

GREENHOUSE NOVA SCOTIA

2018 MEMBERSHIP Industry Supported Check us out!

Greenhouse Nova Scotia (GNS)

is a non-profit organization working for the collective good of the greenhouse industry in this province. Membership in the association is voluntary, however — **strength comes in numbers** and therefore having majority of the greenhouse businesses as members is our goal.

Our membership grew by 28% in 2017 with the addition of some new members, and the return of others! In recent years, GNS membership has represented around 30% of the greenhouse operations in this province, but we are eager to build on our 2017 momentum and grow even stronger with **your** support.

Businesses that are eligible for membership include growers of plant material produced in a greenhouse environment including (but not limited to) perennials, annuals, hanging baskets, patio planters, herbs, cut flowers, potted plants, vegetables, seedlings, etc.

GREENHOUSE



NOVA SCOTIA



www.greenhousenovascotia.com

Membership in Greenhouse NS has the following great benefits

- Exclusive supplier discounts!
- Eligibility to participate in the Highway signage program for free! Giving you a highway sign posted on 100 series highways directing customers to your retail location
- Access to all bulk purchase programs initiated by GNS, **such as the Carrying Tray Program** and the **Poly Order Program**
- Free online promotion of your business through the **GNS Social Media Campaign** on Facebook, Twitter and Instagram facilitated by award winning gardening expert and author, Niki Jabbour
- Access to special funding – like our **2018 Education and Marketing Incentive**
- **Promotion of your business** via the Greenhouse NS website & Member Map, plus a link to your website
- Notice of and access to educational events hosted or co-sponsored by GNS
- Information of industry events, programs, advancements that are pertinent to your business
- Input into GNS programming and how it represents the industry
- Increased ability to influence government support for the sector
- As a member you can help grow the list of benefits!

2017 Highlights

2017 was a busy and successful year for Greenhouse Nova Scotia. Here is a quick look at some of our projects and accomplishments.

Leveraging Social Media

Social media is a big part of today's world and so maintaining a presence is important to market the industry as well as your business. This year we hired Niki Jabbour to create and manage our social media campaign, with impressive results. For those who don't know Niki, she is an award-winning gardening expert and author from Halifax, NS. Using a combination of Facebook, Instagram, and Twitter, our online presence was drastically improved, with Niki sharing content from any GNS member that posted their own content, as well as creating content on all three platforms under the GNS brand. Average reach of our Facebook posts was increased by 171%, and approximately 900 people were directed to the GNS website through the newly created Twitter account.

GNS Website Map

This year we added an interactive map to the Greenhouse NS website that shows the locations and contact specifics for each of our members, plus their business website. The map helps direct potential customers to the local growers. We now can update the map in-house, identifying our members and ensuring it stays current and useful.

Meetings with the Deputy Minister of Agriculture

As a continuation of our commitment to representing (and lobbying on behalf of) the needs of the greenhouse industry — members of the board met with Nova Scotia's Deputy Minister of Agriculture. We continue to create effective lines of communication with all levels of government to better represent our members and the industry as a whole.



Bulk Order Programs

We had a number of members participate in both the Carrying Tray Order Program, and the Poly Order program this year. The 2017 Cardboard Tray Order provided **22,400** professional quality GNS branded cardboard carrying trays for 8 members. Seven members participated in the Poly Order Program, purchasing over **\$26,000** in greenhouse polyethylene plastic through Halifax Seed and AT FILM at discounted prices.

Government Programs

In addition to monitoring any updates on new government programs and sending the relevant information to our membership, we gathered and provided industry input to influence the **Canadian Agricultural Partnership** (the next agricultural policy framework to replace "Growing Forward II") — the details of which are still being finalized, but the most recent update can be found at: www.agr.gc.ca/eng/about-us/key-departmental-initiatives/canadian-agricultural-partnership/?id=1461767369849

Lobbying on behalf of local growers

When we learned that one of our new members was facing unreasonable and burdensome regulatory roadblocks in HRM to obtain a building permit, we offered to help. By providing information to municipal staff on how building codes relate to the greenhouse industry, and showing that the grower had support of the industry organization, we were able to help get the final approvals needed to continue construction and development. The grower expressed his gratitude for the Board's assistance, "[As a new member of Greenhouse NS, I am very thankful for their help and support. I ran into real problems getting approval to build my greenhouse because inspectors interpreted the wrong building code. Greenhouse NS and the greenhouse supplier worked on my behalf, providing the necessary information to Municipal staff. In the end, this was the leverage I needed to finally gain approval. This experience validated the benefit of membership in an industry association like Greenhouse Nova Scotia.](#)"

Thank you Mahnam Rahimzadeh
Ardel Hydroponic Strawberry Farm

What to look Forward to in 2018

I. NEW! Education & Marketing Incentive:

Greenhouse NS will provide a **one-time incentive to members** to help offset the cost of a marketing or education initiative. The incentive will be up to \$100 for new grower members and up to \$250 for members who have maintained GNS membership for the last two years or longer.

Eligible growers can choose **one** of the following **two** categories:

Marketing

In an effort to promote individual members and the greenhouse industry, GNS will offer to help fund the production of a professionally shot promotional video of your business/operation. 'Click Productions' of HRM have offered to provide our members this service at a reasonable cost, however, growers are free to find an alternate local service provider, if they so wish. Terms/conditions to be eligible for the incentive include:

a) Invoices, proof of payment and a digital copy of the member's video to be provided before the monies will be dispersed, and

b) GNS reserves the right to use the member's video (either in whole or part) for use on the GNS website and/or for social media campaigns.

— OR —

Education

GNS will support our members to remain up-to-date on industry trends and advancements by subsidizing the cost for members or their representatives to attend a major horticultural conference. Allowable expenses for reimbursement include: conference fees, travel and accommodations, up to the maximum allowable incentive as determined by their membership status (as indicated above). Proof of attendance and invoices for relevant expenses are required for members to receive the subsidy.

II. Bulk Purchase Programs:

a) Poly Order Get exclusive discounts on polyethylene greenhouse plastic. AT FILM through Halifax Seed will offer a discount to all GNS members in good standing. Pricing will be determined during the spring of 2018, but discounts based on market price will range from 15-25% depending on product.

b) Cardboard Trays

Professionally produced and branded with the GNS logo & website address, these carrying trays provide a effective solution for retail operations at a reasonable price. The trays are supplied through Maritime Paper and prices have been confirmed for the 2018 season at \$0.357/tray for a minimum pooled bulk order of 22,400. If the collective order exceeds 22,400, GNS will secure a lower price per unit.

c) NEW! Personalized Highway Signage

Personalized signs with your business name, designed to match and compliment the GNS logo signs for secondary roads, to better guide your customers to you! Price per sign will depend on the quantity ordered.



d) GNS logo highway signs

Additional signage with the GNS logo for secondary roads to direct your customers from the highway to your door. GNS members will be able to order logo signs and directional arrows in the spring.

III. Industry Updates and Educational Opportunities:

Learn with your fellow growers and let us grow stronger together! On top of keeping you up to date on industry developments such as the **Canadian Agricultural Partnership** (previously “Growing Forward II”), we are busy planning some educational and workshop opportunities for 2018 that will be announced as the details are finalized.

IV. Provincial Gardening Week Initiatives:

GNS will be sponsoring the following 2 promotional initiatives for Provincial Gardening Week (1st week of June). The more members we have participating, the bigger the media impact of our efforts will be! For more details visit the GNS website at www.greenhousenovascotia.com

a) Initiative #1

Display Competition “Protect our Pollinators”
Create a display somewhere in your greenhouse or retail space, around the theme of “Pollinators” which can incorporate plants, giftware and/or props. Take a picture of your display, send it to GNS, and engage in some friendly competition with your fellow growers! The displays will be featured in GNS social media posts, and a winner of “best display” will be selected by a celebrity Judge.

b) Initiative #2

The Feed Nova Scotia “Salad Bowl” Fundraiser
Promote locally grown and sustainable, edible gardening! Members who wish to participate in this, will create a small “Salad Bowl” planter with edibles to be sold as a promotion during Provincial Gardening Week, with a portion of the proceeds from those containers sold, to be donated to Feed NS.

If you are interested in any of these initiatives for 2018, please contact **Yvonne** at 902-895-1414



Questions or feedback can be directed to any of the board members or the Part-time Coordinator as indicated below:

President	Cathy Oulton, Bloom Greenhouses & Garden Center 902-999-1734
Vice-President	Michael VandenHoek, Lowland Gardens 902-220-6664
Past President	Jackie MacDonald, Scott & Stewart Forestry Consultants 902-968-1068
Directors	Alice d’Entremont, Ouest-Ville Perennials ovp@ns.aliantzinc.ca Johnny Duykers, Duykers Greenhouses 902-232-3092 Vincent Dieras, Halifax Seed Inc. 902-455-4364 Kevin White, Avon Valley Floral 902-798-7445 Andrew Palmer, Blomidon Nurseries Ltd. 902-880-1963 Secretary/Treasurer: Krista Vroegh, NSFA 902-895-2293 Coordinator: Yvonne Thyssen-Post 902-895-1414

