

Front Lines

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Porch Packages for All Seasons

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This is White Oak Gardens in Cincinnati, one of several stops on this year's The Garden Center Group Fall Event retail tour. They offer a fall porch package for \$48 with one large pumpkin, one pie pumpkin, three mini pumpkins, a blooming mum, a straw bale and a bundle of cornstalks. Customers could order the package online or buy in-store. Porch kits are not new, but I really liked the presentation here.

I also saw via Facebook this fall Barlow's Flower Farm in Sea Girt, New Jersey, took the porch package one step further to offer more add-ons, along with delivery and setup (for an appropriate fee, of course).

These programs, along with the growing popularity of holiday porch pots and workshops to build them, makes me wonder if we're missing opportunities in the spring and summer for busy customers looking for easy solutions? Are there ready-made porch décor packages we could be offering with add-on features for those seasons? Do you sell other packages we could share? Email me with your thoughts at jpolanz@ballpublishing.com. GP