

Greenhouse Nova Scotia

2020 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 the majority of greenhouse businesses on board as members. We currently have approximately forty members and want to continue growth momentum 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 2020!
- 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.
- Access to special funding - like our 2020 *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 and 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.
- As a member you can help grow the list of benefits.

Questions or feedback can be directed to any of the board members 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, Scott & Stewart Forestry Consultants, 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

What Will GNS Membership give you in 2020?

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 2020. 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:





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 business, especially when you have beautiful products to sell. 2019 was our third 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 854 followers on Facebook with the most engagement coming from posts that have photos or short videos. Niki creates fresh posts several times a week but also shares posts from our Greenhouse Nova Scotia members. You're welcome to send Niki photos, videos, information, events, etc any time and she will quickly post them to the Facebook page.

 **Instagram** - We have over a thousand active followers on the Greenhouse Nova Scotia Instagram site with new posts added 4 to 5 times a week. Instagram is a fantastic way to share our work with Nova Scotia gardeners as what we do is so visual. Niki also posts to Instagram stories 4 to 5 times a week, sharing behind the scenes photos, events, or 'what's in bloom'.

 **Twitter** - We now have over 250 followers on Twitter, with new posts added several times a week. Niki creates new posts as well as shares from the members that are a part of Twitter.

Niki says that we are only getting a fraction of the impact that we could be having on social media because she's not getting sent enough content from our members. She did take two day trips this past spring, visiting about ten of our members and taking plenty of photos. In spring 2020, she'd like to visit even more and take a series of short videos that can be used to promote YOU! And Niki always welcomes your pics and updates - and you can quickly text them to her anytime at 902-221-1859.

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.

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 whole or in 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

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 2020, 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 trays are supplied through Maritime Paper and prices have yet to be determined from the 2020 season, but we know we can get a

cheaper price per tray by compiling all the orders from our members.

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

VI. Industry Updates and Educational Opportunities

a) Annual meeting - Feb.19, 2020
(Storm date Feb. 26th)

Join the Directors for an annual update on the activities of the association followed by information sessions. Event will be held in Room 214 of the Administration Building, Perennia Innovation Park, Bible Hill.

b) 2020 Tour - Greenhouse Nova Scotia is evaluating the costs and interest in a group tour to the Canadian Greenhouse Conference. This event, held annually in October in Niagara Falls promises to be an educational and networking opportunity for members. Stay tuned for more details!

VII. Provincial Gardening Week Initiatives

Provincial Gardening Week during the first week of June provides Greenhouse NS members an opportunity to give back to the community by raising funds for Feed NS. Garden Centers may choose to donate \$5 from the sale of a specialty item (hanging baskets or "Salad Bowl" planters for example). GNS & Members will also be participating in the Halifax Garden Festival.

VIII. Other Ideas

Have other ideas that you think will collectively help the industry? Contact one of our Directors.

GREENHOUSE NOVA SCOTIA 2020 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 NSFA, 7 Atlantic Central Drive,
 East Mountain, NS B6L 2Z2

Projected Potential Benefits						
Greenhouse Size	Supplier Discount	GH Plastic Savings - 10%	Social Media	HWY Signage (Logo Recognition)	Education & Marketing Incentive	Total Potential (Maybe more)
< 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

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 NS 2020 Membership Benefits

Supplier Discounts - One Discount Per Member, All Offers Expire December 31, 2020

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 6% Discount on orders of a minimum half load of product (excluding freight). For NEW CUSTOMERS only.
- 4) OCTA GREENHOUSE SALES \$100 discount on a minimum order of \$1000 (excluding freight). For NEW MEMBERS only.
- 5) JVK \$100 discount on a minimum order of \$2500 on one of the following groups. First 10 customers only.
 ASB MIX
 POPPELMANN fun color program, hanging baskets and PDB planters
 JVK Decorative Lines, baskets, planters, veg towers tec.

Education/ Marketing Initiative

Please indicate if you would like to participate in **ONE** of these programs & provide details.

- 1) Business Promotional Video _____
- 2) Education _____

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). Angela will provide application information.
- 4) Highway Signage (Secondary Roads)
How Many GNS Logo Signs? _____ How Many Arrows? _____
How Many Personalized? _____ Name for Personalization: _____

***YOU* WANT TO BE PART OF YOUR INDUSTRY ASSOCIATION**

Advocacy, Group Buying Opportunities, Shared Marketing, Social Media Participation, Share Ideas