing Conference after a decade-long hiatus. Registration for the October 13-15 event, taking place at the Embassy Suites Hotel in Bloomington, Minnesota, is now open!

What takes place at a plant trialing conference? Educational sessions! They're offering sessions on a wide range of topics, including ornamentals, finished and CEA edibles, trialing techniques and industry trends. And these aren't boring PowerPoint presentations either. All sessions are in a panel discussion format so you can hear differing perspectives from multiple experts on each topic.



Brought to you by All-America Selections

Diane Blazek, Executive Director of AAS, made a point to say that, historically, the International Plant Trialing Conference has never been an annual event and their goal is not to make it so. It's a special event that will be held every few years, although Diane said she's not sure yet when the next one will be. So—get yourself to this conference while the opportunity presents itself!

Another thing about this event is many of the activities that typically happen at the AAS Summer Summit will take place during the event, as well. Oh, and a bonus: You can extend your stay and schedule yourself a visit to Bailey Nurseries and/or the University of Minnesota's arboretum and flower trials.

For session topics, to register and reserve your hotel, go [HERE](#).

Wave Collab with Anne Geddes!

Many of you will recognize the photographic stylings of Anne Geddes, the artist who will dress up little babies in cutesie costumes—bees, flowers and such, with much of the scenery in garden settings. Adorbs to the max, right?



PanAmerican Seed has set up a collaboration with this phenomenal photog as part of its 30th anniversary celebration for Wave petunias. I know, amazing! And here's the best part—there's a national sweepstakes going on where one lucky winner gets a baby photo shoot in New York City.

But first, more on the Wave x Anne Geddes collaboration. It includes an exclusive artistic print for Wave Petunias by the artist, which was recently unveiled at a rooftop event in downtown Chicago during EXPO ART WEEK. Members of the media and PanAmerican Seed gathered to spotlight Anne Geddes' work with Wave Petunias and to amp up the celebration of Wave 30th.

Anne and the Wave crew had the photoshoot for the print last December. In the shot are Easy Wave Rose, Plum Vein, Berry Velour and other varieties. And we can't forget about dozen-plus plump little bundles of joy that were the day's young models. Awwwww.



Said Anne Geddes about this partnership, “What I love about this collaboration with Wave is how it unites the purity of childhood with the vibrance of nature. There’s something magical about capturing a moment where both are in bloom.”

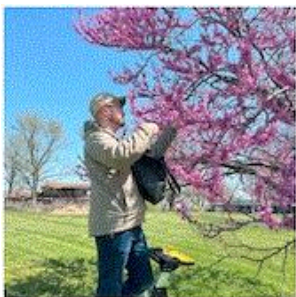
Now, about that sweepstakes and your involvement in it! Shoppers will find special Anne Geddes “baby bee” plant tags nestled among their Wave Petunias stores, along with POP highlighting the baby photoshoot sweepstakes. They’ll purchase a Wave Petunia, then scan the QR code on the tag to enter for a chance to win. The sweepstakes, which started on National Wave Day last weekend, runs through July 30.

[Click here to find out more about the sweepstakes, Wave’s 30th anniversary celebration opportunities and to download a Wave Promo Kit.](#)

Finally I

Colleague and hortistician Marvin Miller reads everything that pops into his inbox. Recently what popped into his inbox was a blog post from NGB, which he then forwarded to me as a “I bet your garden center readers would like to know about this.” What the “this” refers to is a recipe for making redbud jelly.

Color me super surprised that there is such a thing! I absolutely adore redbuds (*Cercis canadensis*, but I’m sure you know that) and count it as my favorite spring-blooming tree. In fact, it’s blooming in my neighbor’s yard now and I’m delighted. But redbud jelly? Who knew!



The redbud jelly process, photos courtesy of the NGB blog!

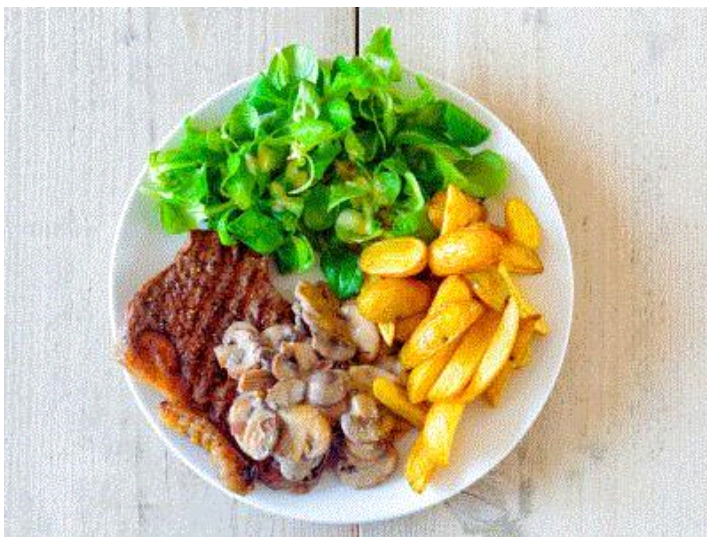
Marvin surmises that garden center folks like yourself, who often offer “can’t find anywhere else” sorts of things—like beach plum jam or samp or scrapple or a number of other local type of things—might like this recipe, or find a local person to make it for you to sell, or post it on your own blog/socials or something along those lines. Find the recipe [HERE](#). And if you make it, I’ll give you my address and please send me some.

Finally II

Last week I asked what garden center mothers wanted for their upcoming special day. I received a variety of answers.

I’m going to take a guess and say that most mothers reading this fall into these three categories (I’ll keep the submitters anonymous):

“I ask for my husband and son to get out all my pots (it’s a lot), clean them, put them in place and fill with potting soil so I can plant without having to do all the heavy lifting. That is my big ask. Also, on Mother’s Day Sunday I like to come home after work to a nice steak dinner from the grill along with a big salad, stuffed mushrooms and an icy cold margarita.”



"After Mother's Day ... a hot bath and peace and quiet!"

"I have been in the floral industry for over 40 years now and my favorite gifts for any occasion are always plants. Any size, any kind. Everyone probably thinks I have too many, but I think I will never have enough."

To anyone out there who considers themselves a mother—whether to a human, a dog or cat and more than likely to a plant—have a happy Mother's Day! You're worth any steak or bath or plant you receive Sunday and all days. Enjoy!

If you have any questions, comments, suggestions, etc., drop me a line if you'd like at ewells@ballpublishing.com.



Ellen Wells
Senior Editor-at-Large
Green Profit

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