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Handpicked for You Launches Website

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The Handpicked for You “trustmark” program that came out of a collaboration between breeders, growers and independent retailers now has a website: www.handpickedplants.com. The site is geared toward consumers and industry members, who can search more than 60 plants in the program and learn more about the trial process.

“The launch of our new website is an exciting step forward for Handpicked for You,” says Rob Naraj of Sheridan Nurseries, one of the five founding growers behind SynRG, the entity running the Handpicked program. “2017 is our trial year as a program as we establish our marketing platforms, build partnerships with our independent retailer collaborators and refine our plant trials. The website is an important step to help communicate what Handpicked for You is and how the trustmark can help consumers confidently select plants that will perform well for them.”

Nearly 40 retailers from 15 states and Canada are collaborating with SynRG, testing the concept, working to refine the processes and plant trials, and providing feedback and ideas during the first trial year. In 2018, these retailers are expected to be joined by others as the Handpicked for You program officially launches. It was first announced at the 2016 MANTS Show in Baltimore. **GP**