

New organic seal campaign, more garden trends, and bear-testing the Outpost



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COMING UP THIS WEEK:

USDA Organic Campaign
Garden Trends Part 2
GreenTech Coming to U.S.
Doug Tallamy Webinar
Report from the Outpost



New Campaign Touts USDA Organic Seal

This month, the Organic Trade Association (OTA) launched a consumer awareness campaign called “**Seal Makes It Simple**.” Slated to run through the end of 2026, it aims to raise consumer awareness about the benefits of organic—both for personal well-being and for the environment—and urges consumers to look for the USDA Organic seal.



The OTA is debuting the campaign in six markets that it has identified as being prime for organic growth: Atlanta, Charlotte, Indianapolis, Louisville, Lubbock and Tampa.

Some of the funding for this campaign comes from a USDA Organic Market Development Grant that was awarded in 2024, with support from Organic Transition Initiative, Organic Voices and OTA members.

Check out their video spot [HERE](#).

Lest this seem like a simple industry promotion, this comes at a time when there's division over the direction of the USDA Organic label (see [The Real Organic Project](#) for the counterpoint), confusion among consumers over what organic actually means, and deep debate among growers over what organic should include.



Garden Trends, Part 2

In the last issue of *GreenTalks*, I covered a few of Garden Media Group's [2026 Garden Trends Report](#). We talked purpose-driven gardening, precision gardening and bark'itecture. Here are a few more to ponder:

The Gaming Connection: While screens and nature and gardening might seem counterproductive, they argue that hort gaming is a natural fit. There's a word of "cozy" games, hort games and more. Turns out there are kids planting seeds and growing gardens in the gaming world.

The Personal Museum. Collecting is making a comeback, and it's all about curating your identity. Plant collecting is a growing category, and so is wild foraging.



The Bento Box. "The bento box isn't just a container—it's a concept." An aesthetically pleasing presentation makes all the difference, and it's not hard to transfer that concept to an artful garden in a box, grid-style layouts, and garden themes.

I can't wait to see how some of you take these trends and run with them. There are tons of creative opportunities here!

GreenTech Plans North America Event

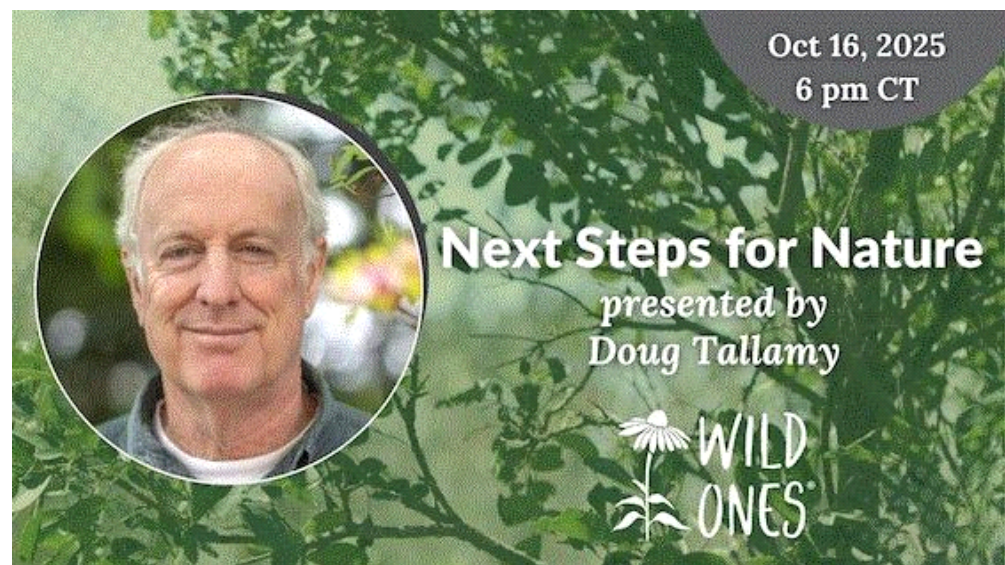
While I don't get to travel across the pond to **GreenTech**, I love following along to see the new sustainability technologies that often emerges at this event. But ... big news! RAI Amsterdam just announced that they will bring GreenTech to North America—landing in Philadelphia September 23-24, 2026. The event will cater to both ornamental and vegetable producers, focusing on sustainable and high-tech horticulture solutions.

The Controlled Environment Agriculture Alliance also plans to hold their fall boarding meeting in Philadelphia during the event. In a press release, event organizers noted that the move to North America is backed by market research that shows strong growth potential for high-tech CEA, with annual growth rates of 5-7%.



Doug Tallamy Webinar

The nonprofit **Wild Ones** has lined up a free webinar with none other than Doug Tallamy. **Next Steps for Nature** will be on Thursday, October 16 at 7 p.m. Eastern/6 p.m. Central. The webinar will build on Doug's newest book, *How Can I Help? Saving Nature with Your Yard*. He'll address common concerns on biodiversity, invasive species, native plants and conservation strategies, providing practical guidance and motivation to restore nature in everyday spaces. Might be a great place to pick up some ideas on ecological landscaping that will resonate with consumers!



Doug Tallamy is an entomologist, ecologist and author, and he has transformed the native plant movement through his research and advocacy. He co-founded Homegrown National Park and has been recognized as a Lifetime Honorary Director of Wild Ones.

Head over [HERE](#) to register for the webinar.

Report from the MT Outpost

I'm an autumn through and through: give me everything cozy and fall. The grove of aspen outside my window lit up yellow this week. A sneaky frost unexpectedly singed some squash leaves, but it feels remarkable to have made it to late September with most of the garden intact.

Fall at the Outpost means a lot more than pumpkin spice and mums. While humans are craving that slow-down, wildlife just seems to amp it up. Elk are rutting. Our bird dog has been busy "bird hunting"—but, not kidding, that has involved two skunks in the last two weeks. Meanwhile a bear tested out the new bear-proof garbage can at the Backroad Cabin. He or she left a nice bite mark, but found no way in. I didn't expect it to be tested quite so quickly after getting it, but 'tis the season.

Until next time,



Jennifer Duffield White

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