

## Features

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## Mother's Day Delight

*Erik Dietl-Friedli*



The next challenge was planning how to hide the junk that accumulates in our receiving area. Dense hedge material to the rescue!



Next was how to finish off the display. Simple enough. Gold sedum!



Okay, 600 extra roses is ambitious. And the receiving area isn't in the main traffic area. How to get customers to venture back there? A tent and band! People naturally move toward tents. And music just finishes it all off.

Often, when we're displaying for a holiday, we're hoping to sell a lot more of an item we might already stock. How to sell more without shifting everything can be a challenge. Roses for Mother's Day Weekend is a program that comes to mind. Typically, I stock up to 300 shrubs at the garden center, but wanted to bring in an additional 600 for that weekend. To make it happen, I needed to find a place to display that number and make a plan to move them quickly.

Looking around, I settled on our receiving area. Our receiving area is toward the back of the garden center and can be an area filled with assorted junk at times (always). If I planned delivery late in the week, setting it up as a Rose Garden would not interfere with actual receiving.

The result? The receiving area was empty Monday morning for deliveries. **GP**

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About 300 roses filled this area and the other 300 were displayed on tracking trailers closer to the action. As roses sold, we kept shifting forward.