

Greenhouse Nova Scotia

2021 MEMBERSHIP PACKAGE

WOW 2020 what a year that was! And now we understand the statement hindsight is 2020. From starting the year busy as normal and then going to a point of unknown and wondering whether we could even open for business to having a very successful year of sales. This is what your membership brings to you, **proven leadership in time of crisis**. Let's build on the province's recommendation gardening is good for the body and the soul.



Membership in Greenhouse NS has the following great benefits:

- Proven Leadership in time of Crisis
- Input into GNS programming and how it best represents the industry.
- Increased ability to influence government support for the sector.
- Exclusive *Supplier Discounts* offered again in 2021!
- 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 *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.
- Promotion of your business via the Greenhouse NS website & Member Map, plus a link to your website..
- 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

President:	Cathy Oulton, Bloom Greenhouses & Garden Center, Tel: 902-999-1734
Vice President:	Michael Van den Hoek, Lowland Gardens, Tel: 902-220-6664
Past President:	Jackie MacDonald, Atlantic Canada Greenhouse Supplies, Tel: 902-863-5581
Directors:	Alice d'Entremont, Ouest-Ville Perennials, Email ovp@ns.aliantzinc.ca Carla Isnor, Halifax Seed Inc., Tel: 902-293-1131 Kevin White, Avon Valley Floral, Tel: 902-798-7445 Andrew Palmer, Blomidon Nurseries Ltd., Tel: 902-880-1963
Coordinator:	Krista Vroegh, Tel: 902-890-5459 email: kristavroeghgns@gmail.com

What Will GNS Membership give you in 2021?

I. Industry Updates and Educational Opportunities

Leadership in a time of crisis

2020 highlighted the importance of advocacy and working together for the good of the industry. In the midst of fear and uncertainty, the board of Greenhouse Nova Scotia was in constant contact with other industry groups and government agencies, to bring our members the best information and guidance possible. In 2020, Greenhouse Nova Scotia:

- Monitored the provincial government websites to bring updated information around changing regulations and closures
- Lobbied the provincial and federal governments to be deemed an essential service in the event of more restrictive shutdowns.
- Guided the narrative around our industry's contribution to both the local economy and a safe and healthy activity in a pandemic.
- Proactively created and distributed a set of industry best practices for safety and sanitation for our members

We are going virtual

Annual General Meeting – Mark your calendars for Feb.10, 2021!!

Join the Directors for an annual update on the activities of the association followed by information sessions. In anticipation to follow social distancing and avoid snowstorms this year we will be holding the AGM virtually. More details to follow

II. 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 2021. Check out 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:



ATLANTIC CANADA
GREENHOUSE SUPPLY



III. Leverage Social Media

Social media is a big part of today's world and it has become a main venue for promoting your business, especially when you have beautiful products to sell. 2020 was our fourth year engaging Niki Jabbour to create and manage our social media campaign, and again we had excellent results! Niki updated three platforms - Facebook, Instagram, and Twitter - on a weekly basis leading up to spring and then several times per week during the busy growing season. Any photos that are sent to Niki from our members for social media will be posted to all three platforms.

 Facebook - We have almost 1000 followers on Facebook. Niki creates custom posts but also shares posts from our members. She posts 4-5 times a week.

 Instagram - GNS has almost 1200 followers on Instagram with Niki adding new posts 4-5 times a week. She posts photos from the members who are on Instagram as well as any pics/promotions/products that are emailed or texted to her from members. Niki also posts 5-6 Instagram stories a week. Instagram is a great way to reach NS gardeners and Niki would love to share your content on this popular platform - behind the scenes pics, new products/plants, growing tips, short videos, etc.

 Twitter - GNS has 332 followers on Twitter with the posts often re-tweeted by Niki on her own account to reach a larger audience. Niki creates custom tweets from member pics and posts she sees on FB and IG and also retweets content from members on Twitter.

Also please note that it's not feasible for Niki to monitor all the member FB, TW, and IG accounts on a daily basis to pull new posts, pics, etc. If you have something you want shared on GNS or would like a post from your account shared, please text or email Niki so she can get that done ASAP. Take advantage of this service from GNS so we can spread the word about your greenhouse.

And Niki always welcomes your pics and updates - and you can quickly text them to her anytime at 902-221-1859.

IV. 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.

V. 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 in the spring of 2021, but discounts based on market price will generally range from 15-25% depending on the 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 price for 2021 has gone up considerably and looks to be around \$0.50 per tray depending on size of the orders.
- c) GNS Logo Signs - Additional signage can be purchased 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.
- d) *NEW*Tags, Tape and Pot stickers – the association has an agreement with HortaCraft to help growers and garden centres promote 'Locally Grown' product within the province of Nova Scotia, by providing branded Tags, Tape and Pot stickers at a discounted rate. Price per item will depend on the quantity ordered. Great discounts on already printed product at HortaCraft with your GNS membership.

VI. Other Ideas

Have other ideas that you think will collectively help the industry? Contact one of our Directors or Coordinator Krista Vroegh

GREENHOUSE NOVA SCOTIA 2021 MEMBERSHIP APPLICATION

Business Name: _____

Complete Mailing Address: _____

Civic Address: _____

Business Website: _____

E-mail Address: _____

Contact Person: _____

Greenhouse Size (square feet): _____ Fees for grower members are calculated according to the square feet of growing space. Circle which size applies and send the corresponding dollar amount to the Association.

Less than 15,000 sq. ft. \$200
 15,001 to 45,000 sq. ft. \$380
 Greater than 45,001 sq. ft \$750

Associate Membership \$260
 (for industry suppliers only)

Membership Dues: _____

HST 15% R126210400 _____

Total Due: _____

To receive your Supplier Discount coupon (one per member) and participate GNS programs, please return completed member information form & member benefits form with payment. Please do so prior to March 1st to take advantage of bulk order programs.

Please make cheques payable to GNS and send with completed form to:
 Greenhouse Nova Scotia c/o 3316
 Highway 215, RR1 Walton NS B0N 2R0
 or call Krista Vroegh at 902-890-5459 to pay by Visa, Mastercard or American Express

Website & Social Media

If You DO Not wish to have your business promoted on the GNS website or via Social Media, please initial here: _____

Details about your business, include information such as products offered, hours of operation etc. to be posted on our website & social media:

Would you be interested in a site visit by Niki Jabbour? (schedule permitting) Yes _____ No _____

Greenhouse Size	Projected Potential Benefits					Total Potential (Maybe More)
	Supplier Discount	GH Plastic Savings - 10%	Social Media	HWY Signage (Logo Recognition)	Advocacy and Lobbying	
<15,000 sq ft	\$100	\$200	\$300	\$200	\$250	\$1,050
15,000 to 45,000	\$100	\$500	\$300	\$200	\$250	\$1,350
> 45,000 sq ft	\$100	\$800	\$300	\$200	\$250	\$1,650

Greenhouse NS 2021 Membership Benefits

Supplier Discounts - One Discount Per Member

Please choose one of the following supplier discounts:

- 1) BALL SEED 5% Discount on Phillips Lighting

- 2) HALIFAX SEED INC. has negotiated the following with their suppliers
 ITML Fibre Pots 20% off list price. Available to all members.
 ITML \$100 Discount on minimum purchase of \$1000, For NEW CUSTOMERS only.

- 3) ASB GREENWORLD (For NEW CUSTOMERS only) 6% Discount on orders of a minimum half load of product (excluding freight).

- 4) ATLANTIC CANADA GREENHOUSE SUPPLY LTD. \$100 discount on a minimum \$1000 (excluding freight)

- 5) JVK \$100 discount on a minimum order of \$2500 on one of the following groups. First 10 customers only. The \$100 discount must be requested at the time the customer books the order with JVK. (Nothing restorative can be done after the order has been placed.)
 ASB MIX
 POPPELMANN fun color program, hanging baskets and PDB planters
 JVK Decorative Lines, baskets, planters, veg towers tec.

Bulk Purchase Programs

Please indicate if you would like to participate in ANY or ALL of these programs & provide details.

- 1) Poly Order. Please order by contacting Carla Isnor, Halifax Seed, 902-293-1131.

- 2) Cardboard Trays. How many trays would you like to order? _____

- 3) Highway Signage (100 Series Highway). Krista will provide application information.

- 4) HortaCraft Promotional items with GNS logo. Would you be interested in ordering any of the following? Quantity: Adhesives _____ Tags _____ Tape _____

YOU WANT TO BE PART OF YOUR INDUSTRY ASSOCIATION
Advocacy, Group Buying Opportunities, Shared Marketing, Social Media Participation, Share Ideas