

press clip



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Recession brings out Kiwis' **green** thumb

Kiwis struggling with the increasing costs of grocery items have returned to gardening, boosting sales in vegetable garden equipment and seeds.

Local Kiwi companies Masport and Yates have both reported growth of some product lines by as much as 30-33 percent annually during the tougher economic climate.

Marketing services manager for Masport, Nadia Roberts, says the recession is the driving force behind this gardening trend, which is having a substantial impact on Masport's business.

"If we look at our top-10, vegetable-garden tool retailers, 70 percent of sales are currently derived from urban customers."

The demand for home gardening equipment has even forced Masport to restart production on a previously deleted product (the Masport 'Home Gardener') that was at its sales peak in the 1970s!

Marketing manager for Yates, Charlie Gray, says that city gardeners looking to save money have boosted his company's sales. Gray says vegetable seed sales have increased by 60 percent over the past two years.

"It's interesting to note the growth in sales of baby or space-saver varieties in the Yates' range. This is probably an indicator of smaller section sizes and consumers who are growing in raised planter beds, where there is a need to maximise yields from smaller spaces."

Traditional favourites such as beans and peas are becoming increasingly popular as well as root vegetable staples including carrots and beetroot, says Gray. Kiwis have become more sophisticated with their tastes with growth in rocket, culinary herbs and exotic lettuce varieties.



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The move to home gardening is not only good for our pockets but also has obvious health benefits according to one of the country's top nutritionists.

Nutritionist Jacquie Dale says home gardens provide a great opportunity for the family to spend time outdoors together away from the couch and the TV screen.

Dale says growing your own produce and spending a few minutes each day out in the garden can also play a huge role in stress reduction.

"Home gardening is also a great low-cost activity for the children. They're also much more inclined to eat vegetables if they get to grow and harvest their own. Don't let a lack of space put you off these days. You can even grow vegetables in containers on the deck."

Dale says that just a few hours a week in the garden does wonders for a family's health as well as its holiday fund.

