

7/1/2022

When Passion & Personality Shine Through

Jennifer Polanz



Our staff has hit the road this spring to check out retailers all over, from the South to Midwest and Northeast. You'll find many of those reports in these pages and via our e-newsletters, and I wanted to highlight one in particular here. Baker's Acres in Alexandria, Ohio, northeast of Columbus has been around for four decades now, and has delighted its customers with unique offerings, a passion for plants and personality that makes it fun to shop there. From witty plant tags and signs to a one-of-a-kind musical playlist to shop to, this store has personality. They also had their best sales weekend over Mother's Day, so customers are responding to their efforts.

One of co-founder Chris Baker's passions in particular is breeding coleus, of which he has several on the market through various companies. Today, his son Nick is homing in on the houseplant crowd with such unique and rare plants that they sell as soon as he drops them during Friday night Facebook events.

If you get this issue before Cultivate, you can see Baker's Acres, along with Sheiyah Market in the heart of Amish Country and Richardson's Greenhouse in the

beautiful Mohican region on the Cultivate'22 retail tour Saturday, July 16. Visit cultivateevent.org for details. **GP**