

✧ Renee's Garden ✧

2024 SEASON

Wholesale Buyer's Guide

Packet Seed
Solutions for
Garden Supply
Retailers

Inside

Everything you need
to build your garden
seed program



Quality Begins with Our Trial Gardens

Only the best will do when it comes to the seed varieties we select for our packets. Renee's Garden is a company run by gardeners, for gardeners. We know that success begins with high-quality, high-germinating seeds. Each variety included on your seed display has been rigorously tested in our regional trial gardens for performance in major climate zones.

Our horticultural team takes great care to choose varieties based on ease of growing and home garden performance. Vegetables and herbs are selected for texture, flavor and color, while flowers are chosen for color, fragrance and suitability for bouquets.

When you place Renee's Garden and Cornucopia Seeds displays in your store, you can trust that your customers will get the quality selections they need to garden with confidence.



Share Our Expert Advice

From how-to videos and information sheets to easy-to-follow garden plans, we have a comprehensive library of gardening resources for you to share in your customer newsletters and in-store education. See **Gardening Resources** at reneesgarden.com to learn more.



Join Us on Social Media

Follow us on Instagram, Facebook, Pinterest and YouTube to meet our gardening experts and get a behind-the-scenes look at new varieties being tested in our trial gardens.

Build Your Garden Seed Program in 5 Easy Steps

A thriving in-store garden seed program begins with knowing exactly what displays and seed assortments you need and when you want them before you place your order. Whether you are an experienced garden seed buyer or just getting started, here are the essential steps to building your seed program and key questions to answer along the way.

1 Choose Your Display Rack

Take a look at our display options, designed for any floorplan (see pgs. 4-11). To choose what works best for your store, ask yourself:

- Where will I place it in the store?
- What is my available floor space?
- Does it need to be movable?
- How long will it be on the floor?
- Can I store it for future use?

2 Select Your Seed Packets

Our two distinct product lines give you more than 900 variety selections to satisfy every gardener (see pgs. 12-13). To decide which packets to include on your rack, ask yourself:

- Who are my gardening customers? Are they beginners or experienced? Do they live in the city, suburbs or a rural area?
- Are my customers price sensitive?
- Do I want to carry organic seeds?
- Do I want Renee's Garden to create a seed assortment for me?

3 Determine Your Sales Terms

We offer two purchasing options (see pg. 15). To determine which terms best support your business, ask yourself:

- What is most important to me: mitigating risk or best margin?
- Am I uncertain about selling seeds?
- Do I plan to place reorders during the season?

4 Confirm Your Shipping Date

The best time to place your initial season order is two months prior to the date you want it to arrive (see pg. 15). To choose your shipping date, ask yourself:

- When do I want seeds to arrive in my store?
- When do I need to order to meet my preferred ship date?

5 Place Your Order

It's easy! Complete your **2024 Terms Agreement** and **2024 Initial Order Form**. Then scan and send them to **orders@reeneesgarden.com**.

Or go to **wholesale.reeneesgarden.com** and follow the step-by-step instructions.

Need help?

Call our Support Team: **888.880.7228** or email: **sales@reeneesgarden.com**

Rack Details

The top choice for large garden supply departments, this easy-to-shop rack holds a generous packet selection in a four foot linear footprint.

Capacity:

156 standard pockets and 10 Bonus Pack pockets

Footprint:

4 feet x 2 feet

Dimensions:

48" wide x 16" deep x 90" tall with header

See our complete wire display rack selection, assortment options and pricing at **wholesale.reneesgarden.com**.

We expect you to keep your wire rack for at least three seasons.

Sales Tip

Place two free-standing racks back-to-back in your power aisle for one-stop shopping that doubles your sales revenue.

4-Foot Free-Standing

Ideal for Wall Display or Main Aisle Shopping



3- or 4-Wing Spinner

The Preferred Solution for Limited Floor Space



Rack Details

Maximize your small footprint sales! Both versions of this versatile floor spinner give you the widest selection of varieties in the least space. Locking casters make it easy to position for promotions and seasonal shopping.

Capacity:

3-Wing Spinner:

162 standard pockets

4-Wing Spinner:

216 standard pockets

Footprint:

Approx. 2 feet x 2 feet

Dimensions:

28" wide x 28" deep x
74" tall with header

See our complete wire display rack selection, assortment options and pricing at wholesale.reneesgarden.com. We expect you to keep your wire rack for at least three seasons.



Sales Tip

Include a 36-pocket Bonus Pack wing on your 3- or 4-Wing Spinner to satisfy customers who grow large gardens.

Rack Details

This distinctive display features a finely detailed leaf and vine motif rendered in the rich blue-green color of weathered copper. It's the perfect complement to specialty garden supply presentations.

Capacity:

60 standard pockets

Footprint:

Approximately 2 ft x 1 ft

Dimensions:

26" w x 8" d x 68" h with header

See our complete wire display rack selection, assortment options and pricing at wholesale.reneesgarden.com. We expect you to keep your wire rack for at least three seasons.

“ We were looking to add another vendor into our mix of seeds. Why we waited so long is beyond me. The selection is amazing. Renee's Garden is so easy to work with on ordering and the turnaround time is very fast. The packaging is also very attractive and informative. Our customers have loved the new addition.

— Julie Wagner
Wagner Garden Centers

Garden Trellis

Our Signature Design for Upscale Charm



Scatter Garden Canisters

An Eye-Catching Choice for Supplemental Sales



Rack Details

Stop customers in the aisle with this one-of-a-kind presentation. 7" resealable canisters contain ample seed to broadcast a large garden area. 24-month dating keeps the display on the floor for year-round sales.

Capacity:

3-Shelf Rack:
36 canisters

4-Shelf Rack:
48 canisters

Footprint:

Approx. 1.5 feet x 1 foot

3-Shelf Rack:

17.5" wide x 13.75" deep x 55" tall with header

4-Shelf Rack:

17.5" wide x 13.75" deep x 65.5" tall with header

See our complete Scatter Garden canister collection, assortments and pricing at wholesale.reneesgarden.com. We expect you to keep your wire rack for at least three seasons.

Sales Tip

Scatter Garden canisters are perfect gifts for gardeners. Include a fully-stocked assortment in your Mother's Day, Christmas and other seasonal holiday presentations.

1-Panel Display

An Easy-to-Place Showcase for Seasonal Assortments

Rack Details

Ideal for stores with seasonal floor space, this colorful, small-footprint display stands out on the floor and sells through quickly.

Capacity:

60 standard pockets

Footprint:

Approx. 2 feet x 1.5 feet

Dimensions:

22" wide x 18" deep x 60" tall with header

See our complete selection of corrugated display racks, assortment options and pricing at wholesale.reneesgarden.com.



STANDARD



ORGANIC

Sales Tip

Jump-start early season sales with a 1-Panel assortment of vegetable and herb varieties that thrive in cooler weather.

CORRUGATED DISPLAY RACKS



STANDARD



ORGANIC

Go Organic!

Are your customers asking for organic seeds? Order a 1-Panel assortment of USDA Certified Organic seed varieties, available from both Renee's Garden and Cornucopia Seeds.



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Thibodeaux's Town & Country Inc. reviewed several seed companies before bringing in Renee's Garden and later the Cornucopia line. Our greatest compliments are when customers come back expressing how happy they were with the germination and seed packet info. As a vendor, we love being able to donate our old seeds to school gardens and the local Christian Service center which grows its gardens.

— Renee Thibodeaux,
Thibodeaux's Town & Country

Rack Details

Compact, convenient and ideal for your power aisle display. Rotating frame with locking casters makes it easy to move for strategic placement.

Capacity:

180 standard pockets

Footprint:

Approx. 2 feet x 2 feet

Dimensions:

22" wide x 24" deep x 73" tall with header

See our complete selection of corrugated display racks, assortment options and pricing at wholesale.reneesgarden.com.

Assortments Made Easy

Choose the varieties you want to fill your display or let us do it for you. Simply select the Renee's Choice assortment option when you place your initial season order and you'll get an assortment customized for your region.

3-Panel Spinner

Buyer's Choice for Main Aisle Shopping



4-Panel Spinner

Maximum Seed Selection for
High-Volume Stores



Rack Details

You get true versatility with this generous variety assortment on four easy-to-shop rotating panels. A sturdy metal frame with locking casters makes it a solid choice for high-traffic aisles.

Capacity:

240 standard pockets

Footprint:

Approx. 2 feet x 2 feet

Dimensions:

24" wide x 24" deep x
70" tall with header

See our complete selection of corrugated display racks, assortment options and pricing at wholesale.reneegarden.com.

Sales Tip

Customize your 4-Panel display by including one or two panels of USDA Certified Organic seed varieties.

SEED PACKET SELECTIONS



US Retail Price

Standard:

\$1.99-\$2.69

Organic: \$3.39

Bonus Packs: \$7.69

See our complete Cornucopia Seeds packet selection at **wholesale**. reeneesgarden.com.

Our Cornucopia Seeds product line features tried-and-true garden favorites your customers know and love, featuring heirloom varieties preferred for reliable performance.

Vegetables, Herbs and Flowers

The best-loved home garden standard vegetable, herb and flower varieties.



Bonus Packs

Extra-large packets of best-selling varieties, perfect for large gardens and succession sowing.



Garden with Confidence

Our packets inspire gardening success! Every Renee's Garden and Cornucopia Seeds packet includes comprehensive, easy-to-follow growing and harvesting information based on our extensive trial gardening experience.

NEW!

See our space-saving Cornucopia Seeds Bonus Pack spinner display on page 14.

✧ Renee's Garden ✧

Renee's Garden, our premium product line, features garden-to-table varieties specially selected for today's food and lifestyle-oriented home gardener.

Vegetables, Herbs and Flowers

Renee's personal selection of new, distinctive and hard-to-find varieties.



Scatter Gardens

Beautifully illustrated 7" canisters hold enough seed for a 400-700 sq. ft. garden. Detailed growing instructions included.

Bonus Packs

Generously filled over-sized packets of large-garden favorites, including themed flower mixes for pollinators.



US Retail Price

Standard:
\$2.99-\$4.39

Organic: \$4.49

Bonus Packs:
\$6.99-\$8.99

Scatter Garden Canisters: \$15.95

See our complete Renee's Garden packet selection at **wholesale**.
renewsgarden.com

Exclusive Selections

Treat your customers to nearly 300 packet seed choices you won't find from other vendors, including specialty mixes that are not available on typical seed packet displays.

SPECIALTY DISPLAYS

Bonus Pack Floor Spinner

Capacity: 21 Bonus Pack pockets

Footprint:

Approx. 1 foot x 1 foot

Dimensions: 14" wide x 14" deep x 84.5" tall with header

Renee's Garden Bonus Pack Countertop

Pre-packed with 36 Bonus Packs

Two assortments:

Gourmet Cat Treats or Flowers for Pollinators

Sales Tip

Boost your pet department sales! Place a Gourmet Cat Grass countertop display alongside cat food, toys and other supplies.



Bonus Pack Floor Spinners

Showcase your Bonus Packs in this easy-to-place display for year-round sales.

Renee's Garden Bonus Pack Countertop

Attract customers with one of two themed Bonus Pack assortments: Gourmet Cat Treats or Pollinator Favorites.



Sales Terms

Outright

65% off retail. Non-returnable.

Buyback

50% off retail. Return or donate up to 50% of packet purchases for credit against your next season order.

Scatter Garden canisters: 40% off retail. Non-returnable.

Shipping

Shipping Fees

- 4% of initial order invoice
- Free shipping on reorders (Scatter Garden excluded)
- Scatter Garden only – initial orders and reorders
 - 3-Shelf Rack with canisters \$40
 - 4-Shelf Rack with canisters \$55
 - Case (12 canisters) \$10
- Orders for display racks shipped without seeds will be charged the current shipping rate.

When to Place Your Initial Season Order

The best time to place your initial season order is two months prior to the date you want it to arrive. We'll pre-pack your order and schedule shipping for on-time delivery to your store.

Reorders will ship within three business days.

Place Your Order

Website:

For quickest processing, follow the easy-order steps at wholesale.reneesgarden.com.



Email:

- Scan your completed **2024 Terms Agreement** and **2024 Initial Order Form**
- Send to: orders@reneesgarden.com. Be sure to include your **2024 Order/Reorder form** if you have a custom packet selection.

Contact Us

Sales Support

sales@reneesgarden.com | 888-880-7228 ext. 1013

Orders

orders@reneesgarden.com | 888-880-7228

Website

wholesale.reneesgarden.com | Place orders here and see our complete product line and pricing.



❖ Renee's Garden ❖

6060 Graham Hill Road
Felton, CA 95018
888.880.7228
wholesale.reneesgarden.com

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Renee's Garden not only has a wide selection of quality seeds, but the staff and customer service is unmatched in helping choose the most appropriate product line for my area. Being a first year retail garden center, I needed both expertise in selecting which seeds to sell, along with a buyback program that helped me get the most out of my purchase. Renee's Garden met all of these needs and went above and beyond to make sure I was set for the Spring!

— Dawson Buchanan,
South Valley Garden Center

On the cover: Our trial gardens include varieties evaluated for optimum performance in containers.