

Greenhouse Nova Scotia

2019 MEMBERSHIP PACKAGE

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 our association is working hard to get majority of greenhouse businesses on board as members. In 2018 we had 32 grower members, a 7% increase from 2017, so we are headed in the right direction. We want to continue this growth momentum in 2019 with **your** support.

Businesses that are eligible for membership in Greenhouse Nova Scotia 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.



Membership in Greenhouse NS has the following great benefits:

- Exclusive supplier discounts offered again in 2019!
- Eligibility to participate in the Highway signage program for free! This program includes posting a blue & white greenhouse sign (identifying garden centers) on the 100 series highway exit closest to your business. This is free advertising for your business location.
- Access to all bulk purchase programs initiated by GNS, such as the Programs for **Carrying Trays, Poly Order, personalized Highway Signage, etc.**
- 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 **2019 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, as well as Information of industry events, programs, advancements that are pertinent to your business,
- Input into GNS programming and how it best represents the industry,
- Increased ability to influence government support for the sector, and
- As a member you can help grow the list of benefits

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

Greenhouse Nova Scotia Board of Directors 2018

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

What will GNS membership give you in 2019?

I. Supplier Discounts

A core group of industry suppliers have been extremely supportive of our association and of our membership. Since 2016 we have made a concerted effort to increase our membership by asking our industry suppliers to offer discounts to those who join the association. Our suppliers have continued that support since and they are willing to do so again in 2019. Checkout the membership application form, and check the one discount you wish to receive when you pay your membership fees. A huge thank you to the suppliers who graciously have continued their support:



Octa Greenhouse Sales



II. Leverage Social Media

Social media is a big part of today's world and it has become a main venue for promoting your businesses especially when you have beautiful products to sell. 2018 was our second year that we hired Niki Jabbour to create and manage our social media campaign. Again we had excellent results! Niki updated three platforms – Facebook, Twitter and Instagram – on a weekly basis leading up to spring, and then several times per week during the busy gardening center season. Niki's overview of the responses to each of these platforms follows:

f Facebook, we have 639 followers with an average reach of each post of 3001 people. Post engagements varied depending on the week, but in September they were running 852 engagements for that week. The greatest engagement came from posts with at least one photo, followed by posts with video, and lastly came posts with just a link. This clearly demonstrates that sharing pics from the members is the most effective way to reach potential customers.

Instagram: 1050 followers, 254 posts. Most of the followers live in and around Halifax but there are also high number of followers in Berwick, Wolfville and Kentville. Age range of followers: largest group between 25 to 34 years of age. 12% from 18-24 yrs. of age; 35% between 25 – 34 years old; 30% from 35-44 yrs. old; 18% from 45-54; the rest 55+. Niki says Instagram is the fastest growing social media platform and a great way to reach the 25-44 year olds.

Twitter: 190 followers and it was used to share the Facebook and Instagram posts. No new content was posted on twitter but at least once per day, Niki would retweet a GNS member content. The retweeting of GNS member's content allowed the account to grow and it did well getting regular retweets and likes. For example in September there were 7574 tweet impressions (the # of people who saw the tweets). Profile visits (to the GNS website from Twitter) were also up 139.1%. May was the biggest month of Twitter with 9508 tweet impressions.

Niki has been contracted again to do weekly posts leading up to the busy season and then from April to July, with several posts per week. GNS also included in her contract, a few travel days so that she can visit our members to get photos. As the numbers indicate above, you get more attention if photos are included. Please welcome her when she comes to your location, be sure to share your own photos with her.

III. GNS Website

www.greenhousenovascotia.com

Our website promotes our industry and our members. We added an interactive map in 2017 to identify member businesses. We also indicate contact information and linkage to your website, if you have one. The Greenhouse NS website seems to be a primary source of information for customers looking for garden centers, so it is helpful for your business to be included. We can now update the map in-house, ensuring it stays current, and only GNS members will be listed.

IV. Education & Marketing Incentive

Greenhouse NS will provide an annual 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 subsidize the cost of the production of a professionally shot promotional video of your business/operation.

Terms/conditions to be eligible for the incentive:

- a. Invoices, proof of payment and a digital copy of the member's video must 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 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.

V. Bulk Purchase Programs

Again this year we hope to offer numerous bulk purchase programs. Pricing will depend on the quantities ordered, so if you are interested in any or all of these, let Yvonne know (Tel: 902-895-1414; email: Yvonne@thyagrissenconsulting.ca).

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 in the spring of 2019, but discounts based on market price will generally range from 15-25% depending on product.

b) Cardboard Trays – Professionally produced and branded with the GNS logo & website address, these carry-out trays provide an effective solution for

retail operations at a reasonable price. The trays are supplied through Maritime Paper and prices have yet to be confirmed for the 2019 season but we know we can get a cheaper price per tray by compiling all the orders from our members. If you are interested, again let Yvonne know.

c) GNS logo highway signs (100 Series) - Additional signage with the GNS logo for secondary roads to direct your customers from the highway to your Garden Center location. GNS members will be able to order logo signs and directional arrows in the spring.

d) Personalized Highway signage – Personalized signs with your business name, designed to match and compliment the GNS logo signs for secondary roads only, to better guide your customers to your business location! Price per sign will depend on the quantity ordered.



e) Bench cards: several years ago we did a bulk order for bench cards made of corrugated plastic, to be used in retail Garden Centers for product identification and pricing. These signs also displayed the GNS logo. Again if you are interested in these let Yvonne know as there is a rather extensive list of products.

VI. Industry Updates and Educational Opportunities

a) Annual meeting – Feb. 19 (snow date is Feb.26)
Besides the regular business part of the meeting we have several speakers lined up:

- Niki Jabbour will explain how best to use social media as a marketing tool
- Michael Van den Hoek, Lowland Gardens, will provide a slideshow highlighting his trip to the world's leading trade fair for horticulture, IPM Essen-Germany.
- Kraig Porter, Efficiency NS will talk about saving money in terms of energy use for the horticultural sector
- Challenge session: bear pit session for growers to discuss challenges and solutions

b) Spring Tour to NB

There is no better way to learn than seeing what other greenhouse operations are doing. The Board of Directors has organized a 2-day trip to NB on March 4 & 5, 2019. See the detailed schedule on the next page. Please RSVP if you want to go.

Greenhouse Nova Scotia – Spring Tour Schedule – NB

Monday, March 4th, 2019

8:30am – Meet at Perennia in Bible Hill – 199 Dr Bernie MacDonald Drive

8:30-11am – travel to Royal Gardens (30 Royal Garden Rd, Penobscus NB

11am-12:30pm – tour Royal Gardens

12:30-3pm – travel to St John, NB (with stop for lunch)

3pm-4:30pm – Tour Cedarcrest production facility and retail store (1050 Sandy Point Rd, St John, NB)

4:30pm-5:45pm – Travel to Fredericton

6pm – arrive Fredericton for dinner and overnight (hotel TBD)

Tuesday March 5th, 2019

8:00am – depart for Jolly Farmer – Crabbe Rd, Northampton, NB

9am-11am – Tour Jolly Farmer Facility

11am-1pm – leave Jolly Farmer and drive back to Fredericton with stop for lunch

1:30pm-3pm – tour Scotts Nursery - 2192 Route 102 Hwy, Lincoln, NB (1.5 hour)

3-6pm – Depart Lincoln NB and Arrive back in Bible Hill, NS

VII. Provincial Gardening Week Initiatives

Promote locally grown and sustainable, edible gardening! Participating members will create a small “Salad Bowl” planter with edibles to be sold as a promotion during Provincial Gardening Week at a cost of \$10/bowl, with a portion of the proceeds from those containers sold, to be donated to Feed NS.

GNS encourages growers to participate in the Salad Bowl fundraiser. In 2018 only three businesses participated in this event but collectively they sent \$840 to Feed NS. The three businesses which participated were Ovest Ville Perennials, Lowland Gardens and Bloom Greenhouses. Let's see if we can increase participation this year, and increase the contribution our members make to Feed NS.

This initiative is focused on Provincial Gardening Week (1st week of June).

The Feed Nova Scotia “Salad Bowl” Fundraiser.



VIII. OTHER IDEAS?

Have other ideas that you think will collectively help the industry – contact one of our directors, or Yvonne.



GREENHOUSE NOVA SCOTIA 2019 MEMBERSHIP APPLICATION

Please include your business email so we can share information with you.

Business Name: _____

Complete Mailing address: _____

Civic address (if different from mailing address): _____

Business website (if applicable): _____

E-mail Address: _____

Contact person: _____

Greenhouse size (square feet): _____

If you **DO NOT** wish to have your business promoted on the GNS website, please initial here _____

Detail about your business: Include information such as products offered and hours of operation which can be posted to our website.

Fees for grower members are calculated according to the business square feet of growing space. Circle which size applies and send the corresponding dollar amount to the Association. Be sure to select which supplier discount you wish to receive as a GNS member for 2019.

Less than 10,000 sq. ft.	\$160
10,001 to 25,000 sq. ft.	\$260
25,001 to 35,000 sq. ft.	\$360
Greater than 35,001 sq. ft.	\$510
Total Membership Dues:	_____
HST (15%) R126210400 Total Due:	_____
Total Membership Dues:	_____
Associate Membership (for industry suppliers only), fee \$260 plus HST	_____

NEW For 2019: You can pay by
cheque or Credit card.

**Please make cheque payable to GNS and
send with completed form to:**

Greenhouse Nova Scotia, 35 Talon Court,
Truro, NS B2N 7B4; or call Krista Vroegh at
902-893-2293 to pay by credit card.

*We accept Visa, MasterCard and
American Express.*



Greenhouse Nova Scotia 2019 Membership Supplier Discounts

The following suppliers are supporting Greenhouse NS membership initiative by offering discounts to members of GNS. Please read the discounts closely as some are for ALL members and some are for NEW members only.

Qualifying Criteria:

- You must be a member in good standing with GNS for 2019
- Each member is only eligible for ONE discount offer
- All offers expire on December 31, 2019
- You must submit this form with your dues in order to be issued a supplier coupon. The supplier coupon must be presented to the supplier for you to receive your chosen discount.

Please indicate (with a check) which ONE supplier discount you wish to have as a member of GNS for 2019.

Participating Suppliers

- 1) _____ **BALL SEED** special pricing for GNS members, contact Joey.
- 2) **HALIFAX SEED INC.** has negotiated the following with their suppliers
 - _____ Premier: \$100 discount on minimum 12 pallets of Pro mix, no purchase in previous 18 months
 - _____ Plant products, \$100 discount on minimum purchase of \$1,000
 - _____ ITML \$100 discount on minimum purchase of \$1,000 suppliers
- 3) _____ **ASB GREENWORLD**, offers a 6% discount on orders of a minimum half load of product (excluding freight) to NEW customers only,
- 4) _____ **OCTA GREENHOUSE SALES** offers a \$100 discount for NEW members only on purchases exceeding \$1,000 (excluding freight)
- 5) _____ **JVK** will provide \$100 discount on a minimum order of \$2500 on one of the following groups, to the first 10 customers only
 - _____ ASB MIX
 - _____ POPPELMANN fun color program, hanging baskets, and PDB planters
 - _____ JVK DECORATIVE LINES, new introduction to include baskets, planters, veg towers, etc.



Greenhouse NS Members – benefits of being a member!

Make your SELECTIONS for 2019?

As a member of Greenhouse NS you are eligible for the many benefits we offer to growers. Check out the many benefits offered in the membership package enclosed and return this form indicating which ones you wish to take advantage of. Please return this form with your membership application and dues. We will follow – up with you at a later date to confirm details of your order.

Benefit	Yes, I want to participate (chk)	Other specifics (# of participants; # of items)
Supplier discounts		
Leverage social media		
GNS website listing		
Education/Marketing initiative (Please choose 1 of the 2 following programs)		
1) Business Promo Video		
2) Education		
Bulk Purchase Programs (Please choose any OR all of the following 6 programs)		
1) Poly order		
2) Cardboard trays		
3) Highway signage (100 series)		
4) Highway signage (secondary roads)		
5) Personalized highway signs		
6) Bench cards		

Benefit	Yes, I want to participate (chk)	Other specifics (# of participants; # of items)
Annual meeting (Feb. 19)		
Spring tour to NB		
Provincial Gardening week (salad bowl)		

Business Name: _____

Name of Greenhouse Operation: _____

Individual: _____

Address: _____

Email: _____

Telephone: _____

Mail completed form to:

Greenhouse Nova Scotia
 Yvonne Thyssen-Post
 35 Talon Court
 Bible Hill, NS B2N 7B4

— OR —

Email: Yvonne@thyagrissenconsulting.ca

