NATIONAL GARDEN BUREAU

THE INDUSTRY'S ONLY NON-PROFIT GARDEN AMBASSADOR
Our Mission:
Consistent for 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

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Community  Connections  Visibility  Ideas
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-PROFIT GARDEN AMBASSADOR
An Engaged Community

- 40,000 followers
- 25,425 followers
- 9,000 followers
- 11,550 followers
- 26,050 subscribers

National Garden Bureau's Reach

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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
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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, publicity/PR 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 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!

THE INDUSTRY'S ONLY NON-PROFIT GARDEN AMBASSADOR
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!