

“Interest in growing vegetables has been influenced by green concerns, lifestyle choices and rising food prices

MOST SUCCESSFUL NEW PRODUCT

WINNER JOHNSONS WORLD KITCHEN SEEDS, MR FOTHERGILL’S SEEDS

The growing trend for cookery programmes that promote healthy eating highlighted a new opportunity in the marketplace – to provide an exceptional customer offer and to add incremental sales to mainstream seed collections.

The main aims were: to be a unique, stand-alone range that could be merchandised with other seed ranges or on its own; to appeal to leisure vegetable growers by emphasising those regions of the world where the variety has traditionally been used and with information about its culinary use; to develop packaging containing more of a “food” feel with clean, larger-than-standard Johnsons packets.

The World Kitchen range comprises 44 vegetable varieties selected from different regions including Asia, Eastern Europe, the Mediterranean and the Americas.

World Kitchen was launched in May 2007 to start selling to the trade for the 2007/08 season. Main business-to-business promotion was through direct selling. This was supported with half-page display advertising in *Horticulture Week* and *Garden Retail*.

The display stand included PoS material explaining the range, giving reasons to grow vegetables at home

and highlighting some of the benefits over shop-bought vegetables.

There is an undeniable wave of interest in growing vegetables, with influences including environmental concerns, lifestyle choices, interest in fresh produce and rising food prices. World Kitchen benefited from this but with the added twist of appealing to the cooking enthusiast as well as the gardener. The range was immediately well-received by the trade.

It was given great support from key customer Focus DIY. The retail chain’s gardening strategy project manager Gerrard Smith says: “World Kitchen was launched across our entire portfolio in early January 2008. It has received great interest and feedback. We see grow-your-own as an important proposition to our customers and this fantastic range helps service their requirements.

“We are seeing our best-ever year for seed sales, and the incremental business that World Kitchen has delivered has been a significant contributor to this.”

For Johnsons this resulted in the full year’s forecast being met within the first six months from launch – ending at nearly double the forecast by the end of the season.



Finalists

Baby Bio Orchid Food

Bayer Garden

Water Slices — multi-use

Garden Innovations

Miracle-Gro Organic Choice range

The Scotts Miracle-Gro Company

One Stop Shop on “Green”

Vital Earth



The NEC Birmingham
10-14 June 2009

BBC Gardeners' World Live returns to Birmingham's NEC for its 17th year, bringing together the very best in show gardens, nurseries, floral displays, gardening celebrities and experts – and, of course, wonderful shopping.