



MONROVIA®

2012

Distinctively Better® Plants



# 2012 Trends & Opportunities

As we write this letter to you, our valued customers, one of the big stories is the crazy spring weather throughout most of the country. Of course those of us in the green industry are used to storms and wild swings of hot and cold during times that *should* be balmy and perfect for planting!

We had our own stormy weather last winter, when one of our banks chose to discontinue doing business with us. During that time we asked many of our larger garden center customers to increase their orders and we were so humbled by the tremendous outpouring of support and additional orders. Monrovia was able to eventually secure another financial partner, but there were a few months of struggle and uncertainty. We cannot thank you enough for your loyalty, encouragement and friendship during that time and beyond.

While the economy has not bounced back as fast as we all would have hoped, and each of us has been affected by the downturn the past few years...there is some positive news. There are indications that things are beginning to improve. We are encouraged and are moving forward with growing more fabulous Distinctively Better® plants. We've adjusted our plant mix to reflect market conditions by offering more easy-to-grow edibles and water-wise succulents, and we're offering an array of beautiful flowering shrubs that are co-branded with Proven Winners®.

The Dan Hinkley Collection® has some outstanding new varieties as our tireless global plant explorer continues to bring us some truly unique selections. Another new partner is Ferti-lome (VPG), and we will be introducing a line of co-branded garden and plant health products to be sold exclusively in independent garden centers and farm/ranch stores.

All of our marketing efforts focus on driving consumers to independent garden centers, and our online presence is a big part of that. We have more than 200,000 unique visitors per month, and one of the most clicked-on sections is the "Find a Garden Center" feature. For those homeowners who don't know where to begin with gardening, we've added a new feature to our website, "Find a Design Professional." Design pros have mini profiles that are searchable by zip, style and services.

We launched our first banner advertising campaign on key gardening websites such as HGTV and DIY; and circulation to our *plant savvy*® newsletter continues to increase, along with our Facebook and Twitter followers. Nicholas Staddon, our plant ambassador, has been traveling the country speaking at garden shows, Master Gardener conferences, garden centers and media events. He's also the star of our *Plant Savvy Tips* videos on our website and YouTube. We have television exposure through our relationship with gardening celebrity Jamie Durie, who uses all Monrovia plants in his makeovers on his hit show on HGTV, *The Outdoor Room*.

On behalf of all the craftsmen at Monrovia, we want to thank you for your partnership and your friendship over the years. We are constantly striving to listen to your needs and respond; all while bringing you the best quality plants possible. Here's to a successful coming year for all of us!

Elin R. Dowd, President

Miles R. Rosedale, CEO



## Plant Needs at a Glance!

### Sun Exposure



Full



Partial



Shade

### Water Needs



High



Moderate



Low

### Deer Resistant



We're introducing new icons for sun exposure, watering needs and deer resistant plants.

## Our Plant Ambassador



His title is director of new plants, but Nicholas Staddon is much more than that.

In an effort to bring to market the very best improved plant varieties, Nicholas travels the country, meeting with breeders, hybridizers and professional plant explorers. And because he's constantly visiting the leaders in horticulture, top botanical gardens and cutting-edge garden centers, Nicholas is on top of the latest gardening trends and exciting new plant varieties.

As our plant ambassador, he shares his passion and expertise with avid gardeners everywhere. He has inspired audiences at prestigious garden shows, Master Gardener conferences, garden centers and media events. He's also the star of our *Plant Savvy Tips* videos on our website and YouTube.

He is in demand by gardening journalists for his colorful quotes and tremendous enthusiasm. Last year Nicholas presented to thousands of avid gardeners throughout the U.S., many of which are customers and potential customers of your garden center. We're working hard to inspire consumers to shop at independent garden centers. For information about Nicholas' upcoming speaking engagements, or if you are interested in having him speak at your next event, please contact your Monrovia sales representative.

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