

# Social People, Social Plants

Bridget K. Behe, Ph.D., Professor  
Dept. of Horticulture  
Michigan State University









People buy why you  
do something,  
not what you do.

Simon Sinek TED talk 2010



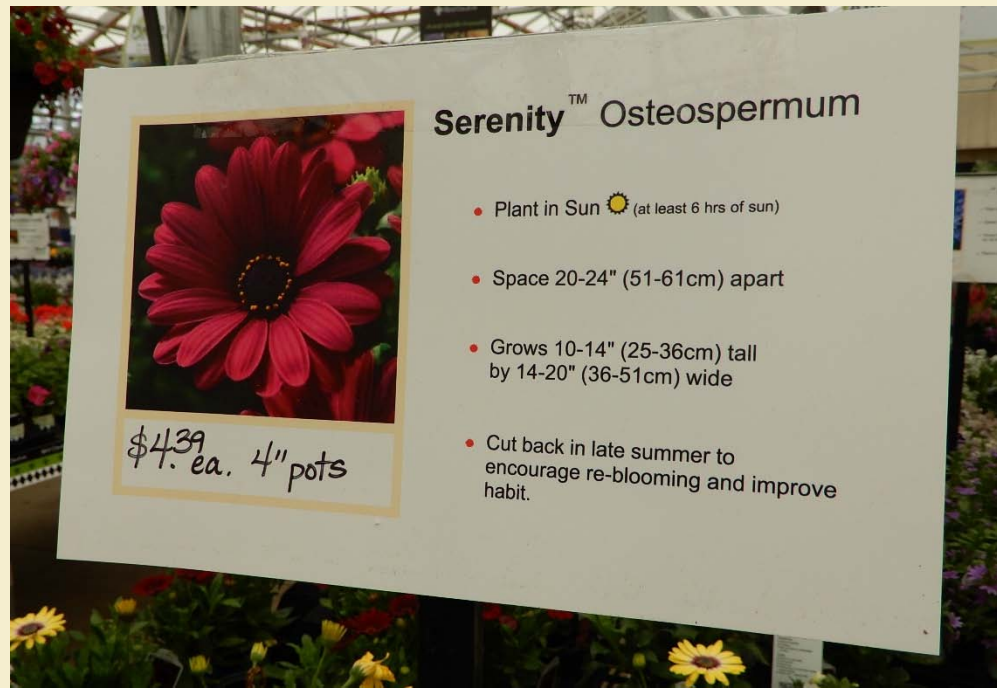
Evidence of this in  
action?

# Features and benefits

- Features are the attributes of plants (what)
- Benefits are what the plants do for the consumer (why)





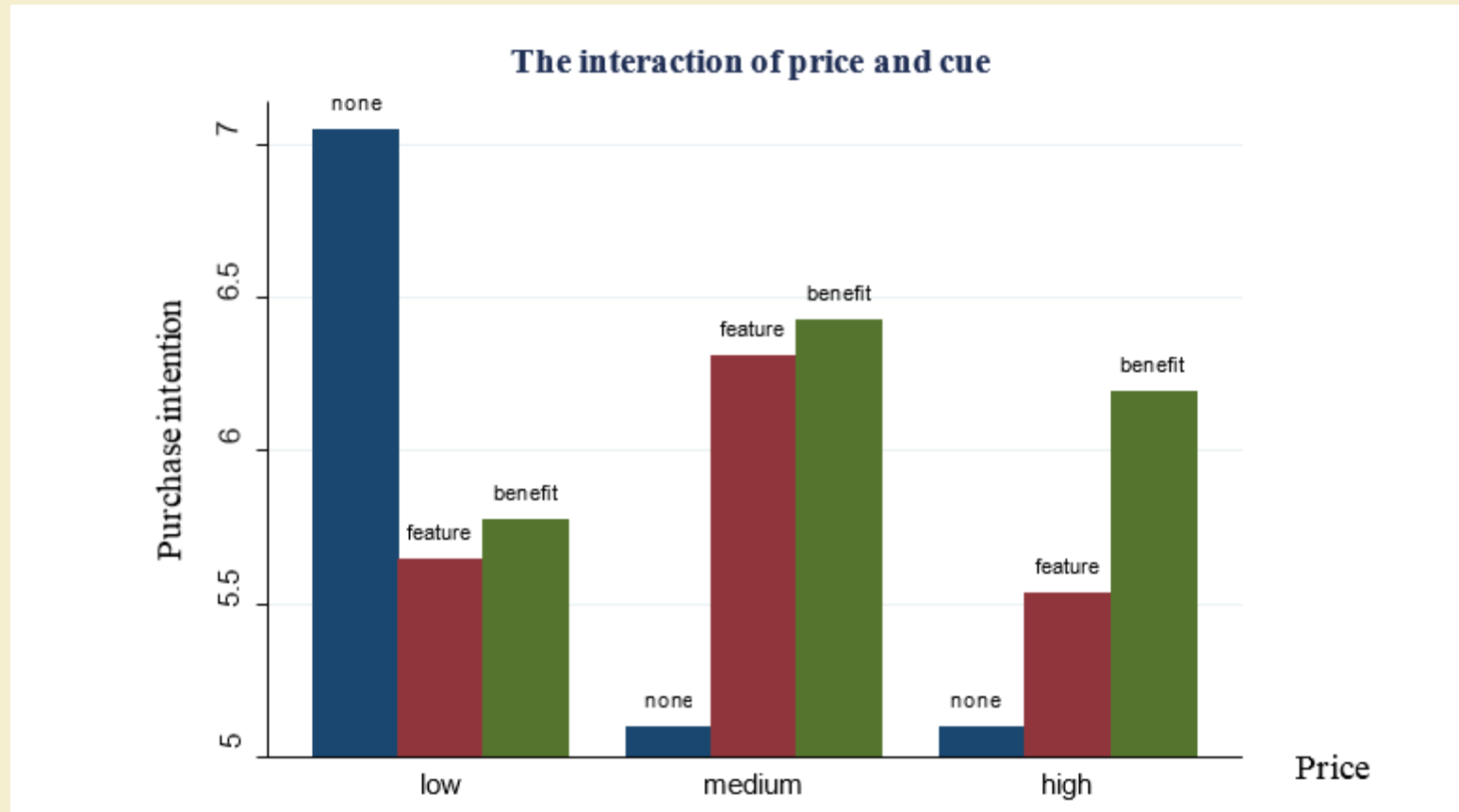


Focus on benefits

Focus on features



Benefits are more influential at higher price points.  
Why beats what at higher prices.



---

**FORUM:** *Review, symposia, program and/or viewpoint papers.*

---

## Economic, Environmental, and Health/Well-Being Benefits Associated with Green Industry Products and Services: A Review<sup>1</sup>

Charles R. Hall<sup>2</sup> and Madeline W. Dickson<sup>3</sup>  
*Department of Horticultural Sciences*  
*Texas A&M University, College Station TX 77843*

### Abstract

Green industry firms have competed for decades on the basis of quality and service. While these competitive dimensions are still important, the industry has continued along its path of maturation and firms must incorporate other factors into their value proposition in order to be successful in this hypercompetitive market. Given the recent economic downturn of 2008–2009, consumers are more value-conscious than ever, but are still willing to consume, and pay premiums for, products and services that enhance their quality of life. This paper summarizes the peer-reviewed research regarding the economic benefits, environmental benefits (eco-systems services), and health/well-being benefits of green industry products and services that serve to enhance the quality of life for consumers.

**Index words:** quality of life, human-plant interactions, value proposition, monetization of landscapes.

### Significance to the Nursery Industry

This paper provides a review of the substantial peer-reviewed research that has been conducted regarding the significant benefits of green industry products and services including economic benefits, environmental amenities in the form of eco-systems services, and health and well-being benefits. This research should be strategically incorporated into both industry-wide and firm-specific marketing messages that highlight these quality of life dimensions in order to maintain the industry's sense of value and relevance for gardening and landscaping consumers of the future.

may involve greater firm-level risk. While the outlook may be somewhat unclear in terms of the outlook for industry growth and the nature of consumer demand, it is clear that the development of innovative management and marketing strategies will continue to be a requisite skill in ensuring the survivability and profitability of green industry firms in the future. Stated slightly differently, if the green industry can position itself in such a way that its products/services are considered to be *necessities* in people's lives and not mere *luxuries*, that is the best mitigation strategy against recession and weather-related risks it can employ.

We need to  
focus more on  
why than what  
to connect  
with future  
consumers.



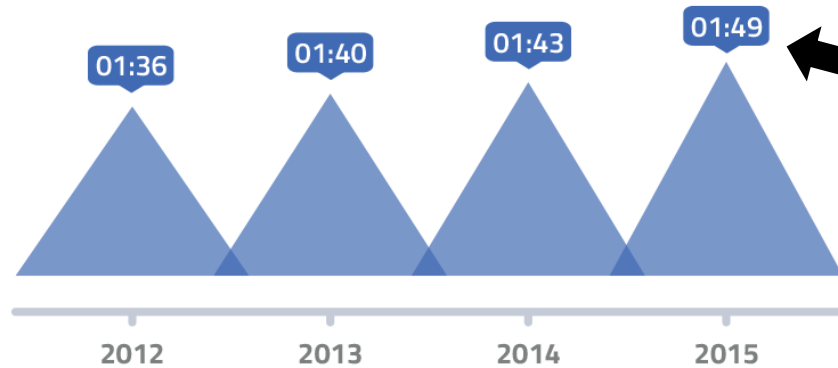


Part of the  
“why” we do  
things is that we  
are social  
creatures.

How how we  
socialize is  
changing.

## TIME SPENT SOCIAL NETWORKING

*Daily Average (Hours : Minutes)*



We spend about two hours online each day.



**globalwebindex.net** /// **Question:** On a typical day, roughly how many hours do you spend on/doing the following? /// **Source:** GlobalWebIndex 2012-2015 (averages across all waves of research conducted in each year) /// **Base:** Internet Users aged 16-64 /// **Note:** GWI asks respondents to estimate their engagement by picking an appropriate time period, e.g "Less than 30 minutes", "30 minutes to 1 hour", and so on. They can also select a "Do Not Use" option. We then create our figures by taking an average across all answers.



## Millennials Rack Up 18 Hours of Media Use Per Day

Average time millennials in the U.S. spend interacting with media per day (hh:mm)\*



\* media activities are not mutually exclusive; based on a 2014 survey among 839 U.S. adults aged 18-36

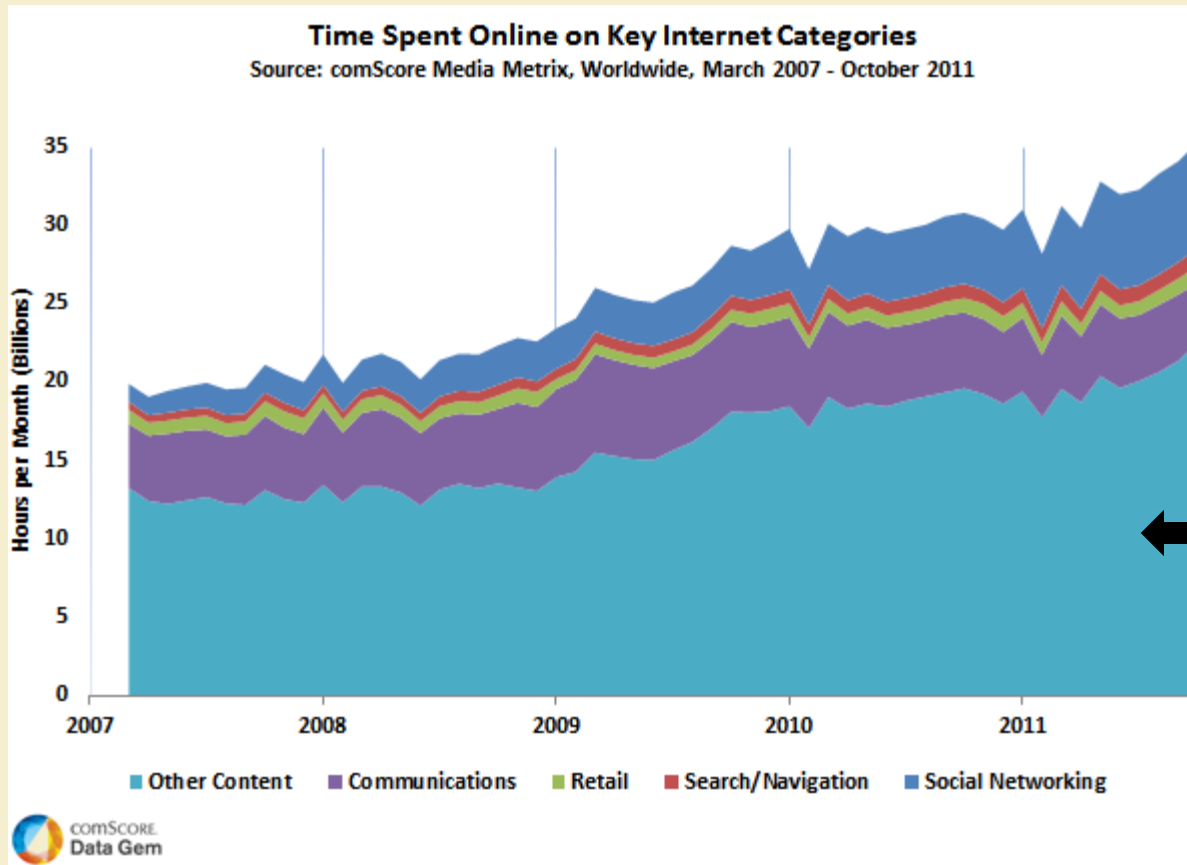
THE WALL STREET JOURNAL.

Source: Crowdtap, Ipsos MediaCT



statista

Millennials  
spend 18  
hours online  
each day.



Almost half of that two hours is spent on social networking sites.



# Social nature of plants

- See an impact that online socializing is having on the horticulture industry.
- What about the physical social interaction of people and plants?
- This is new territory being chartered!

# Classes





or parties?



**The Pampered Chef**  
discover the chef at gas.

Products Come Join Us! Our Company WEDDING REGISTRY



### Host a Cooking Show

It's fun and rewarding. You just invite friends and family, open your home, have fun and enjoy the rewards. And as a host, you NEVER pay full price!

[► Learn more!](#)

[► Contact a Consultant!](#)



**Summertime Stripe Spring Basket**  
Regular Price \$62.00  
Your Price \$39.00  
[Details](#)

**2010 Mother's Day Basket Set w/WoodCrafts Lid**  
Your Price \$89.00  
[Details](#)

**2010 Mother's Day Basket Set**  
Your Price \$69.00  
[Details](#)


**lia sophia**  
SHARE THE LOVE OF JEWELRY™

Home About Us Our Opportunity Our Jewelry Hostess Benefits Contact Us

ADVISOR ADVANTAGE

### STYLES WE LOVE

**WHAT TO WEAR**  
A *lia sophia* original - the perfect finishing touch. Shop our latest designs in all the season's hottest styles.  
[VIEW the CATALOG](#)



*The latest: Mary Allen of Newton, NJ was recently recognized as a Monthly Achiever. [Read more.](#)*

**AVON**  
the company for women

[Compre en Español](#)

search:  [GO](#)

Be your own boss in 2010.  
**Sell AVON**  
Become an Avon Representative now!  
[JOIN TODAY](#)

INTRODUCING  
**ANEW REVERSALIST**  
Illuminating Eye System  
SEE YOUR EYES LOOK LIGHTER AND BRIGHTER AGAIN.  
[SHOP NOW](#)  
[SEE THE COMMERCIAL](#)

[SHOP OUR ONLINE STORE](#)

## SHOP ONLINE

with an **eRepresentative** & receive the best combination of online convenience and personal service.

[Learn more](#) about the earnings opportunity of becoming an Avon Representative

Find an eRepresentative near you [▶](#) [Locate your eRepresentative online](#) [▶](#)



# Ladies Night Out



\$10 fee for Evening  
Received a coupon for \$10  
\$5 Coupon for \$25 or more that night  
\$5 Coupon for first weekend in December



## Growing Garden Parties! March 9th, 2010

**Nectar Garden Parties** have been popping up all over the place, planting *Cocktail Herb Gardens* in homes and and get their hands dirty.



Nectar and  
Company  
[@nectarandcompany](#)



[HOME](#)[WHAT TO EXPECT](#)[OHIO EVENTS](#)[MAINE EVENTS](#)[STORE](#)[PARTY/HOST OPTIONS](#)[PHOTO GALLERY](#)[CONTACT US](#)

Party Options  
Packages from  
\$8-\$30 p/p





## Private Parties

Perfect way to have fun with friends or family. We bring all the supplies and you provide the space and gardeners! We are flexible on dates/times as our events last 1 - 1.5 hours. Multiple packages available for private parties:

\$30 p/garden: A minimum of 7 people at \$30 p/person with 3 succulents per person. This is our largest vase option available with either glass, plastic or tin options available. Event lasts 1.5 hours.

\$20 p/garden: A minimum of 10 people with 2 succulents per garden. This size vase is perfect for all ages! This vase takes at least 1 hour.

\$8 p/garden: A minimum of 30 people with 1 succulent per garden in a mini plastic bowl. Great for large groups, events and senior citizens. 30-60minutes long.

## Kids Parties/ Birthdays

This is for our young gardening friends who are 3 years old and up who would like to play in the dirt and create a fairy garden. We make it appropriate for boys and girls.

Kids will each create a unique colorful garden while learning about fairies with a special fairy story. We supply non-glass nice planters.

*Package: \$200 for 10 kids, every additional kid after 10 is \$18p/person*



## **SUCCULENTS ONLY for a Wedding**

Purchase tray's of succulents! Perfect for brides to make their own votive size favors. We only sell succulents. No fairy garden accessories or vases are available. Minimum order of 20 succulents. All succulents must be ordered in advance with a contract in place. Call/email to discuss an order: 330-304-2885 or [Nicole@partynwithplants.com](mailto:Nicole@partynwithplants.com)





## Attention Restaurant/Winery Owners

We are always looking for new locations to host our event to help both businesses grow.

Party'n With Plants will organize and advertise the event, all we need is your space. There is no cost for hosting us. We assume all advertising costs.

Our events last 1.5 hours with a 20 minute set up and a fast clean up. We typically range 15-30 people in attendance.

We ask for our host locations to have food and beverages available for guests to order and a waitress to help guests.



[Events](#)[Private Events](#)[Fundraisers](#)[Photos](#)[Paint Nite](#)[Launch Your Own Business](#)

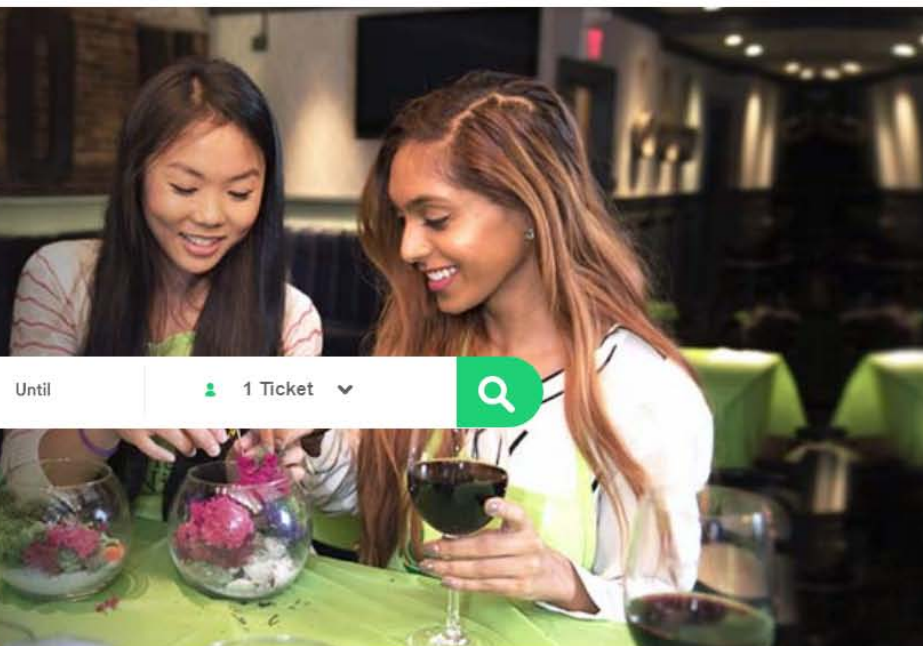
## Dig in to a creative nite out

Plant your own terrarium and party with friends at a local bar or restaurant

 Holt, MI

From > Until

 1 Ticket 











Oct 17  
Tue, 7:00 pm

3.8 MI 26 TIX

### Amethyst in Rose Bowl

Jake's American Grille (Chevy Chase) Washington, DC



Zach DeGraba  
#TeamHappyTrees  
★★★★★ 220



Oct 20  
Fri, 7:00 pm

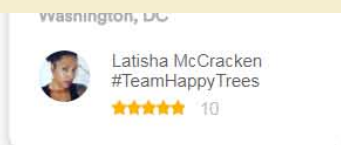
3.8 MI 14 TIX

### Amethyst in Rose Bowl

House of Steep Arlington, VA



Latisha McCracken  
#TeamHappyTrees  
★★★★★ 10



Latisha McCracken  
#TeamHappyTrees  
★★★★★ 10



Oct 18  
Wed, 7:00 pm

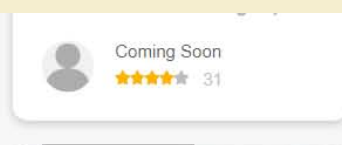
14.6 MI 15 TIX

### Succulent Terrarium in Light Wood Tapered Rectangle

Mookie's BBQ (Great Falls) Great Falls, VA



Stefan Reed  
#TeamHappyTrees  
★★★★★ 421



Coming Soon  
★★★★★ 31



Oct 18  
Wed, 7:00 pm

0.9 MI 23 TIX

### Amethyst in Rose Bowl

Piola Washington, DC



Coming Soon  
#TeamHappyTrees  
★★★★★



Oct 21  
Sat, 3:00 pm

22.2 MI 28 TIX

### Succulents in Rose Bowl with Fall Pumpkin

Carrabba's Italian Grill (Centreville, VA) Centreville, VA



Coming Soon  
#TeamHappyTrees  
★★★★★

### & Amethyst Crystal

James Hoban's (Dupont Circle) Washington, DC



Zach DeGraba  
#TeamHappyTrees  
★★★★★ 220



Oct 18  
Wed, 7:00 pm

29.4 MI 18 TIX

### Distressed Wood Succulent Planter Terrarium w Citrine Crystal

Chesapeake Brewing Co Annapolis, MD



Jaci Corvino  
#TeamHappyTrees  
★★★★★ 123

### Distressed wood planter with succulents, spanish moss, and citrine quartz crystal

BlackFinn Merrifield Vienna, VA



Stefan Reed  
#TeamHappyTrees  
★★★★★ 421



Oct 19  
Thu, 7:00 pm

6.0 MI 24 TIX

### Hanging Glass Globe Succulent Terrarium with White Rock Path and Citrine Crystal

The Urban Winery Silver Spring, MD



Latisha McCracken  
#TeamHappyTrees  
★★★★★ 10

# Bring socializing and food to plants?





# Host a food truck event!











Chefs in the garden center?





**"Chicken" And Waffles**  
Crispy breaded cauliflower, tofu  
waffle, strawberry barbecue sauce  
& pickled watermelon  
(gluten free option, nut free)

OR

**Sweet Tostada**  
Cauliflower veggie taco tostada, strawberry salsa,  
avocado, pineapple, black bean sauce & mint  
(gluten free, soy free)







# Cooking in the garden (for kids)

Plant

and taste











Cause marketing may be part of “why” for consumers who care about others.







# Logan's Trading Co. Raleigh, NC







SEP  
16

## Countryside Greenhouse 5k Free Fun Run/Walk

Public · Hosted by Allendale Countryside Greenhouse Triathlon



Interested



Going



Friday, September 16, 2016 at 5 PM - 6 PM

More than a year ago

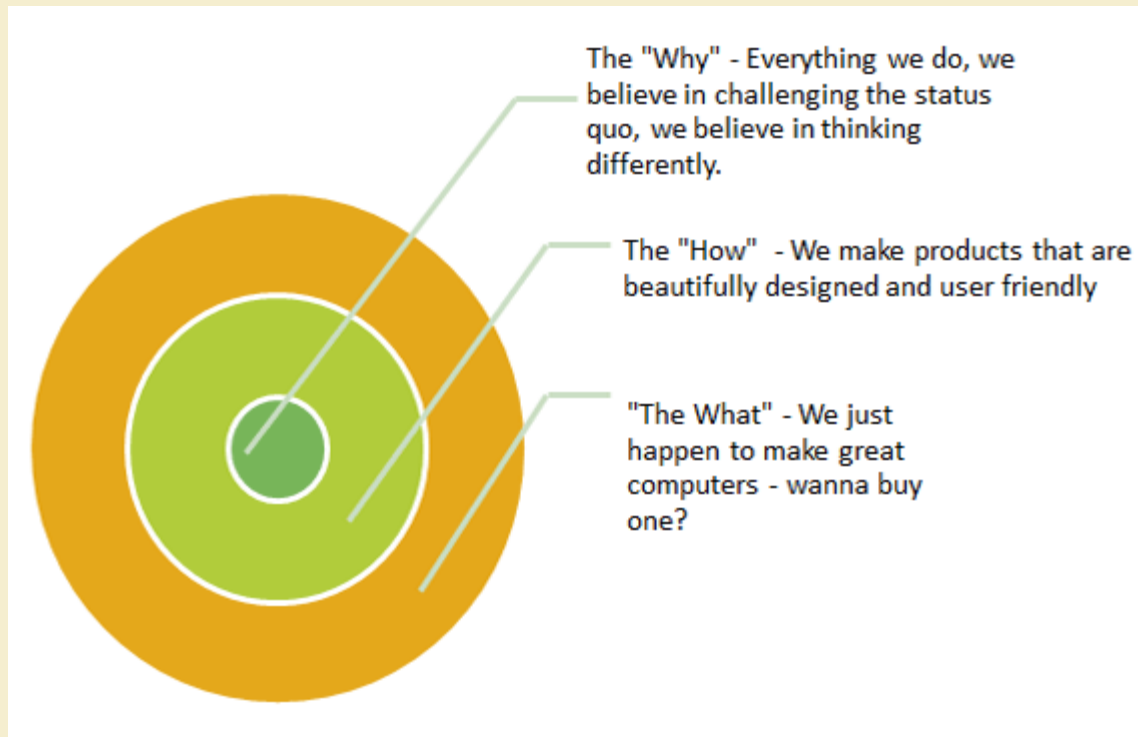


Countryside Greenhouse

9050 Lake Michigan Dr, Allendale, Michigan 49401

Show Map

# Think about why not just what.



Translate features into benefits (they are worth more) and connect the “what” with the “why”.

Tap into the social nature of people and see plants as part of the spending time together, not just another thing to have & enjoy.



# Social People, Social Plants

Bridget K. Behe, Ph.D., Professor  
Dept. of Horticulture  
Michigan State University

