NATIONAL GARDEN BUREAU

THE INDUSTRY'S ONLY NON-PROFIT GARDEN AMBASSADOR
Our Mission: Consistent Over 100 Years!

National Garden Bureau is a non-profit organization that exists to educate, inspire, and motivate people to increase the use of plants in homes, gardens, and workplaces by being the marketing arm of the gardening industry.
Join Us as We Work for You

Community  Connections  Visibility  Ideas

THE INDUSTRY’S ONLY NON-PROFIT GARDEN AMBASSADOR
An Engaged Community

- 37,400 followers
- 24,380 followers
- 8,973 followers
- 10,800 followers
- 22,300 subscribers
Our Audience

Facebook Demographics
Female/Male: 79/21%
Age: 72% are 18-44

Instagram Demographics
58% are ages 18-44

Pinterest Interests
86% in planting
86% in Home Decor
81% in DIY and Crafts
78% in Education

THE INDUSTRY'S ONLY NON-PROFIT GARDEN AMBASSADOR
THE INDUSTRY NEEDS AN INDUSTRY MARKETING ORGANIZATION LIKE NATIONAL GARDEN BUREAU TO DO CONSUMER OUTREACH.

TIM HODSON, GREAT AMERICAN MEDIA SERVICES

THE INDUSTRY’S ONLY NON-PROFILE GARDEN AMBASSADOR
GROW YOUR BUSINESS WHILE WE DO THE WORK!

- Company links, mentions and features on social media
- Featuring your products in various programs
- Posting your article(s) on the popular NGB blog
- Referring and connecting you to garden writers

The industry's only non-profit garden ambassador
What We Do

Via the NGB website and social media, we:

**Connect** consumers to the commercial side of horticulture.

**Inspire** consumers to try new-to-them products.

**Grow** the pie of industry consumption and visibility.

**THE INDUSTRY'S ONLY NON-PROFIT GARDEN AMBASSADOR**
Connect

We have hosted nearly 50 garden communicators and influencers at the CA Spring Trials and the CA Vegetable Trials who now know and talk about your products.

Their reach is **9 Million** consumers!
Inspire

(Programs that feature your products)
New Plants/New Varieties
Year of...
Combination Ideas
Inspirations Blog
E-newsletter
Garden Education
Garden Products

THE INDUSTRY’S ONLY NON-PROFIT GARDEN AMBASSADOR
Grow

Grow your business by joining this distinguished group of top tier members.
Click here to see the complete list of NGB members, now more than 100 strong!
NATIONAL GARDEN BUREAU GIVES OUR BREEDERS, SALES AND MARKETING TEAMS A DIRECT CONNECTION WITH CONSUMERS WHICH ALLOWS US TO REACH A BROADER AUDIENCE AND BUILD AWARENESS FOR OUR NEW GARDEN VEGETABLE VARIETIES.

NICK PUCCI
SEMINIS VEGETABLE SEEDS

THE INDUSTRY’S ONLY NON-PROFIT GARDEN AMBASSADOR
What better way to promote your company and your products than through an unbiased non-profit organization that has 100 years of experience?

Click here for membership benefits and details.
WE'RE EXCITED TO WORK WITH YOU!

Thank you!