

National Houseplant Day, 3 for TPIE, Houseplant Cold Tolerance and It's YGAYRA Time



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TROPICAL TOPICS

COMING UP THIS WEEK:

- Jan. 10 is Nat'l Houseplant Day
- 3 on Tap for TPIE
- Cold Tolerance in Houseplants
- It's YGA/YRA Time Again
- Speaking of Which and Whom

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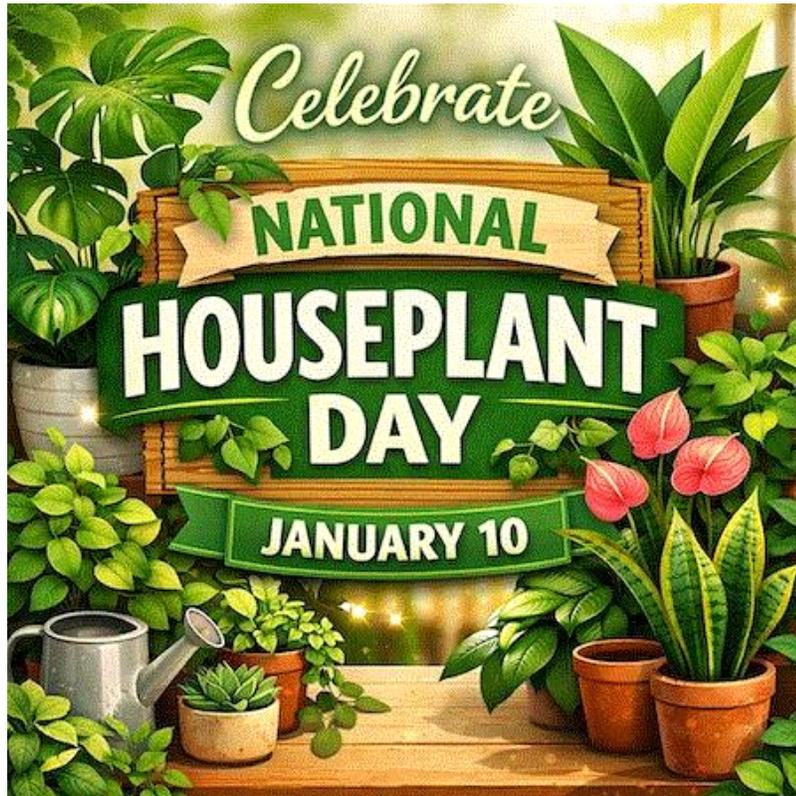
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January 10 is National Houseplant Day

Get out your dancing shoes and your party poppers—this coming Saturday, January 10 is officially National Houseplant Day!

Actually, forget the shoes and party favors and instead rely on your social media skills, merchandising genius and marketing prowess (and maybe some last-minute ordering magic) to spread the word about National Houseplant Day to both your B2B and consumer customers. Here are a few ideas you can riff off of:

Start a plant preview countdown. Highlight one houseplant per day on your socials with some “Did you know?”-type facts, including a consistent message such as “Counting down to National Houseplant Day.” If you’re a retailer, include pics of in-store displays. Growers might share “This is how it’s grown” type of content.



AI created this. I'm impressed!

Offer something simple, but meaningful. Make this offer available only on or before January 10. The something special might be a special bonus mini plant or cutting with each purchase. Or how about a houseplant starter kit bundle of some sort? Of course you'll brand it with National Houseplant Day-type messaging.

Focus your National Houseplant Day message. Address one houseplant-related issue. For a lot of folks, that issue is wintertime low-humidity levels. Drive that message home to your customers with the point being, "Yes, you *can* have thriving houseplants in 'dry January' and **here is how.**" You're establishing your business as the problem solver and expert. You're building trust. And trust builds confidence—and bottom lines.

Whatever you plan to do, you better get on it quickly! Sorry for the late notice—I'll have to put a note in my calendar about this for some time at the beginning of December.



On Tap for TPIE

Headed to the Tropical Plant International Expo (TPIE) happening in Ft. Lauderdale, Florida, January 21-23? Great! After having consulted with the show management, I have three suggestions for educational sessions you should attend.



- I believe I've mentioned this before, but it's worth saying again, especially for those of you doing landscapes. TPIE will feature a new full-day workshop called "[Managing the Modern Landscape: Palms, Performance and Property Success.](#)" The workshop will focus on the latest insights related to palm care, pest control and overall landscape health. Register for this Wednesday, January 21-workshop [HERE](#).
- Highlighting exceptional floral design, floral designer Joyce Mason-Monheim will lead an educational session titled "Floral Designing With Tropical Foliage: How to Grow Sales with Blooming Displays for Your Retail 'Root'-ine." This session is slated for Thursday, January 22. Learn more about it and register for it [HERE](#).



- Another excellent TPIE educational offering this year will be "Trendsetters in Bloom: New Plants Defining What's Next in Horticulture." This session will be led by Monrovia Chief Marketing Officer and renowned trendspotter Katie Tamony. Put this session on your calendar for Wednesday, January 21. Learn more and register [HERE](#).

Aside from the excellent educational sessions and workshops, there's the wealth of new plants and products available to view on the trade show floor. Speaking of which, if you want to take part in The Garden Center Group's search for this year's winners of its Cool Product Awards, you can! Just commit to scouring the trade show floor on Wednesday, January 21 and meeting up with fellow cool product hunters later that day to whittle down the nominees. I've participated and it's well worth your time. Contact Danny Summers about it [HERE](#).

And if you want to meet up with me at any point, either [LET ME KNOW](#) or flag me down in the aisles. Happy to chat.



Cold Tolerance in Houseplants

You might recall a recent issue where Andrew Britten, Ball Horticultural's Technical Sales Manager for Foliage and Tropicals, discussed how growers in South Florida protect their crops from cool to downright cold weather. It's an ordeal, but it can be done! (If you didn't read that issue, you can read it [HERE](#).)

Tropical plant and soil expert/consultant Lynn Griffith has also weighed in on impending cold temperatures and their effects on tropicals and houseplants. And also, what are the cold tolerances of certain popular varieties? He addressed both below.

As we are in the coldest months of the year in the northern hemisphere, cold protection is on the minds of those who grow, ship, maintain or retail various houseplant varieties. People generally want an idea of critical temperatures. Understand that such critical temperatures are a moving target. Variables include varieties within a genus, duration of the cold temperatures, wind factors, plant maturity and plant health, among others.

Another important variable is how do you define plant damage? Is it growth reduction, loss of color, leaf injury or other symptoms, including plant death? The critical temperatures in this article are generally limited to those temperatures where plant injury and symptoms may be observed, though not necessarily plant death. Critical temperatures for cold injury can vary by as much as 7F, depending on conditions. Those responsible for protecting tropical plants from cold weather will best serve if they can keep temperatures several degrees above those listed here. The data are a compilation of personal field experience, grower inputs and publications.

Critical Temperatures for Houseplants

GENUS	VARIETY	FAHRENHEIT	CELSIUS
Adenium	Desert Rose	31	1
Acalyha	Copperleaf	50	10
Adonidia	Manila Palm	35	2
Aeschynanthus	Lipstick Plant	50	10
Aglaonema	Chinese Evergreen	40	4
Alpinia	Ginger	42	6
Anthurium	Anthurium	42	6
Aphelandra	Zebra Plant	40	4
Aralia	Aralia	40	4
Araucaria	Norfolk Island Pine	40	4
Asparagus	Asparagus	45	7
Aspidistra	Cast Iron Plant	32	0
Bougainvillea	Bougainvillea	40	4
Bromeliads	Bromeliads	40	4
Bucida	Shady Lady	35	2
Cacti	Cactus	40	4
Caladium	Caladium	55	13
Calathea	Peacock Plant	50	12
Caryota	Fishtail Palm	26	-3
Chamaedorea	Bamboo Palm	45	7
Chlorophytum	Spider Plant	35	2
Cissus	Grape Ivy	50	12
Cocos	Coconut Palm	36	2
Codiaeum	Croton	40	4
Cordyline	Ti Plant	40	4

Crassula	Jade Plant	40	4
Dieffenbachia	Dumb Cane	50	10
<i>Dracaena deremensis</i>	Janet Craig	35	2
<i>Dracaena fragrans</i>	Corn Plant	40	4
<i>Dracaena marginata</i>	Dragon Tree	32	0
Dypsis	Areca Palm	34	1
Epipremnum	Pothos	55	13
Euphorbia	Various names and varieties	38	3
Fatsia	Fatsia	34	1
Ferns	Ferns	34	1
Ficus	Ficus	34	2
<i>Ficus maclellandii</i>	Alii	40	4
Gardenia	Gardenia	35	2
Hedera	English Ivy	15	-9
Heliconia	Lobster Claw	50	10
Hibiscus	Hibiscus	30	-1
Homalomena	Emerald Gem	40	4
Howea	Kentia Palm	34	1
Hoya	Wax Plant	40	4
Maranta	Prayer Plant	40	4
Nolina	Ponytail	38	3
Peperomia	Peperomia	50	10
Philodendron	Philodendron	30	-1
Phoenix	Date Palm	18	-8
Plectranthus	Swedish Ivy	34	1
<i>Pterandra elegantissima</i>	False aralia	40	4
Radermachera	China Doll	35	2
Ravenea	Majesty Palm	24	-4
Rhapis	Lady Palm	18	-8
Rumohra	Leatherleaf Fern	29	-2
Schefflera	Umbrella Tree	35	2
<i>Schefflera arboricola</i>	Arboricola	35	2
Spathiphyllum	Peace Lily	40	4
Strelitzia	Bird of Paradise	40	4
Syngonium	Nephthytis	38	3
Yucca	Spineless Yucca	40	4
Zebrina	Wandering Jew	55	13
Zamioculcas	ZZ Plant	36	3

Thanks, Lynn!



It's YGA/YRA Time Again

With a turn of the calendar, it's once again time to start searching for the next Young Retailer and Young Grower Award winners. If you aren't aware, annually *Green Profit* and *GrowerTalks* award young (35 and under) garden retailers and growers who have a passion for what they do—and they do it excellently. It works like this:

- Ball Publishing chooses three finalists for each award and each finalist writes an essay for the June issue of *Green Profit* or *GrowerTalks* based on a topic selected by our editors.
- All six finalists are invited to attend Cultivate'26 in Columbus in July and attend dinner with editors, judges and sponsors before the awards ceremony.
- The winners for each award are announced at the Cultivate'26 Unplugged event for young professionals. And that is *always* a good time!
- The two winners will be featured on the covers of the September issue of *Green Profit* and *GrowerTalks* and will be a judge for next year's award.

It's an honor to not only recognize the younger folks in the industry, but to also see them grow their contributions over the years. Hey, we know how to pick 'em!



Feel free to nominate your best employee, a colleague, a friend/family member—or even yourself! Here are the nomination forms for [Young Retailer](#) and these are the forms for [Young Grower](#).

Of course, no award giving is possible without the generous support of our sponsors. This year The Garden Center Group and AmericanHort continues their sponsorship of the Young Retailer Award. Ball Horticultural Company, BASF and AmericanHort are again sponsors for the Young Grower Award. The prize sponsor for this year is BASF. Thanks to all!

The deadline is March 1, by the way. Get your nominations in now!

Speaking of Which and Whom

Speaking of both Young Grower Award winners and of Andrew Britten, the big news this week is that Bossman Chris Beytes has started a new video podcast—and Andrew Britten is his first guest! Appropriately called “The Chris Beytes Podcast,” Chris has begun his podcasting adventures by interviewing many of the Young Grower Award winners from the previous 21 years—and the very first winner was Andrew Britten. Imagine that!



Find “The Chris Beytes Podcast” on [YouTube](#). And be sure to like and follow to keep up with

what the old Young Growers are doing now.

If you have any comments, questions or suggestions for content, email me about them at ewells@ballpublishing.com.



Ellen Wells
Senior Editor
Green Profit

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