

Seed Packet Industry Explodes

Broomfield, CO – 1/5/2021

Gardening Grows

When the global pandemic forced everyone to shelter at home, home seed gardening exploded. The biggest sellers, by far, have been organic vegetables. People wanted to get outside, were concerned about the economy, concerned about food scarcity and needed activities they could do with family members; growing a garden returned as a popular solution. Botanical Interests co-owner, Judy Seaborn says, “growing my own vegetables meant I could harvest fresh produce for meals, saving me countless trips to the grocery store.” With the increased demand for seed, many seed suppliers closed up and stopped shipping before the end of the season. The increased popularity of seed gardening led Botanical Interests to improve processes to keep up with demand, while prioritizing staff safety, quality, and customer service. Botanical Interests was proud to continue shipping throughout the season and even extended the shipping season into summer as high demand continued.

The New Gardener

The pandemic has been given credit for motivating up to 16 million new gardeners. These gardeners were seeking instructional information but were also interested in “going green” by using eco-friendly products such as biodegradable plant pots and garden stakes, and organic fertilizers and pest controls. Botanical Interests co-owner, Curtis Jones, commented, “We received a lot of feedback from garden centers that our packets were a huge hit with new gardeners. New gardeners appreciated all the information on the outside and inside of our seed packets, including sowing instructions for inside and outdoors, seed and row spacing, days to maturity, height, and the list goes on! Many of our retailers report that providing information to the new, often younger, customer base is one of their biggest challenges. Botanical Interests seed packets are the perfect tool with which to help store employees educate new gardeners.”

Direct Ship Program

A trend from the pandemic that will likely not change is the shift to ordering online. Retail stores are a priority for Botanical Interests, so in order to support them, Botanical Interest developed the Direct Ship Program. If a customer cannot find the seed variety they are looking for in the store, that store

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provides a web link for the customer to use which allows the customer access to the full line of Botanical Interests products. Botanical Interest ships the order directly to the customer, while the store earns 35% commission on the sale.

What's Next in 2021

Judy and Curtis look forward to a new gardening season; “We learned a lot from last year—how to be flexible and resilient so we can take care of our stores that take care of us.” The seed industry shows no signs of slowing down, and Botanical Interests has been gearing up for another season of inspiring and educating new and experienced gardeners.



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