



Consumer Media Release

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RESURGENCE IN URBAN GARDENING KEEP MASPORT SALES STRONG

Before processed and packaged foods became commonplace on our dinner plates, many New Zealander's enjoyed the taste of vegetables grown in their own backyard.

Although once hugely popular, this past-time fell out of favour once convenience food became widely available. In today's recession affected society, home gardening is making a come-back and has become a necessity for many Kiwi families seeking ways to tighten the purse-strings.

With grocery bills getting higher, New Zealanders hit hard in the pocket by the current economic climate are turning to trusted Kiwi company Masport for home gardening help as a way to save money.

Interest in home-grown produce has skyrocketed resulting in a 33 percent increase in sales of Masport equipment to make vegetable gardens in the past year.

Masport has responded to this revival in home gardening by re-launching the 'Home Gardener', a tool designed to help gardeners successfully create their own vegetable patch.

Marketing Services Manager for Masport, Nadia Roberts, says now that families are becoming more self-sufficient, there is a huge demand for a tool with the Home Gardener's capabilities.

"The Masport Home Gardener (also known then as a rotary hoe) had its heyday in the late seventies through mid eighties before production was retired."

"The recession is definitely the driving force behind this gardening trend and it's having a substantial impact on Masport's business. If we look at our top ten Home Gardener retailers, 70% of our current sales are derived from urban customers."

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The Home Gardener's simple controls make digging up flower beds or vegetable patches a breeze for novice gardeners. Made from the specifications of the original drawings, the new model has been redesigned to feature more technologically advanced engines – making gardening even easier.

Marketing Manager for Yates, Charlie Gray, says vegetable seed sales have been through the roof with a 60 percent increase over the past two years.

“This growth has come from two areas; the economics of growing your own vegetables against store-bought ones and the health benefits that growing your own produce provides,” he says. “Traditional favourites such as beans and peas are increasingly popular as well as root vegetable staples including carrots and beetroot. Greater than average growth is also taking place in salad type vegetables such as lettuce and rocket as well as culinary herbs.

“It is also particularly 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.”

Roberts says that not only is gardening a great form of exercise but it is also a fun and free activity to do together as a family.

“Growing your own produce is a great way to put cheap and tasty vegetables on the dinner table. Masport have a great number of tools available to make it easy for anyone to get stuck in and create their own garden,” she says.

For more information about the range of Masport products available visit www.masport.co.nz

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Written on behalf of Masport by Impact PR. For further information or images, please contact Mark Devlin mark@impactpr.co.nz (ph. 09 5752722 or 021509060).

Notes to Editors:

4 Way Home Gardener

Arguably the most popular domestic cultivator available locally in the 70's and 80's, it has been rebuilt to the original specifications so that a new generation of gardeners can enjoy the pleasures of backyard flower and vegetable growing.

- 3.5 HP Briggs & Stratton engine
- Sturdy shaft drive with worm-drive gearbox transmission
- Lightweight - 37 kg
- Simple controls and rugged construction
- Comes with tines, garden aerator, lawn edger, and cleaning brush