

Garden Seed Sales Increase During COVID-19

Broomfield, CO, April 3, 2020—With the popularity of Victory Gardens during world-war times, it's not surprising that today's trying time would spark interest in the masses to grow their own food. To this end, Botanical Interests seed sales have soared over the last 3 weeks—as much as 600% over last year at the same time. We are seeing a lot of new gardeners who decided this is the season they'll finally start a garden. They are eager to get outside given the mandated quarantine for many of us. Not surprisingly, consumers are focused on vegetable seeds, but flowers and herbs are also in higher demand than usual.

As gardeners ourselves, we believe the increased interest in gardening is from people needing a sense of purpose, hope, and control in a time when things feel very much outside of their control. Gardening is also a way to connect with families and one another. Spending time outside with nature, growing food, and being neighborly are gardeners' specialties, and at times like these, we gardeners have an opportunity to really make a difference. Whether it's sharing seedlings and gardening tips with neighbors or giving extra veggies to a food bank, gardeners are truly patient and resilient in hard times. After all, we deal with whatever nature throws at us all the time!

At Botanical Interests, we are prioritizing our employees' safety. In order to keep production moving and respond to the increased orders, but to also respect social distancing guidelines, we have split operations into two shifts. We are not worried about running out of seed, but we have adjusted some of our inventory processes to keep as many seed varieties available as possible. With such a tremendous increase in orders, our processing times have been extended, but we keep tweaking procedures every day in order to be more efficient.

After 25 years in business, Botanical Interests has seen sales spike in other trying times, including the recession of 2008 and 9/11, but in comparison, COVID-19 has had much larger impact. We are proud to support our fellow gardeners with packets that are graced with beautiful, inspirational botanical illustrations and give more information on gardening than any other seed packets on the market.



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