

*Garden Media*

**GTR**

garden trends report

**2018**



# NATURE'S RX FOR MENTAL WELLNESS

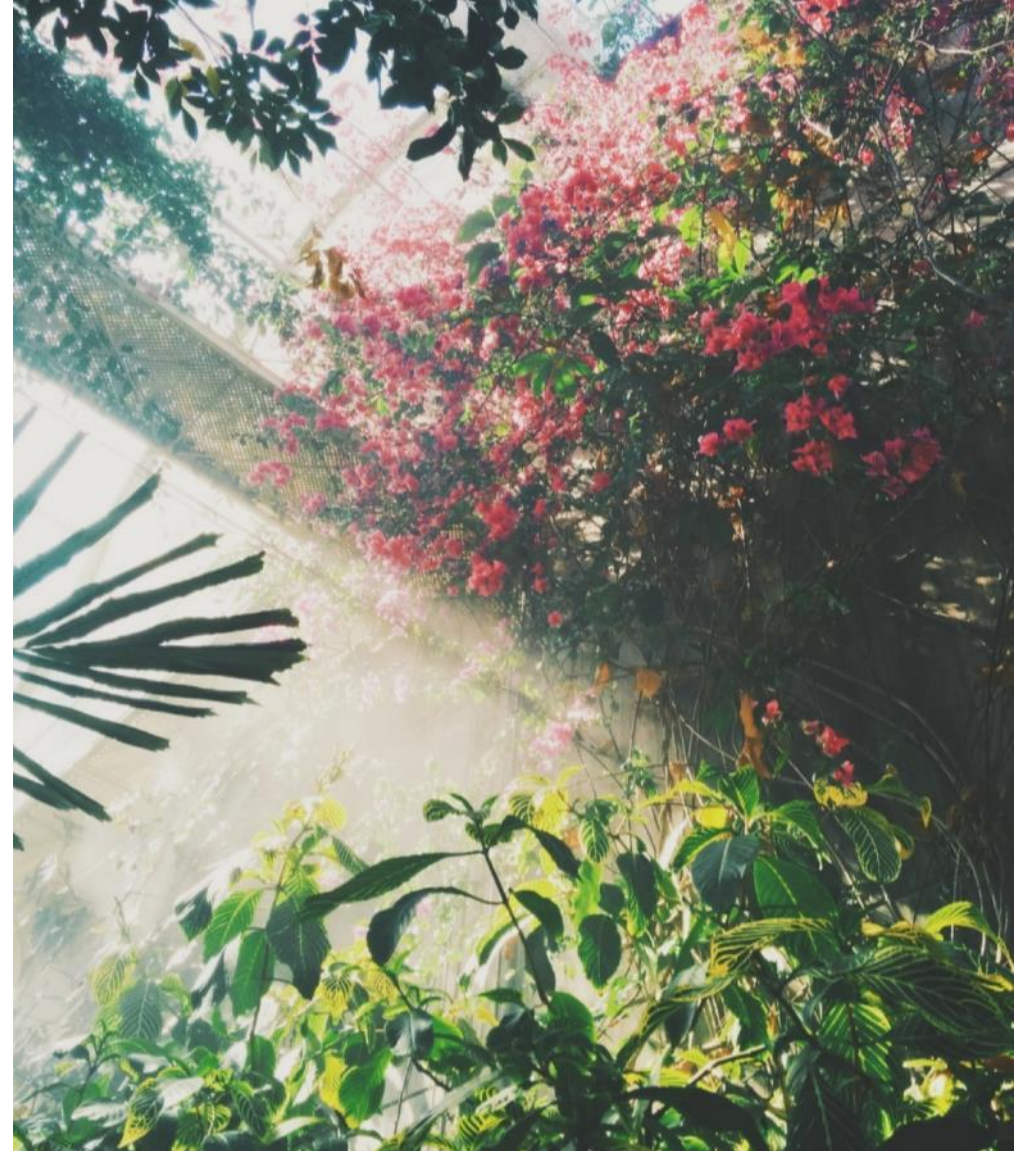
In today's 24/7 connected society and public discontent, depression and anxiety are skyrocketing world-wide. By 2030, the World Health Organization predicts **anxiety will be the #1 health issue**, outranking obesity.

Analysts reported that the global wellness economy - wellness tourism & real estate, the spa industry & workplace wellness - reached \$3.7 trillion in 2016 and is expected to grow 17% over five years.

And **Gen-Y is the most stressed and anxious to date**. According to Ypulse, 81% of 13-34 year-olds are making mental health a priority and want new ways to balance physical and mental wellness – and clear their heads.

Thanks to celebrities such as the British royals, **mental health is no longer a stigma**. Prince Harry believes there has been a “dial shift” in prioritizing mental wellness, urging young people who constantly check their phones to slow down and process their thoughts rather than rushing from one thing to the next.

In other words, take time to stop and smell the roses!





# NATURE'S RX FOR MENTAL WELLNESS

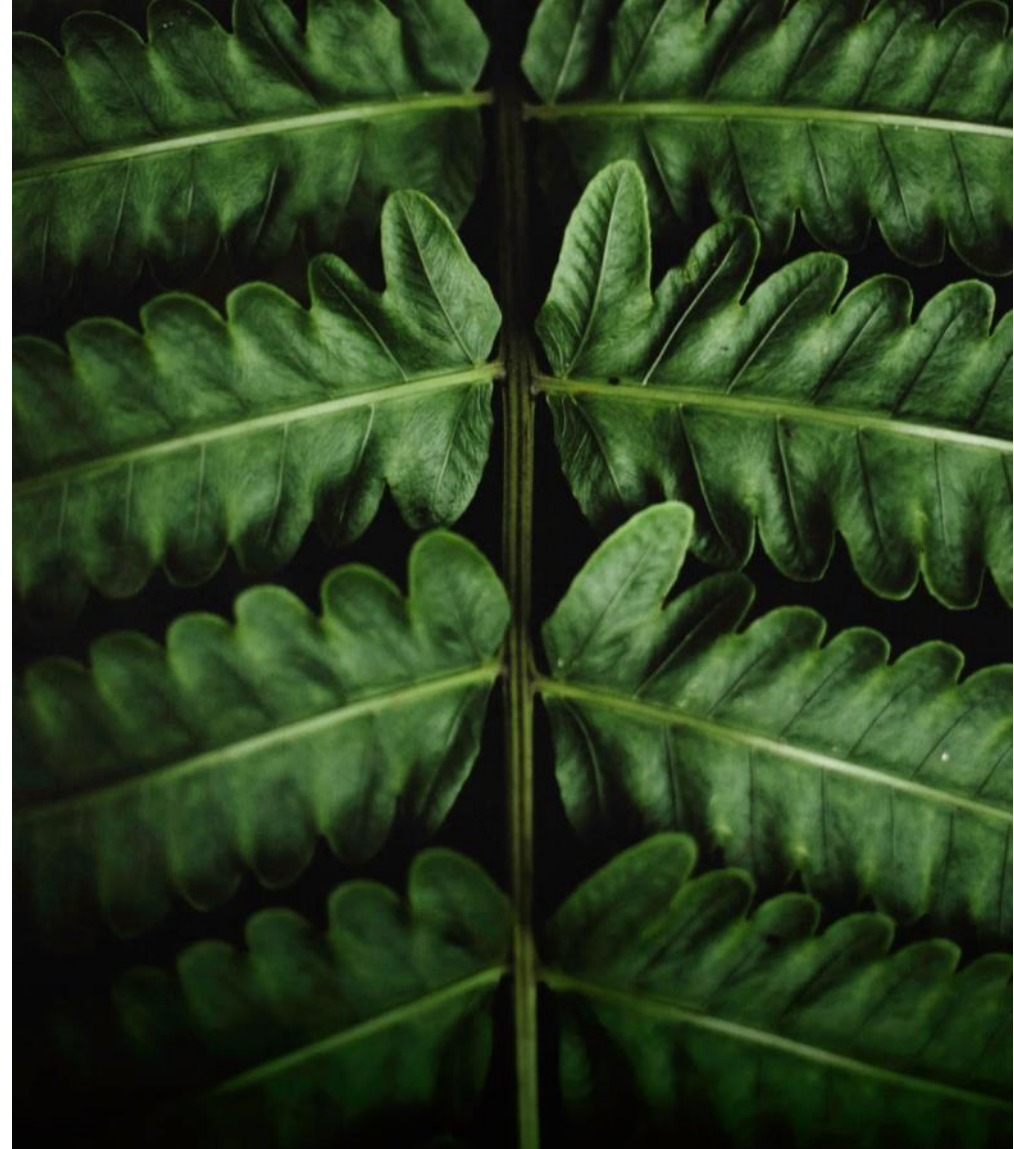
Wellness is no longer just about being healthy. It goes deeper, embracing positivity, relaxation and self-care. **A happy mind leads to a happy body.**

Being surrounded by air purifying plants, finding a quiet place to meditate or eating a plant-based diet are all reflections of wellness trends that have become status symbols for people who make health a priority.

The new study of neuro-conservation from Dr. Wallace J. Nichols, an evolutionary ecologist and research associate at the California Academy of Sciences, says being in nature and around water shifts our brain towards hope and compassion and away from stress and anger.

Research today reinforces wisdom of the ages – from Cyrus the Great of Persia, who built relaxation gardens 2,500 years ago, to Fredrick Law Olmsted, the father of American landscape architecture – all types of gardeners continue to follow this ancient prescription for mental and physical wellness. And that's good news for gardeners.

With this leading global consumer trend, the theme of the 2018 GTR is **Nature's Rx for Mental Wellness.**



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# CLIMATE CONTROLLED

“We are in the unfortunate situation of being the first generation of gardeners, ever, who cannot rely on historical weather records to tell us what our climate is, or what to expect in the future.”

**David Wolfe**  
**Department of Horticulture,**  
**Cornell University**



# CLIMATE CONTROLLED

Since 16 of the last 17 years have been the warmest on record, it's no surprise that unpredictable climate conditions are challenging the way we garden.

And it's not just drought. Intense rain storms, floods, hail, tornadoes, heat waves, mild winters, and wildfires are stressing our ecosystems.

To reduce worry and work, gardeners are looking for resilient, weather-hardy plants that stand up to extreme weather conditions.





## CLIMATE CONTROLLED

# Four Climate Controlled Garden Types



### 01 Gone with the Wind

High winds break and uproot plants, increase water loss and spread disease.

**Wind-Resistant Gardens** include plants with flexible stems and small, narrow leaves such as native grasses, evergreen trees, lavender, yarrow and stonecrop.

Plant large trees and shrubs as wind blocks, add small retaining walls and an extra layer of mulch.



### 02 Gardens that Rock

Dry, arid conditions create hot and thirsty plants with wilted or scorched leaves.

**Desert Gardens** include drought and salt-tolerant plants such as date palm, euphorbia, fennel, irises, poppies.

Plant tall plants for shade such as acacia, mesquite and desert willow. Cacti and succulents are slow growing and provide native focus in the landscape. [Costa Farms Desert Escape Collection](#) is selected specifically to stand up to hot, dry conditions.

## CLIMATE CONTROLLED

# Four Climate Controlled Garden Types

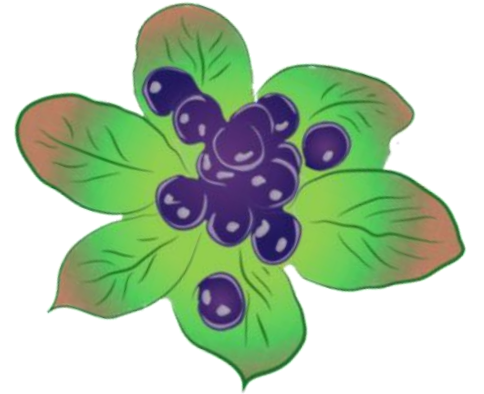


### 03 Don't Get Bogged Down

Excessive rain saturates soil, suffocates roots, breaks plants and attracts pests.

**Rain Gardens** include water resistant natives such as black chokeberry, meadowsweet shrubs, Joe-Pye weed, Colorado blue spruce, bayberry, ferns and winterberry.

Improve drainage by using absorbent soils and pervious surfaces, edging puddles and creating paths through low-lying areas with sand or stones.



### 04 Ice, Ice Baby

Freezing can cause branches to break and limit water to roots. Frost may cause leaves to appear water-soaked, shriveled, or brown or black but plants may still be saved.

**Freeze-Proof Gardens** include cold hardy trees such as Douglas fir, spruce, birch, and maples as well as hellebores, sedge and hosta plants.

Add a blanket of mulch, compost and leaves to protect roots. Gently shake snow-laden plants and avoid using salt near garden beds.



# CLIMATE CONTROLLED

Whether you're growing on your kitchen counter or in a greenhouse, indoor gardening lets you control the climate and garden year-round.

Glasshouses maximize free solar energy, use land efficiently, conserve water and reduce pest and disease exposure.

Plus, you can grow your own food year-round.





# CLIMATE CONTROLLED

Trees cool and reduce heat, especially urban trees, keeping cities habitable. New research says trees are stressed and more susceptible to damage.

Stressed trees can't fight pests and diseases, allowing pests to multiply and migrate faster and destroying more trees in wider geographic areas.

"The urban environment can be a tough place for trees," said Greg Ina, vice president, [The Davey Institute](#). "The changing climate is only going to make tree care and selection more complex. Our research and development teams are focused on creating strategies for resiliency and adaptation."

If tree risks are not addressed and treated, we could lose the tree benefits that keep cities cool.





# SOCIAL NETWORK

“Garden plants evolved  
from diverse social  
networks.”

**Thomas Rainer**  
**Landscape Architect**





# SOCIAL NETWORK

Instead of seeing plants as objects in a sea of mulch, think of our gardens as social networks.

Walk through a forest and you'll see that every square inch of soil is covered with a mosaic of interlocking plants.

The big shift in horticulture, Rainer says, will be from "thinking about plants as individuals to communities of interrelated species."





# SOCIAL NETWORK

## Managing the Network

This changes how we take care of our gardens to focus on management, not maintenance.

When you plant in communities, you manage the entire plantings, not each individual plant.

Margaret Roach says, in a recent New York Times article, plants in combinations “solve challenges that many of us have: beds that aren’t quite working visually, and garden areas that don’t function without lots of maintenance.”

Plant communities, once established, are more for enjoyment than work.





# SOCIAL NETWORK

## Create a Social Network in Your Garden

Future private and public gardens, such as the Delaware Botanic Gardens, will reflect this communal living by planting in “eco-tones,” plants that work in harmony, according to Gregg Tepper, director of horticulture at the DBG.

Opt for “green mulch” where there is bare soil. “With sedge, you plant it once and it’s good to go,” says George Coombs, research horticulturist at Mount Cuba Center.

Rainer agrees and adds golden groundsel, rhizomatous strawberries, self-seeding columbine or woodland poppies. Combine butterfly weed with low grasses such as prairie dropseed, blue grama grass or buffalo grass.





# IMPERFECT GARDENING

“ The garden is a natural place to embrace wabi-sabi, the art of imperfect beauty, and practice the delicate balance between nature and nurture.”

**Ilana Goldowitz Jimenez, Ph.D.,**  
plant scientist & writer  
**Gardening Know-How**



# IMPERFECT GARDENING

## What is Wabi-Sabi?

Wabi-Sabi is an ancient Japanese practice that appreciates imperfections in life and the ability to age gracefully.

Wabi-sabi gardens imitate nature in a way that allows you to relax and appreciate their humble and imperfect forms – yes, even the weeds.





# IMPERFECT GARDENING

## Finding Beauty in Imperfect Design

According to Designer Julie Blakeslee at Big Red Sun, people are creating imperfect gardens with natural, sustainable and locally sourced organic materials.

HGTV agrees, homeowners are turning to quality, natural materials, such as metal, stone or wood, over plastic.

Repurpose objects such as old iron gates or gardening tools that will change over time and weather with the seasons.





# IMPERFECT GARDENING

## Finding Beauty in Imperfect Lawns

Growing clover and dandelions in untreated lawns is becoming a status symbol for conservation.

In general, lawns are less sought-after each year, according to Architectural Digest.

The survey found that new subdivision plans no longer include expanses of lawns.

Think prairie-esque lawns and ground covers, tall golden grasses, even sedge, depending on conditions.





# IMPERFECT GARDENING

## Finding Beauty in Imperfect Plants

Plants that look good, are easy to manage and provide food for pollinators serve a major role in ecological biosystems.

Plant double duty natives, one for you and one for the birds and the bees.

Plant perennials and self-seeding plants that will establish a social network over the course of years.

Don't deadhead. Allow plants to display their seed pods during the fall and winter.





# BREATHING ROOM



Privacy is a shorthand for breathing room, for time to develop our own unique identity free from ‘likes’ or ‘comments’ on social media”.

**Julie Cohen**  
**Professor of Law at Georgetown University**





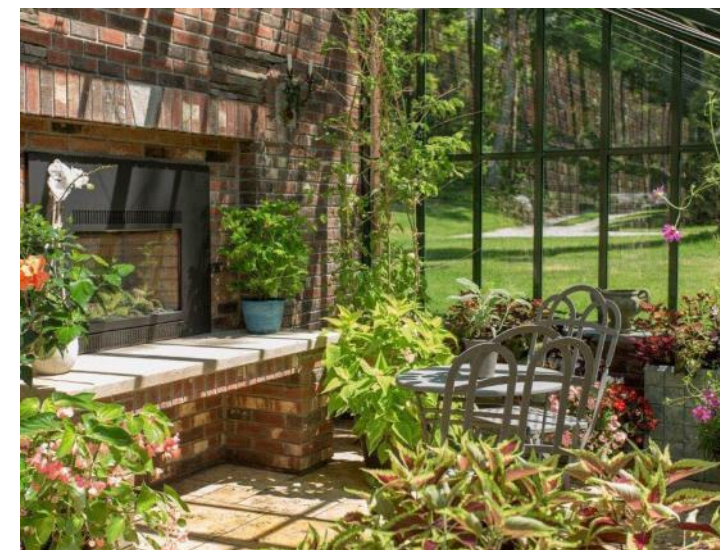
# BREATHING ROOM

The stress of being connected 24/7 is resulting in a craving for quiet, for “turning off” the noise.

Awareness of the harmful effects of indoor pollution continues to rise, with 52% of people in the U.S. using houseplants to clean the air.

As a result, people are creating breathing rooms using plants that clean the air and clear the mind.

These rooms enable people to connect with nature and create a small oasis or ‘pause architecture’ in our fast-paced society.





# BREATHING ROOM

## New Research Supports Breathing Rooms

A new study from the State University of New York at Oswego reaffirms that plants help us breathe easier indoors and support health and well-being.

“Buildings, whether new or old, can have high levels of VOCs (volatile organic compounds) in them, sometimes so high that you can smell them,” says Vadoud Niri, Ph.D., leader of the study.

Plants, such as those from [Costa Farms O2 For You Collection](#), can remove up to 80% of common VOC's.





# BREATHING ROOM

## Create your own Breathing Rooms

Hanging gardens and flower pot pendants are the next big thing indoors– spotted at IPM Essen by Chris Beytes, editor of Grower Talks & Green Profit.

Create a green canopy in your home with palms, ferns, orchids, rhipsalis philodendrons and other leafy plants, or in your kitchen with herbs.

Zen up your breathing room and improve your mental health by adding a special space for meditation, reflection and relaxation.





# MAKE A SPLASH



We are doing more than being in the business of making stormwater areas look pretty. We are in the health and well-being business.”

**Zach Johnson**  
**Colorado State University**





# MAKE A SPLASH

The overwhelming response to Longwood Gardens' new \$90 million, two-year fountain renovation proves water is bigger than ever.

"Water, it's not just a small 'sound' feature. Everyone seems to be going for big pools. There are a lot of reflective qualities, and that's what people are looking for," says Bloom award winning Irish garden designer, Alan Rudden.

The majority of gardens at Chelsea 2017 featured elements of water, from smooth sided, stepped plunge pools and spiral metal chutes to more subtle water features in black stone dishes.





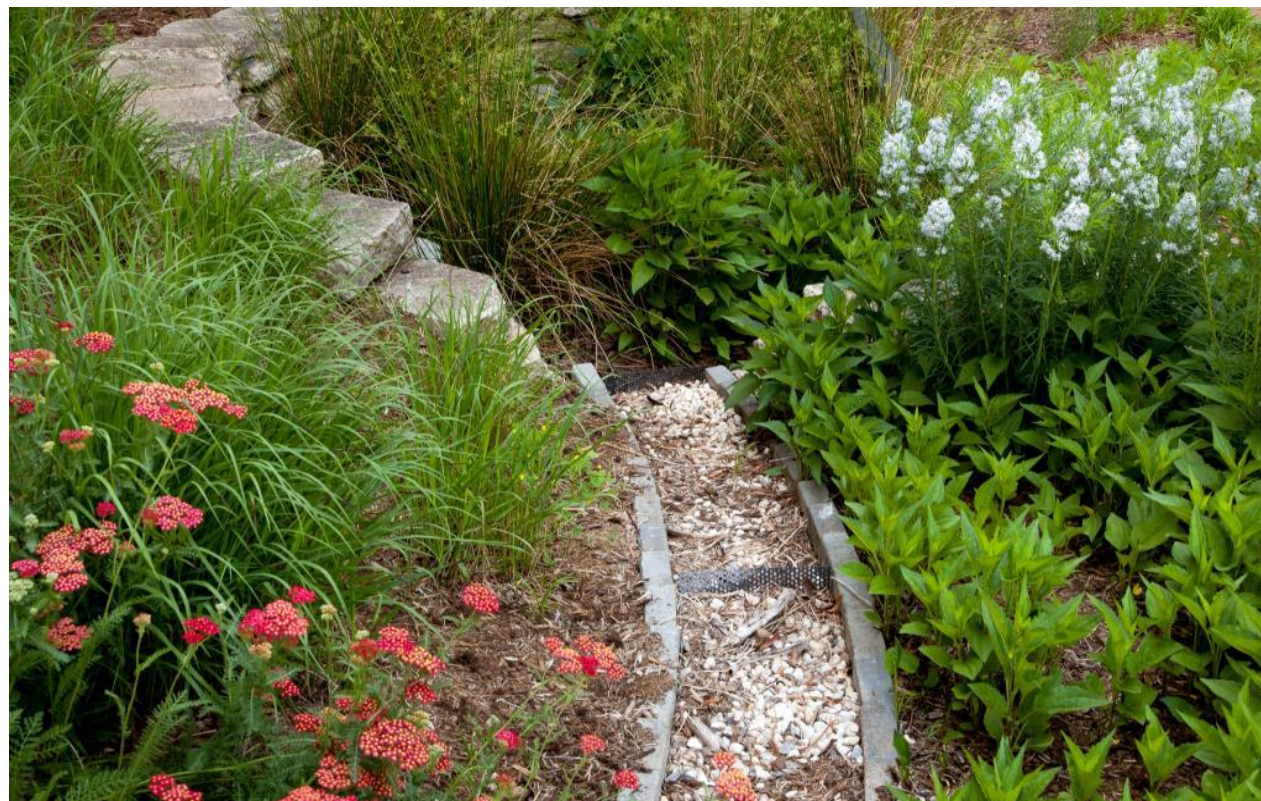
# MAKE A SPLASH

## RainScaping

RainScapes were trending at the NC Green Industry Water Symposium '17. Capturing rainwater where it falls and soaking it in recharges local groundwater and saves water. The trend by some utilities to pay homeowners to save water is taking root. Montgomery County, MD provides up to \$2,500 per garden to motivate homeowners to recycle rainwater.

Ann English of the Maryland DEP says the plant industry needs to understand plants are key to increase consumer acceptance and desirability of stormwater features.

Tools, such as [i-Tree](#), helps cities quantify ecological contributions (ie stormwater management) of urban forests to better direct management and strengthen advocacy efforts on behalf of city trees.



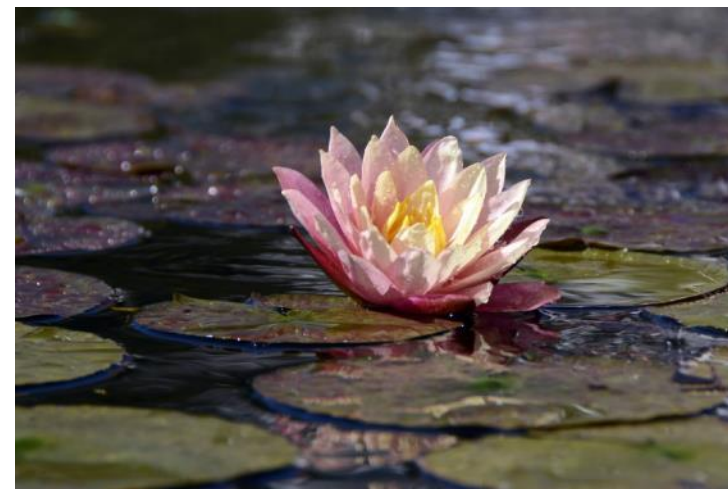
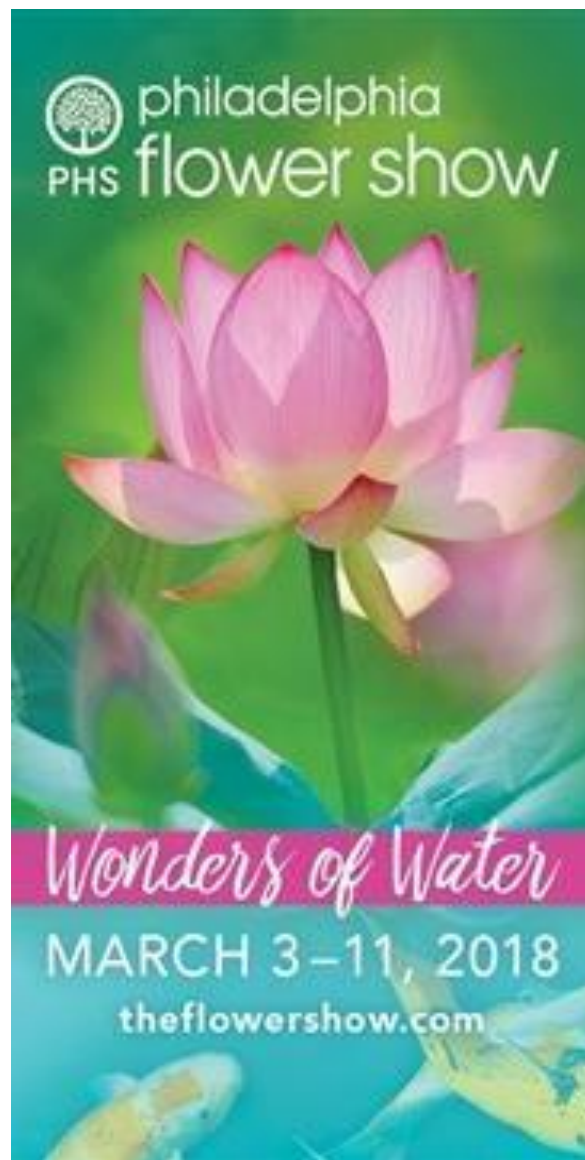


# MAKE A SPLASH

## Star of the biggest show

"Wonders of Water", the theme of the 2018 Philadelphia Flower Show, reflects the same message of humans impact on water and waters impact on humans.

From tree canopies to ground covers, slowing water down, filtering it with plants and creating areas to capture water before it hits the ground is essential to a healthy water management, says Sam Lemheney, chief of shows and events at the Pennsylvania Horticultural Society.





# GROW YOUR OWN PROTEIN



A new wave of concerned citizens, especially millennials, are turning to meat-free eating for better health – both for ourselves and the planet.

**Cara Rosenbloom**  
**Washington Post**





# GROW YOUR OWN PROTEIN

## Where's the beef?

Livestock uses more environmental resources to feed, grow and harvest than non-animal based proteins.

Where isn't the beef?

Plant-based foods.

They require less land, water, fuel and other resources to grow, making them more eco-friendly than their animal-based counterparts.





# GROW YOUR OWN PROTEIN

## Plant Eaters: The New Consumer

Eating more plants has created a new consumer: The Flexitarian.

23 million Americans identify as flexitarian. 30% are eating more plants – and 38% go meatless at least once per week (Mintel).

The number of vegetarian products have doubled over the past five years, from meatless burgers to meatless jerky.

The result: Yearly meat consumption per person has fallen 15% since 2006.





# GROW YOUR OWN PROTEIN

## 10 Protein-Rich Foods to Grow at Home

- |             |                     |
|-------------|---------------------|
| 1. Edamame  | 6. Asparagus        |
| 2. Peas     | 7. Spinach          |
| 3. Quinoa   | 8. Kale             |
| 4. Broccoli | 9. Millet           |
| 5. Corn     | 10. Sunflower seeds |

Many who are eating less meat are taking control by growing edibles rich in protein at home.

Clean, sustainably sourced food – from our own backyard – was recently identified as a trend at the Global Wellness Summit.

In order to thrive and keep you healthy, plants need a balanced, organic diet of their own like that provided by [The Espoma Company's Liquid Plant Foods](#) provide.





# PURPLE REIGN

“ Richly colored purple foods are popping up *everywhere*: purple cauliflower, black rice, purple asparagus, elderberries, acai, purple sweet potatoes, purple corn and cereal will be favorites amongst customers.”

**Whole Foods annual trend  
advisory**





# PURPLE REIGN

## Purple is the Color of the Year

The trend continues away from pastels to passionate, vibrant hues.

Intense colors are a natural reflection of our intense lifestyles and thought processes these days.

Pantone's color of 2018, Ultra Violet, is a "dramatically provocative and thoughtful purple shade. It communicates originality, ingenuity and visionary thinking that points us toward the future."

Well if that isn't optimistic and positive, what is?





# PURPLE REIGN

## Purple Symbolizes Health

According to Whole Foods' annual trend advisory, purple foods will be favorites for healthy eating.

Purple antioxidants, or anthocyanins, are health-promoting chemicals that help protect cells and heal your body.

USDA suggests anthocyanins reduce inflammation and lower the risk of diabetes and cardiovascular disease.

They also help protect the heart, reducing the risk of high blood pressure and cholesterol, and promote mental focus.

And purple food *promotes mental strength*.





# PURPLE REIGN

## 11 Purple Foods to Grow At Home

1. Acai berries
2. Beets
3. Black raspberries
4. Blackberries
5. Blueberries
6. Goji berries
7. Eggplant
8. Plums
9. Purple cabbage
10. Purple carrots
11. Purple sweet potatoes





# RESOURCES

## Intro

- [National Geographic](#)
- [Women's Marketing Trends](#)
- [BBC](#)
- [Ypulse](#)
- [World Health Organization](#)

## Climate Controlled

- [David Wolfe](#)
- [Monrovia Trends](#)
- [National Wildlife Foundation Climate Predictions](#)
- [Costa Farms Desert Escape Collection](#)
- [Royal Horticulture Society Climate Control](#)
- [Telegraph Trends](#)
- [Davey Tree](#)

## Social Network

- [Thomas Rainer Blog](#)
- [New York Times article by Margaret Roach](#)
- [Gregg Tepper and the DE Botanic Gardens](#)
- [Washington Post article by Adrian Higgins](#)

## Imperfect gardening

- [Wabi-Sabi Garden](#), Mother Earth Living
- [Psychology Today](#)
- [HGTV Study](#)
- [Architectural Digest](#)

## Breathing Room

- [Privacy, The Atlantic](#)
- [Breathing Room @ IKEA](#)
- [Costa's O2 for You collection](#)
- [Study from the State University of New York](#)
- [Hanging Gardens](#)

## Make a Splash

- [Green Industry Water Symposium](#)
- [Rainscapes rebate program](#)
- [Longwood Gardens](#)
- [Alan Rudden Bloom'17](#)
- [2018 Philadelphia Flower Show](#)

## Grow Your Own Protein

- [Washington Post](#)
- [Eating Sustainably](#)
- [The New Consumer](#)
- [Vegetarian Products on the Rise](#)
- [Top Vegetable Proteins](#)
- [The Espoma Company](#)

## Purple Reign

- [Whole Foods Trends Advisory](#)
- [Purple Food Health Facts](#)
- [USDA Health Facts](#)
- [Architectural Digest](#)
- [Bushel and Berry](#)



# THANKS TO THESE COMPANIES FOR THEIR SUPPORT





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