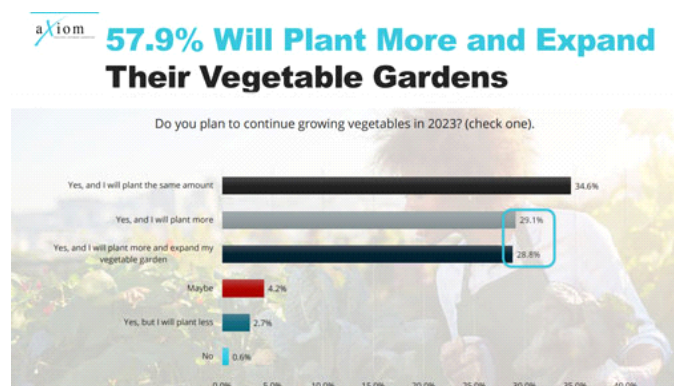


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Gardeners Want More Veggies

Ellen C. Wells

Before you know it, it'll be time to stock your veggie starts for spring planting. Before you do, you might want to take a look at what Axiom Marketing has revealed about a recent survey they conducted on vegetable gardening and consumers' intentions, interests and purchasing habits. The gist of it is this: Despite time pressures and all the other activities that can demand their time, vegetable gardeners are doubling down on the time and money spent on their hobby in the coming year.



Here are the key points I pulled from their info on the topic:

- About 60% of those surveyed will be planting more and expanding their gardens
- 40% of Gen Y and Gen Z veg gardeners will be adding new types of plants this year
- 24% of Gen Y and Gen Z say they wish they had more information at point of purchase
- 64% are looking for locally grown plants
- 60% want organic plant material
- 40% are looking for varieties that provide lots of fruits and vegetables
- Men are more likely to plant veg crops from seed
- Both men and women are saving seeds from the previous season to plant again
- Box stores are the most popular places to buy seeds, followed by IGCs and then online ordering

The survey has a ton more information to glean and you should do so! Find the whole report at axiomcom.com/industry-surveys. GP