

Front Lines

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Making the Most of March

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March is a hard month. It's still winter, mostly. But customers have cabin fever and they want to do something, even if it's just rake the lawn and see if any tulips are emerging. What can a garden center do when the gardening itch can't sufficiently be scratched? How about help satisfy the gardening craving just a bit with a flower and garden show?

Hicks Nurseries on Long Island, New York, has been doing that for decades now. As of press time, they were still scheduled to kick off their 30th annual Flower & Garden Show March 12-29 with the theme "Celebration

Around the World." And unlike some of the larger professional flower shows like Philly and Boston, this one is free. Maybe that's why in the past it has drawn tens of thousands to the nursery each year. Or maybe it's all the flowers and inspiration people can see, such as 16,000 sq.ft. of gardens in full bloom. And with keeping with this year's theme, the garden designs represent Holland's tulips, India's Holi Festival, Brazil's Mardi Gras Carnival, the Chinese New Year, Hawaii's luau, Mexico's Día de los Muertos and a good-ol' All-American tribute.

Normally Hicks' also has a full line-up of free seminars and kids activities, but this year's events were canceled due to COVID-19 precautions. To learn more about Hicks' Flower Show, visit www.hicksnurseries.com/flower-show/.

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