

## Front Lines

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### NGB Offers “Year of” Materials

*Ellen C. Wells*

Our industry gets so caught up in the latest and greatest new introduction that it can lose sight of the fact that lots of cash-carrying consumers—the folks ultimately paying the bills—have never heard of a petunia. Promoting a new variety is fine, sure. But let’s introduce them to a crop they may never have heard of in the first place.

The National Garden Bureau has been on this educational crusade for a while. Part of the organization’s efforts includes its “Year of the” program, which helps expose consumers to four featured crops each year.

For 2017, those crops include:

**Annuals:** Year of the Pansy

**Vegetables/edibles:** Year of the Brassica

**Perennials:** Year of the Rose (pictured) (In cooperation with the American Rose Society)

**Bulbs:** Year of the Daffodil (In cooperation with the American Daffodil Society)

To help you spread the word and the use of these crops, NGB has these materials available:

- Free promotional materials for garden centers and nurseries, including printable fact sheets to photos and logos. These resources are available on the National Garden Bureau’s website: [ngb.org](http://ngb.org).
- Bench cards and vinyl banners available for a small fee from [GardenCenterMarketing.com](http://GardenCenterMarketing.com).
- Free presentations for brassicas, daffodils, pansies and roses.
- A Year of the Brassica YouTube video produced and starring cook, author and storyteller Jonathan Bardzik.

**GP**