

8/1/2021

Do You Have Award-Winning Products?

Ellen C. Wells

The National Garden Bureau will be relaunching the Green Thumb Award, the awards program that recognized great new products and plants that was developed and managed by the former Direct Gardening Association. I'm glad the program isn't going away because it's a significant way for me and other garden-focused writers out there to learn about new stuff that you can sell and gardening fans can buy.

NGB will be reorganizing the awards later this year for NGB members' garden products that are unique, technologically innovative, solve a gardening problem or provide a gardening opportunity and appeal to gardeners. All NGB members are invited to submit their products for consideration. And you can do that as early as NOW! Here's the timeline:

July 2021: Submissions begin

September 30, 2021: Deadline for Submission

November 2021: Winners determined by panel

December 1, 2021: Winners notified

December 30, 2021: Green Thumb web page goes live

January 2, 2022: Consumer promotions begin

Summer 2022: Winners recognized at the AAS/NGB Summer Summit

"The Green Thumb Award is an exciting program that aligns well with NGB's mission to Inspire, Connect and Grow," says NGB Vice President Jeannine Bogard from Syngenta in a release. "Our membership is ready, willing and able to evaluate, vet and provide our 'thumbs-up' to the best new garden items of the year."

Not an NGB member and want to be? Need more information on the Green Thumb Award program? Contact NGB Executive Director Diane Blazek or send an email to info@ngb.org or call (630) 963-0770. **GP**