

# Nurserymen Create National Marketing Plan

**Take a guess.** What percentage of homeowners or businesses realize the value of a properly landscaped lot? My guess is 20 percent or less. Out of those who do realize it, only a few actually make the investment in ornamentals, trees, and other landscaping devices to achieve an attractive result.

Market penetration appears fairly shallow wouldn't you say?

Something is needed to educate all these potential customers to the value of landscaping, something on a national scale and at a modest cost to industry members who would benefit tremendously by it. Just look at the results a few large lawn service companies obtained through national advertising.

Why hasn't this happened for nursery products? Primarily because we lack the very large, national companies present in lawn service. We thus lack the national advertising and image building programs necessary to encourage homeowner and business investment in proper landscaping.

The **American Association of Nurserymen, Inc.**, is going to do something about it. It has come up with a plan to provide the national exposure needed, plus the market research to effectively direct promotion.

The plan takes form under the name **Nursery Marketing Council**. A voluntary national marketing pro-

gram, NMC will receive its financial support from contributions based upon ¼ percent of plant material invoices of participating wholesalers and from contributions by their customers.

Under the management of the American Association of Nurserymen, NMC will supply the nursery industry with professional market research and analysis, to be followed by an advertising and public relations program to increase the sale of plant material and related products.

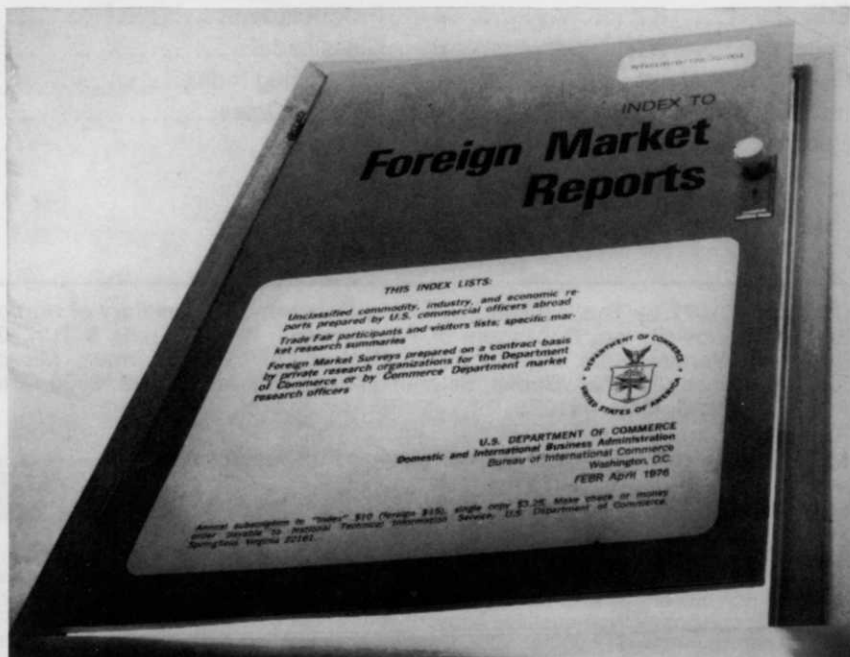
The association will direct NMC's programs to **benefit not only the nursery industry, but also all businesses that serve to support and enhance nursery products.**

We think it is a very worthwhile cause. We also believe it presents **an opportunity for landscapers to piggy-back on national promotion with local advertising of their own.**

NMC is just beginning its research work. Promotion will not begin likely until the end of next year or possibly 1979. We urge you to support it through your nursery wholesaler and to prepare a local marketing plan of your own to go into effect at the same time NMC's promotion goes national.

*Bruce F. Shank*

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