

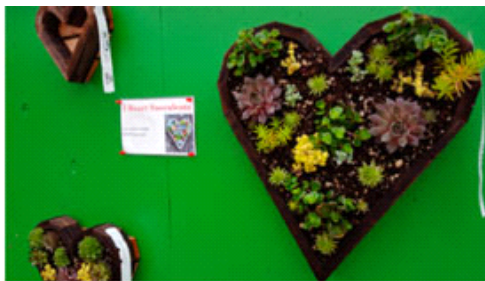
## Features

12/30/2016

### Tricks: Winter Warmth

*Jennifer Polanz*

It's tough staying warm during the winter (and keeping the heat bill up to date), so I pulled a few displays from the Portland Garden Centers of America tour as a reminder of some options during the winter months. If you're open, it's a good time to bring customers in for things they might not normally shop for during the peak season.

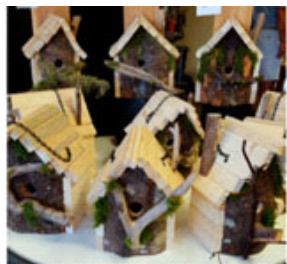


#### Coffee or Tea, Please

Another way to ensure customers don't forget about you during the winter months is to open a café, like Cornell Farm of Portland did over the summer in its historic farmhouse. Coffee, tea, baked goods and even breakfast and lunch items can bring people in while enticing them to peruse the items they might have missed during the busier months.

#### Don't Just Teach, Entertain

The winter months can be dark and bland, particularly after the holidays. When the doldrums set in, give customers a reason to smile with hands-on workshops in the evenings or on weekends, like this one to plant up a succulent décor item from Bauman's Farm & Garden in Gervais, Oregon.



### **Don't Forget the Birds**

This item ticks several boxes: locally made, attracts beautiful birds and helps provide more sales by getting the customer into birding. These hand-made birdhouses from a local artist were prominently displayed at Shorty's Garden & Home in Vancouver, Washington. Do you have a local artist who could make something to set you apart and bring in winter traffic?

### **Coming Home**

Be THE place to shop for locally made items. Al's Garden Center in Sherwood, Oregon, carried this line of jelly, as well as other food products made in Oregon. In fact, locally sourced products of all types helps set the retailer apart with unique offerings while helping local artisans.

### **Accentuating the Positive**

I really liked this display at Gardener's Choice in Tigard, Oregon, which showcased beautiful glass pebbles that could be used in home décor displays. There's lots to choose from and they make a beautiful piece with some greenery as an accent. **GP**