

Your season-long scores—and your GUT Scores!



DON'T MISS THE NEW CATALOG
2027 Woody Ornamentals
from STAR® ROSES and PLANTS

star®
ROSES and PLANTS
[View Now](#)

BE IN THE KNOW
Timely news and commentary from GrowerTalks

[f](#) [YouTube](#) [GROWERTALKS MAGAZINE](#)

FRIDAY, JULY 10, 2026

[subscribe](#)

**ii ri Bluetooth
Controller**
simple irrigation
automation



DRAMM
click for info



GrowerTalks'
Acres Online

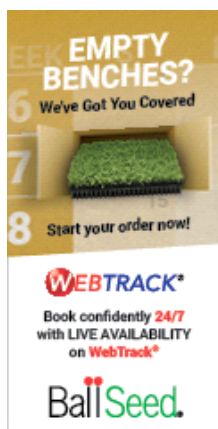
News and Commentary from GrowerTalks Magazine

COMING UP THIS WEEK:

How did Spring 2026 Finish?
- Regionally, monthly, states
- Meanwhile, up in Canada ...
- Your gut scores
- Lots of comments
Visit the Penn State Trials
Finally I ...
Finally II ...



How did spring 2026 finish?

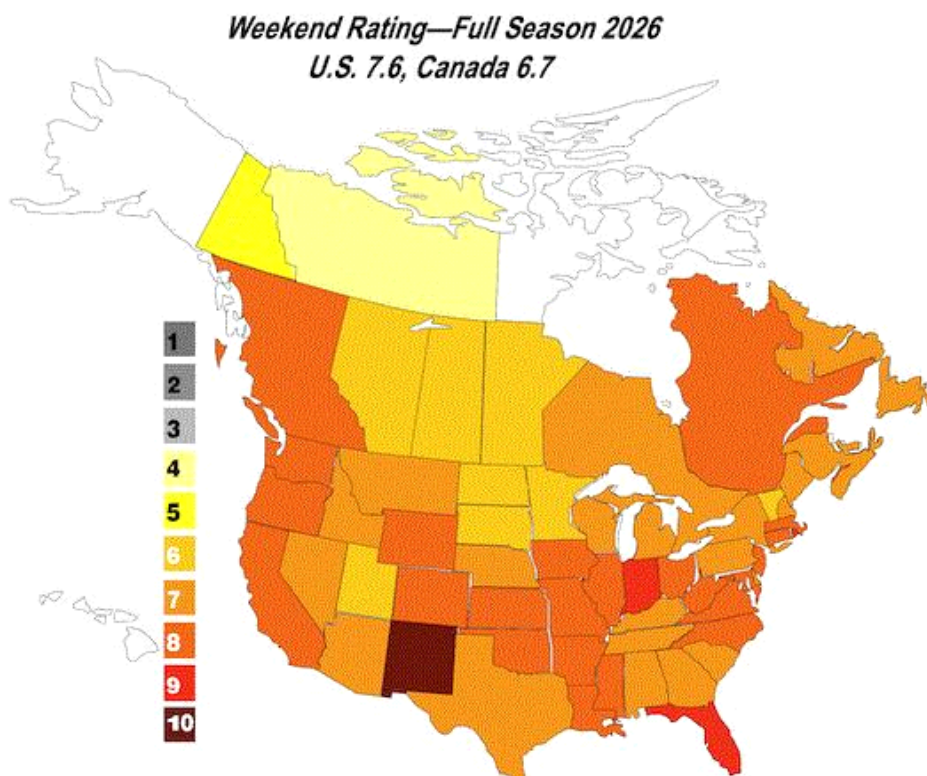


Slightly above the average in the U.S. and slightly below the average in Canada—that's how we finished up Spring 2026.

The final scores—**7.6 in the U.S.** and **6.7 in Canada**. Last year? 7.4/6.9. The 14-year average? 7.3/7.2. So you see we did pretty well in the U.S. ... not pandemic well, mind you (although a few of you did)—but actually slightly better than any other year I've been tracking this except 2020 (8.1) and 2021 (8.2).

You Canadians ride a wilder rollercoaster than even we do down here, with your season-long average varying from 6.5 to 7.6 (not counting the two pandemic years, which were identical to the U.S., only flip-flopped).

Here's the map:



That's based on 1,237 scores over 12 weeks from every state except Alaska and Hawaii.

GrowerTalks Magazine,
Ball Horticultural
Company, BASF &
AmericanHort are
happy to present:

Here's a chart of the previous year's scores. The asterisk for 2013 is because I only surveyed May sales that year.

This year may have scored higher than any other but the pandemic years, but the reason you aren't shouting more is because many of those scores came in June when the score doesn't reflect the money. As Abe VanWingerden of Metrolina Greenhouses told me, "Great start, rough middle, great finish." (He scored his whole season in 17 states an 8.)

You may have given some 9s or 10s near the end, but it wasn't because you were getting rich like you might have back in May. In other words, scores don't equal profitability. If they did, I'd use \$ signs, not % signs.



Regionally, monthly, and the top and bottom states

Here are your U.S. regional and month-by-month scores:

LOCATIONS	AVERAGES				
	YEAR	MAR	APR	MAY	JUN
US	7.6		7.4	7.6	7.7
CAN	6.7		6.0	7.2	7.0
South	7.7		8.3	7.3	7.4
West	7.8		7.6	8.2	7.6
Midwest	7.6		7.3	7.9	7.6
New England	7.4		6.5	7.3	8.4
East	7.8		6.7	7.5	9.0
Mountain	6.9		6.3	7.8	6.7
Plains	7.2		6.6	7.7	7.3
Northwest	7.7		8.1	8.0	6.9

You can see the strong June reflected in the U.S. score and in the South, New England and East—especially the East, with that big 9.0 for June. The South really started strong ... in fact, what you don't see here is how good it was in March. Other regions might have been good in one area, but not in another ... like the Midwest, where Illinois was strong, but Minnesota really struggled except for a few select weekends.

As for the best and worst states, well, that's tricky, because some states get five or six scores per week and others only get one, and always from the same person. Still, here's how it looks:

The top 10 states (and ties):

New Mexico	9.5
Florida	9.4
Louisiana	8.5
Rhode Island	8.5
Wyoming	8.4
Illinois	8.4
Washington	8.3
Iowa	8.2



Kansas	8.1
North Carolina	8.0
Missouri	8.0

The bottom 10 states

North Dakota	5.7
South Dakota	6.1
Minnesota	6.5
Vermont	6.5
Utah	6.5
Nevada	6.5
Montana	6.6
Texas	6.6
Maine	6.7
Alabama	6.9

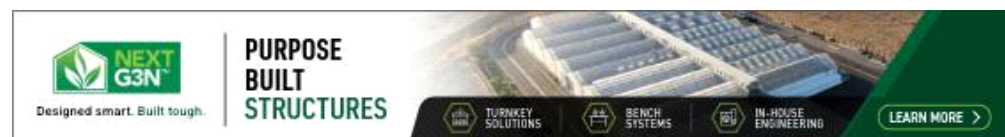
Funny ... when you look at the gut scores below, note which state sent in two perfect 10s for the season.



Meanwhile, up in Canada ...

PROVINCE	AVERAGES				
	YEAR	MAR	APR	MAY	JUNE
Alberta	5.4		3.2	6.4	6.6
Atlantic	6.6		4.5	7.5	7.8
BC	8.1		8.4	8.7	7.2
Manitoba	5.9			5.6	6.3
Newfoundland and Labrador	6.6		4.5	7.5	7.8
Northwestern	5.3				5.3
Nunavut					
Ontario	7.4		7.1	7.5	7.7
Quebec	8.0		7.2	8.6	8.3
Saskatchewan	5.0		2.0	5.6	7.5
Yukon	6.0				6.0

I'm afraid that, with few exceptions, Canada's season never got rolling and stayed rolling. There were bright spots—British Columbia and Quebec. But Ontario was up and down. And while I was gratified to receive scores from the far-flung territories, those scores also tended to lower the average of the country just a bit. Still, as you'll see in the comments below, several Canadians rated their season an 8 or 9—well above the "average."



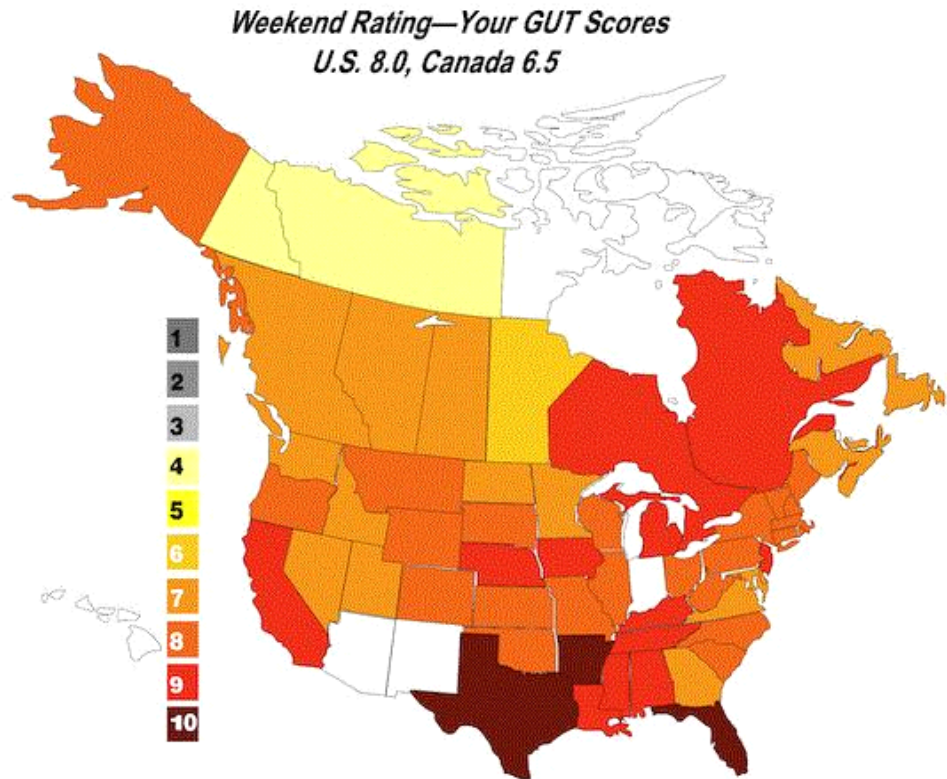
Your gut scores

This is always my favorite part of the scoring: How close do your “gut” scores come to the actual scores? Gut scores are what you feel the whole season earned, based on, well, your gut instinct, POS data or however else you like to calculate a score. And, actually, these, not the national or regional or state scores, are YOUR scores.

The gut results:

8.0 in the U.S. and **6.5 in Canada**—slightly better than our actual 7.6 in the U.S. and slightly below our actual 6.7 in Canada.

Here's the map:



That's based on 126 scores from 46 states, 12 provinces and two territories. Only 7% of you rated your full season a 10s, but that's higher than last year's 3%. Another 15% of you gave it an extremely good 9. That's outstanding! Conversely, only 5% of you rated your season 6 or lower. That leaves a whole pile of 7s and 8s ... not bad, not fantastic, but decent to good.

As for why the U.S. guessed higher than the actual and Canada guessed lower? I would say it's because of how both countries ended the season. June finished strong for many U.S. folks, but not so much for Canada. It's like when you birdie the last whole of an otherwise-rotten game of golf—you head to the clubhouse feeling like it wasn't a total waste of time.

2027 TOP PICKS

PW
PROVEN
WINNERS
The #1 Plant Based

Lots of comments—here are the high scores

You sent me many interesting comments about your season and your gut scores, so I'll share

lots of them, as they paint a better picture of the season than a number ever can:

Alabama (11 ... which, of course, I record as 10). "Best five-month period ever. All months up, February–June, due to new product offerings and events."—J.D. Boone, Dothan Nurseries

Alabama (10). "Peak season is usually four weeks during a seven-week window before Mother's Day. This year, peak season started on Week 1 of that window at 110 mph! Five weeks later it went to 55 mph to finish out the window. The brisk and wild start reminded me of COVID spring. Sales between Mother's Day and Memorial Day were slightly above average. Memorial Day to Independence Day was average. Weather did not seem to affect sales like normal. Orders kept coming no matter what the current weather was or future forecast said. Smaller plants continue to increase, while larger plants and high-end containers remained flat or decrease. Geraniums in particular have been decreasing in popularity over the last few years. Overall, it was a great Spring!"—Davy Wright, Wright's Nursery

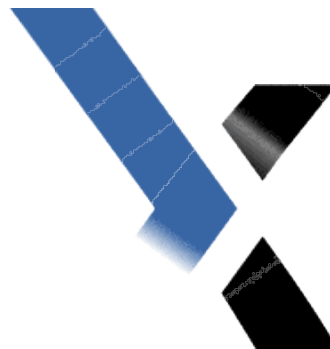
Florida (10). "Seeing as how I rated nearly every week a 10, I think we had a good season! Looking forward to beating this year's numbers next season!"—Jenny Udebrock, Topiary Creations

Montana (10). "Another record year—that is two in a row now. June slowed up a bit, but the earlier times in April and May were high enough to push us over the top! It helped that Mother's Day and Memorial Day Weekends were both super nice weather for us. Population growth has slowed in our area, but we also lost another greenhouse in our area to closing, as well, so I know that helped us, too."—John Campbell, Delaney's Landscape Center

Ohio (10). "We had a great spring season. Each year feels a little more manageable and a little less crazy than the one before. As the 'staff' (all family) grows a year older (that's a positive thing when most are under 20) and we invest in simple automation, it makes a noticeable difference in our spring."—Kim Grant, Strait Gate Greenhouses

Vermont (10). "Broke all previous sales records for May and June. Lots of young gardeners, which are the hope for the future. Strong sales for fruit bushes and trees, organic veggie plants, perennials and our propagated specialty annuals."—Jack Manix, Walker Farm

Nebraska (10). "As we look at spring as a whole, definitely a 10 compared to past years. Total sales, transactions and \$/transaction all up significantly! Marketing, customer service, quality products and sharing knowledge have been great! Need to finish second half of the year strong!"—Miles Imel, Peaceful Prairie Nursery



Not perfect, but dang good!

Oregon (9.5). "In 37 years, the spring weather has never been better. Almost every weekend the sun shined, we had only a mini heat wave (and it was at the first of the week) and there were no wildfires."—Ed Blatter, Cornell Farm

Québec (9). "June saved May."—*Sylvie Picard, Pépinière Lapointe*

North Carolina (9). "Sales \$ up 9% over last year January–July 6 ... a nice increase. We increased prices slightly, which is part of it. The heat wave and severe drought have impacted sales some. The other side of that is no rain to dampen sales."—*Judy Mitchell, Mitchell's Nursery & Greenhouse*

Iowa (9). "Second quarter numbers are looking great. We were able to increase traffic and average sale. Rocky start, with a down April and rollercoaster temps from 85F one week to freezing temps the next. Was a little worried, but great weather in May and regular June rain has kept registers rocking and plant material looking pretty good. My dad always told me not to sweat in April and that the season is three months long. It might be March, April, May or April, May, June, but you can't sweat one month's numbers (easier said than done, right?). July is looking good so far with strong sales over the holiday. We have an awesome staff this year and a new retail greenhouse (post-fire) that helped. Also, our efforts in community outreach seem to have helped with traffic. Here's to a great Q3 and Q4 and keeping the gains we've realized so far!"—*Kate Terrell, Wallace's Garden Center*

Virginia (9). "The spring rush started about two weeks early and kept up a strong pace all the way through June! It felt like everything fell into place just right, which I attribute to the early start smoothing out the spring rush somewhat. Across the board, a very good spring season!"—*Gary Garner III, Gary's Garden Center*

Minnesota (9). "Another good year for native plants! It seems the overall supply is starting to catch up with demand, as more retailers are stocking at least some of the more popular species. In many cities and towns, you can hike/bike through the neighborhoods and see the change. Lots more frontyard flower gardens that are at least partly native. Common milkweed is no longer considered a weed and is left growing on boulevards. Less lawn with more diverse landscapes is a win for all of us."—*Bill Carter, Prairie Moon Nursery*

California (9). "California is where our office is located, but we have sales in all 50 states, Puerto Rico, Guam and beyond. Vis Seed Company, celebrating 43 years, had another great season. Sales up in all categories—seeds, plugs, liners and cuttings."—*Hans Vis, Vis Seed*

Ontario (9). "Really can't complain. Spring had its ups and downs, but it finished strong, and both of our stores were up over last year. Credit goes to our outstanding team for their hard work and commitment to growing high-quality plants and creating a destination garden centre that customers enjoy visiting. We're grateful for the support of our customers and excited to keep building on the momentum."—*Rob Gemmell, Gemmell's Garden Centre*

California (9). "This is gut because I do all my books by hand, no POS system, etc. Just tracking income compared to last year—it is slightly up, but so are expenses. I did not do a lot of price-raising this year due to the economy and everyone getting hit everywhere else. At this juncture, my profit looks to be about even to last year. I am happy with that due to the doom-and-gloom atmosphere. The weather was very cooperative this year. I am giving it a 9."—*Tanya Striedieck, Star Gardens Nursery*



sungro
HORTICULTURE
THE GROWING MEDIA COMPANY™

Discover science-driven blends, reliable supply and expertise built for today's horticulture.

Sign up for your **FREE** grower trial today.



More comments: Solid 8s

Ontario (8). "Easter and Mother's Day indoor flowering sales were great! Spring basket season was good; it took a long time to sell out."—*Andy Kuyvenhoven, Kuyvenhoven Greenhouses*

British Columbia (8). "A few cool, damp days definitely hurt, but when it was good it was

great!"—*Tracy Ferreira, Seaberry Garden and Flower*

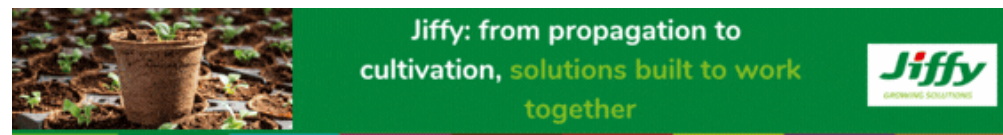
Colorado (8). "We had unusually high temperatures throughout 2026 right up to today's 93F. Perennials that typically bloom in May bloomed in April. Customers weren't ready to buy in April even though the weather was great. Temperatures can drop to 20 degrees or we can see snow on Mother's Day, so customers remained cautious. When May arrived, customers were here and we had good sales, but no records. Many areas are under water restrictions. Eight best describes our season: we're not crying, we made money, but no handsprings either."—*Gene Pielin, Gulley Greenhouse & Garden Center*

British Columbia (8). "This season was slow to start and quick to slow down with weather not always a factor. Annual sales were steady, but volumes were down ... pack sales keep slipping, but 4 in. and gallon sales steady and rising. Baskets and planters remain strong. Perennial sales both in 4 in. and 1 gallon strong and growing. Shrub sales remain constant, as well. Big interest in hydrangeas this year. Overall, steady, but not much increase, except freight rates went over the top. Our summer selling season has started off well and summer color in annuals, perennials and shrubs remains steady."—*John Derrick, Elk Lake Garden Center*

Ontario (8). "Overall sales, including accessories and produce, are lower than 2025, but higher than 2024. Meh. The provincial highway we are located on is closed for construction a half mile from our farm, which puts a plug in the traffic stream. But digging a bit deeper into the numbers reveals that plant sales did climb a little over last year, where I was expecting to see a drop."—*Joanna Steckle, Steckle's Produce & Flowers*

Kansas (8). "Season started early and really strong. As the season went on, it leveled out and then slowed quickly. The season pretty much ended at Mother's Day."—*Kathy Miller, Sedan Floral*

New England/New York (8). "I named my last fantasy football team BOOM or BUST not realizing it would also be the theme for spring 2026. A total of 40 days down, averaging -28%. Offset by 57 days up, averaging 82%. May 9-15 was the longest consecutive stretch of days (seven) down, immediately followed by eight consecutive days up. The longest streak of consecutive days up was 10 days, June 2-11. The weekend of April 11-12 = 700% up. Overall, it was a very solid spring season in the northeast region. My fantasy football team lost in the league finals ... I feel like we won spring 2026."—*Chris Hallene, Casertano's Farms*



Now for the meh 7s ...

Missouri (7). "Strong April sales followed by a dip downward in May compared to last year. June sales looked good, but averaging the three months shows only a modest gain in gross sales over last year."—*Nancy Martin, Lilac Hill Greenhouse*

Ohio (7). "A better-than-average year, but not outstanding. Missed Mother's Day, missed Memorial Day, but had a great June."—*Andy Sausser, Corso's Horticulture*

Nebraska (7). "Sales were almost a mirror of 2025: not up and, thankfully, not down. Overall, was okay."—*Harold Grandey, Grandy's Greenhouses*

Nevada (7). "Better than a year ago, but disappointing after very strong early spring."—*Bruce Gescheider, Moana Nursery*

Washington (7). "Maybe a reluctant 7. The season was marked with highs and lows, often in the same weekend. This last week felt like a mid-May week and for that I am grateful. But despite all of the record days—of which there were many—we finished down for the season, significantly

down—first time since 2012 ... We are very lucky that our landscaping department is so busy, they have been working seven days a week for months and that will keep us in the black overall. We do need to step back, take a deep look, and then make adjustments and choose a path forward. So to sum it up, the numbers were heartbreaking.”—*Kathy Wheaton, Kathys Corner*

Minnesota (7). “To sum up the season in a word it would be ‘meh.’ Our big weekends had ‘meh’ sales, customer demand was down, but not drastically, sales numbers were down overall by 0.8%—‘meh.’ You never like to see declining sales numbers, but that’s the reality of some years, and quite frankly, 0.8% is tolerable. Will be very interesting to see what pre-orders for next season look like as they start to roll in, but my gut says we will be seeing another year of conservative ordering and sales. Time will tell!”—*Jay Holasek, Fred Holasek and Son Greenhouse*

Oregon (7). “The start of the season was very strong, but we are seeing a hard stop immediately after Mother’s Day for the second year in a row. This summer is worse than last. This could actually be the economy, as the weather was very temperate.”—*Renee Phelps, Spring Creek Gardens*

Alberta (7). “It was a challenging season compared to last year. Weather really played a significant role this year, with two hails storms that damaged key areas of our tree lot and weeks of rain on the weekend. Customers were buying a few plants at a time instead of loading up their shopping carts. On the positive side, our staff remains the star of the show. Their tireless dedication made my job a lot easier to handle.”—*Kristen Busse, greengate Garden Centres*

Utah (7). “This season, Mother Nature delivered a lot more volatility and challenge, and therefore had significant impact on results at times. We are in the throes of extreme sub-par precipitation for many, many months. Hoping for beneficial storms in the future to turn the corner on drought.”—*Scott Engh, Sun River Gardens*



And all the rest ...

Minnesota (6.5). “Bad timing for the Iran conflict/fuel prices in concert with a colder-than-normal April/early May for us up here in northern Minnesota.”—*Dave Clark, Bloomers Garden Center & Landscaping*

Western Canada (6). “With a couple more weeks to go, we should finish up a bit above flat, but it’s a 6 in our books instead of a 7 because the year should have had more in it than we captured. A frozen start in the Prairies, a rainy June in Alberta and a few too many soft weekends kept us from the season this could have been.”—*Jeff Jones, Rainbow Greenhouses*

Montana (6). “Although sales weren’t a complete flop, weather conditions this year were the main driving factor of folks not doing much of anything. January, February and March fared better than April, May and June, with cold, dreary and frosty conditions. Mother’s Day Weekend saw a slight tick upward in sales, but Memorial Day Weekend didn’t. Our growing season is short

enough, but when folks have to replace plants once or twice due to unexpected frost, they quickly lose interest and hope for a favorable season. Sales are down about 17% compared to the same time last year. But not all invoiced sales are in and customer traffic is still trickling in. It's time to clean things up and we'll hope for a better '27."—*Ed Hebbe IV, Circle H Growers*

Manitoba (5.5). "Extremely persistent stormy weather that included unusually high rain, wind and cloudy days. Unfortunately, the poor weather spanned the entire spring growing and retailing season."—*David Hanson, Sage Garden Herbs*

Minnesota (5). "Cold, cold, cold April and May, and not much recovery in June. Pretty flat from last year."—*Deb Byrns Erickson, Byrns Greenhouse of Zim*

Virginia (4). "It was a rollercoaster of a spring. And the timing of the highs and lows lined up with the spring season in almost the worst way possible!"—*Duane Weaver, Milmont Greenhouses*

Well, that is it (unless you have [additional comments](#) to share) from Spring 2026. Thank you to all of you who sent in scores this year, especially those of you who never miss—you know who you are and you know how much I value your input. Let's do it again in 2027!



Greenhouses, Designed for You

Let Our Experts Build You a Greenhouse Package
Customized for Your Unique Growing Needs



Visit the Penn State trials

With spring selling behind us, it's now time for summer flower trials, of which there are many across the country. But one I wanted to remind you of (because it's coming up fast) is the Penn State Flower Trials Annual Field Day on Thursday, July 23. It's a great event—I've been numerous times. And they say this is its 90th year! You'll see close to 1,000 annuals and perennials from 30 breeders and have the chance to visit with breeder and broker reps, customers, and technical experts. There will also be education sessions on New Varieties, Disease Management and Pesticide Safety.



It's slated for 9:00 a.m. to 3:30 p.m. and costs just \$50, which includes morning refreshments and lunch.

Learn more and register [HERE](#).

[HERE](#) is a nice article about the trials and how they're run.



Finally I ...



You know I love a good video ... here's some [news coverage](#) of the floriferous garden of Mike Stouffer of Salem, Ohio, by a local WKBN crew. Mike's father, Tim, ran Stouffer's Farm Market & Greenhouse in Lisbon, Ohio, so he's got a bit of an edge on other gardeners.

The comment section is interesting—many of them revolve around watering and suggest drip irrigation. But you and I both know it would take longer to set up a drip system for that eclectic planting than it does to hand water.

Plus, don't folks know how therapeutic watering is? I know Mike does.



Finally II ...

You can probably guess that I'm heading to Columbus, Ohio, this weekend for the big annual Cultivate event hosted by AmericanHort. I've been going since 1994 and I'm not allowed to miss it ... not that I'd want to because about 10,000 of my close friends and colleagues will be there,

too! Look for me in the aisles, sniffing out the latest technology and sticking my head in machines. But I'll also try to hang around the Ball Publishing booth as much as I can, so look for me there, too—we're along the front aisle, near the center doors, booth #2403. See you there!

Feel free to email me at beytes@growertalks.com if you have ideas, comments or questions.

See you next time!



Chris Beytes
Editor-in-Chief
GrowerTalks & Green Profit

This e-mail received by 31,460 loyal readers!

Thanks to my loyal sponsors, who help me reach the 31,460 readers of *Acres Online* in more than 60 countries. Want to be one of them (a sponsor, that is)? Give [Kim Brown](#) a shout and she will tell you about our many advertising opportunities.

