



CANNABIS CORNER

IGC SHOW FIRST! NEW HOME-GROW & CBD PERSONAL CARE PRODUCT SHOWCASE

SoCo Nurtures Legal Marijuana Home-Growing with Organics

SoCo Organics Garden Center in Pueblo, CO, is one of a steadily-growing number of independent garden centers that sell to home-growers of cannabis. In Colorado, customers can grow up to six plants indoors or outdoors at their residence, and more customers are asking IGCs how to do it.

“There are a lot of opportunities for the home-grower to try a couple plants and see what it’s like,” says Caitlin Lorenz, SoCo Organics’ General Manager.

Customers come to the garden center to ask Lorenz about the best supplies to use. “They’re asking for supplies that are harder to purchase online, such as specialty soils,” she says.

The store focuses on organic soils and nutrients, mainly Fox Farm, General Hydroponics’ organic line, Roots Organics and Key To Life. It also carries grow mats, rockwool and other home-growing supplies.

She points to the expanding opportunities home-growing presents to her business as well as the independent garden center industry as a whole. “The biggest opportunity for garden centers,” she says, “is the ability to educate consumers not just on growing methods but also on how to take a sustainable and organic approach, since we have a more active interest in how we grow and what is put into our products.”

She says the focus on maintaining health in a sustainable, organic way can transition into a broader way of living. “It turns into a lifestyle, in that customers start caring about their food and the cleanliness of their



house because they need a clean environment to grow indoors,” Lorenz explains. “It blends into a lot of other health decisions that they make.”

Selling growing equipment and sustainable, organic products opens the door to more than cannabis home-growing - these very same products are then often used by customers to start growing their own produce and other plants.

Lorenz says, “A lot of cannabis home-grow customers I’ve been working directly with find so much enjoyment in producing their own cannabis that they start growing their own food and herbs.”

- Rachael Sullivan, Associate Editor



IGC SHOW LAUNCHES NEW ‘CANNABIS CORNER’ PRODUCT SHOWCASE

It’s the first-ever and only dedicated Cannabis/CBD product showcase in the horticultural trade show industry - Cannabis Corner debuts this summer at the IGC Show, August 13-15, Lakeside | McCormick in Chicago. This groundbreaking new special section on the exhibit hall floor opens the opportunity for independent garden center retailers to position their stores firmly out front as their customers’ trusted resource in the fast-emerging **Home-Grow and CBD Personal Care purchasing categories.**

“It’s a sweet spot for independent garden centers,” says Pat Pearsall, Retail Division General Manager of Gardener’s Supply Co., with two locations in Vermont and one location in New Hampshire. “Customers are more likely to go to their local garden center, where they’ve been getting everything they need to grow tomatoes and peppers, to get started.”

“We’ve surveyed IGC retailers all across the country, and what we’ve heard from those already into Home-Grow and CBD Personal Care is that these two new categories are differentiating factors for their stores,” says Jeff Morey, IGC Show Founder and CEO. “As the only trade show dedicated exclusively to independent garden centers, we recognize Home-Grow and CBD Personal Care are key opportunities for IGCs to get new customers in the door and position themselves even further ahead of the boxes.”

IGC Show’s trade show, three keynotes and Wednesday’s party and concert with San Francisco rock legends Starship are all free - if you register now at www.IGCShow.com/Register.