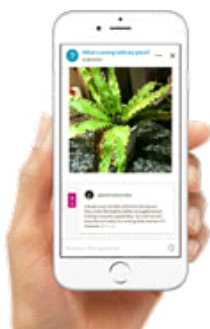


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Asking Questions, Getting Answers

Ellen C. Wells



One social site aimed specifically at gardeners is hoping to buck the sketchy plant info trend by crowdsourcing the answers to gardening and plant questions.

The folks at GrowIt! have just released a Question and Answer feature. GrowIt! users—who have found both the plants that suit their location and how to grow them—can now ask any plant- or garden-related questions to the greater GrowIt! community. Any one of the 250,000 members of the GrowIt! community can provide the answer. Users can also see what questions are being asked by other users in their own area. And best yet, it's free.

You likely have someone on staff who's the go-to garden pro for customer questions. It's a no-brainer for your garden center to make answering these GrowIt! community questions a regular part of your day. You can find out more about how the Q&A works by visiting www.growitmobile.com. **GP**