greenPROFIT

Front Lines

5/30/2025

Wildflower Sod Coming to the Market

Jennifer Duffield White



Meadow Lab just announced that they're taking orders for an unusual new landscaping product in the U.S.: Wildflower Sod. If you've ever tried to create a wildflower meadow, as I have, you know the struggle can be real and the results often take years to realize.

Inspired by successful wildflower models pioneered in the UK, Meadow Lab (based in the Hudson Valley in New York) has developed a ready-to-install meadow solution for landscapers. Designed for easy installation, the "sod" consists of regionally appropriate wildflowers and grasses rooted in a natural mat, mirroring the process of laying conventional sod.

The first Wildflower Sod will be available for installation in August and landscape professionals can place their orders now. It looks like a Northeastern Mix is their first offering, and they say they plan to expand with new products and additional region-specific seed mixes. Their website also says they can create custom mixes for specific conditions or applications. **GP**