



WHAT'S GROWING ON?

HI, WELCOME TO THIS MONTH'S GREENER SPACES BETTER PLACES PROGRAM UPDATE.
READ ON TO FIND OUT THE LATEST NEWS AND HIGHLIGHTS TO KEEP YOU UP TO DATE ON WHAT'S HAPPENING AND HOW YOU CAN BENEFIT.

2021 PLANT TREND REPORT: PLANT SALE HINTS AND TIPS FOR RETAILERS

TREND TWO

A daily dose of Vitamin G(arden)



Looking for new ways to excite and engage your customers? Each month, Plant Life Balance will be unpacking one trend from the 2021 Plant Trend Report, giving you practical hints and tips to bring these trends to life in-store and across your nursery communications. Let's jump in!

DEEP DIVE INTO TREND TWO: A DAILY DOSE OF VITAMIN G(ARDEN)

COVID-19 left many Aussies in a bit of a pickle when it came to health – at a time that we needed to care for our physical and mental wellbeing the most, accessing our usual places for exercise or wind down became harder as restrictions, limitations and closures took hold across the country.

So what did Aussies do instead? Our recent study found that many spent 2020 transforming their homes to become the ultimate sanctuary, with 61% using their home as a space for relaxation, mindfulness or fitness.

THE PREDICTION

Nature-based practices and remedies will offer relief for COVID-weary Aussies.
Growing lush herb gardens at home to create home-grown remedies are an easy way to ensure that you can take care of both your mental and physical health in 2021.



HOW TO BRING THIS TREND TO LIFE

Herbalist, Nutritionist and Author Erin Lovell Verinder says that COVID has sparked a greater interest and awareness in healing ourselves through the power of plants.



The best plants for health and wellbeing

Sage (*Salvia officinalis*)

Thyme (*Thymus vulgaris*)

ERIN RECOMMENDS:

... Growing your own herbal teas

"Growing herbs like lemon balm or chamomile can be incredibly calming for the nervous system, especially when consumed fresh or as dried herbal teas. These plants act on the nervous system to untangle stress and anxiety, and are perfect to usher in a sound night's sleep."

... Growing fresh herbs to add to meals

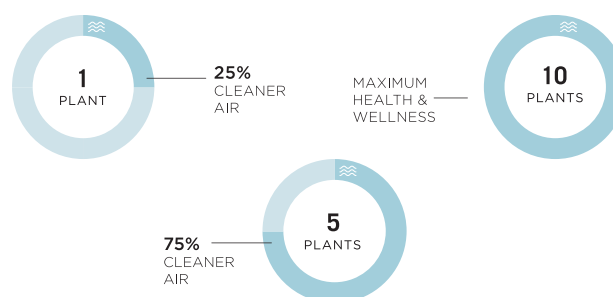
"Many medicinal plants are incredibly easy to grow and have infinite applications in the kitchen. Try greening different meals with delicious culinary herbs that also have medicinal qualities – oregano, rosemary, sage and thyme all have a very grounding and wholesome effect."

... Growing your own herbal skin relief

"Making your own herbal-infused oil from dried herbs such as rosemary or lavender (*Lavandula*) and a plant-based oil, such as coconut or olive oil, is an incredibly simple thing to do and can offer a serene feeling when applied on the skin."

PRACTICAL HINTS AND TIPS

- In store, set up and style an example of a home apothecary garden complete with lots of medicinal herbs. Group medicinal herb varieties together to inspire customers and increase sales. You could name the section "Nature's Wellbeing" or "Home Apothecary".
- Group medicinal herbs of higher and lower value species into a bundle to increase average transaction value. For recommendations on popular plants, check out the Trend Report.
- Educate customers on the wellbeing benefits of plants in the home, using the Plant Life Balance Simple Science.



Want to learn more about the Simple Science? Complete the Plant Life Balance accreditation course at plantlifebalance.com.au and become a Plant Life Balance accredited retailer or read more information at plantlifebalance.com.au/the-science

You won't want to miss the rest of this series! Get in touch with Plant Life Balance at hello@myplantlifebalance.com.au with your nursery's details to be added to the mailing list.

GREENER SPACES BETTER PLACES PROGRAM UPDATE

Where Will All The Trees Be? Phase 2 launching soon!

Following the successful launch of *Where Will All The Trees Be?* report in 2020, Greener Spaces Better Places is poised to launch the second phase of this research.

Phase two provides a deep-dive into the findings of the National Urban Green Space Survey of Local Government Areas that was undertaken across 131 urban councils to drill down into what is and what isn't working on the urban forestry front.

No one council can solve the urban greening challenges in isolation, so Greener Spaces Better Places is joining forces with councils and industry to crowdsource and scale up solutions. Greener Spaces Better Places will be hosting a series of online workshops to bring to life the research findings by typography, and find out what solutions are out there and better understand what support is needed.

When?

Keep an eye out for the online workshop dates in the Living Network Newsletter by signing up at greenspacesbetterplaces.com.au

To explore the *Where Will All The Trees Be?* report, head to greenspacesbetterplaces.com.au