

# Survey: COVID-19 Sparks Increase in Edible Gardening Driven by Younger Generation

*Horticulturist offers tips to jump on the gardening trend, even in small spaces*

**\*Note: Embargoed until Wednesday May 20, 2020 at 12:01 a.m. eastern**

## Bonnie Plants

Produced by: MediaSource <a href="http://www.mediasourcetv.com">www.mediasourcetv.com</a>	To download broadcast-quality video and other multimedia elements: <a href="https://bit.ly/35UB9W5">https://bit.ly/35UB9W5</a>
Package Length: 2:02	Content provided by: <b>Bonnie Plants</b>

## NEWS PACKAGE

<b>SUGGESTED TEASE</b>	A NEW SURVEY REVEALS ONE OF THE MOST POPULAR NEW HOBBIES EMBRACED DURING THE COVID-19 PANDEMIC. DETAILS ON HOW A TIMELESS PASTIME IS EVOLVING FOR A NEW GENERATION, COMING UP.
<b>ANCHOR LEAD</b>	AS AMERICANS HUNKERED DOWN IN THEIR HOMES DURING THE COVID-19 PANDEMIC, A LOT OF THEM TOOK UP NEW HOBBIES — AND A NEW SURVEY FOUND ONE OF THE MOST POPULAR IS EDIBLE GARDENING. AND WHILE YOU MAY THINK OF THE TYPICAL HOME GARDENER AS A GRANDMA WHO SPENDS HER AFTERNOONS TENDING THE PLANTS IN HER YARD, IT'S INCREASINGLY LIKELY THAT IT'S SOMEONE IN THEIR TWENTIES OR THIRTIES GROWING VEGETABLES AND HERBS ON THEIR DOWNTOWN BALCONY.
<b>(PACKAGE START) -----</b>	BARB CONSIGLIO HAS THE DETAILS ON THE NEW GENERATION OF GARDENERS AND HOW TRENDS ARE SHIFTING TO ACCOMMODATE THEM.
<b>CG: Courtesy: Bonnie Plants</b>	(Nats - Sound) :02
Shots of Ben and Katie walking into yard	IT'S KATIE AND BEN ROSELIEB'S FIRST SPRING IN THEIR NEW HOME AND THEIR FIRST CHANCE TO GROW THEIR OWN HERBS AND VEGGIES. :05
<b>CG: Katie Roselieb</b> Planted her first vegetable garden	<i>"We don't have a bunch of space in the city so we wanted to make sure that we were making a small garden, creating the things that we wanted to grow and have indoors all season long."</i> :09
Shots of Katie planting	SMALL SPACE GARDENING IS A GROWING TREND AMONG YOUNGER GENERATIONS. IN FACT, A NATIONAL SURVEY BY BONNIE PLANTS FINDS

**Producers and Reporters: To download scripts, video and photos go to:**

<http://www.multimedia-newsroom.com>



<p><b>CG: Amy Enfield</b> Horticulturist for Bonnie Plants</p>	<p>NEARLY TWO IN FIVE AMERICANS UNDER THIRTY-FIVE NOW GROW THEIR OWN VEGETABLES OR HERBS. AND IT'S A MOVEMENT THAT'S BEEN ACCELERATED BY THE COVID-19 PANDEMIC AS PEOPLE SPEND MORE TIME AT HOME. :13</p> <p><i>"There are some people who may be a little worried about food shortages later in the year and growing your own food is a great way to make sure that you have what you want later in the season."</i> :09</p>
<p><b>Graphic with survey results</b></p>	<p>THE SURVEY FOUND THIRTY PERCENT OF THOSE PLANNING TO GROW THEIR OWN FOOD ARE GARDENING FOR THE FIRST TIME, WITH SIXTY-FIVE PERCENT LISTING COVID-19 AS THE MAIN REASON WHY. :09</p> <p>(Nats - filling watering can) :01</p>
<p>Shots of vegetable plants</p>	<p>HORTICULTURISTS HAVE A FEW SIMPLE TIPS TO LEAD THE NOVICE GARDENER TO A SUCCESSFUL HARVEST. FIRST, EASE INTO IT WITH EASY-TO-GROW PLANTS LIKE SNACKING PEPPERS, COMPACT TOMATOES AND SUMMER SQUASH. :07</p>
<p><b>Amy Enfield (CG'd earlier)</b></p>	<p><i>"Start with two to three, maybe four different varieties of things that you're interested in. Get your feet wet, your hands dirty, and then once you prove to yourself that you can do that, then start adding more."</i> :11</p>
<p>Shots of balcony garden</p>	<p>NEXT, WORK WITH YOUR SPACE YOU HAVE. AS MORE MILLENNIALS AND GEN Z-ERS SHOW INTEREST IN GROWING THEIR OWN FOOD, BONNIE DEVELOPED THE HARVEST SELECT COLLECTION THAT INCLUDES VEGETABLES AND HERBS SPECIFICALLY DESIGNED FOR HIGH YIELDS IN SMALL SPACES. :11</p>
<p><b>Amy Enfield (CG'd earlier)</b> Cover second half of bite with shots of container and balcony gardens</p>	<p><i>"They don't have the room for the large in-ground gardening of the gardens of the past. So we're focusing more on container gardening, small space gardening, vertical gardening."</i> :10</p>
<p>Shots of plants and tomatoes</p>	<p>FINALLY, DON'T FORGET TO SHARE YOUR HARVEST. GIVING EXTRA VEGGIES TO YOUR NEIGHBORS OR A LOCAL FOOD PANTRY IS A GREAT WAY TO SHOW THAT WE ARE ALL IN THIS TOGETHER. :06</p> <p>(Nats of Ben and Katie gardening) :01</p>

Producers and Reporters: To download scripts, video and photos go to:

<http://www.multimedia-newsroom.com>

<p>Shots of Ben and Katie watering plants</p> <p><b>Katie Roselieb (CG'd earlier)</b></p> <p>Shots of Ben and Katie gardening <b>(PACKAGE END)</b> -----</p> <p><b>ANCHOR TAG</b></p>	<p>KATIE AND BEN ARE LEARNING AS THEIR PLANTS GROW AND SAY, AS THEY CONTINUE TO BE CAUTIOUS ABOUT MAKING TRIPS TO THE GROCERY STORE, IT'S NICE TO HAVE FRESH PRODUCE ON HAND. :08</p> <p><i>"You know where they came from, you know what you put into them. It's definitely an appealing thing to me and I'm hoping that we have a bunch of tomatoes this year to even give away to our neighbors."</i> :09</p> <p>IN COLUMBUS, OHIO THIS IS BARB CONSIGLIO REPORTING. :02</p> <hr/> <p>AS THE WEATHER HEATED UP, SO DID THE SALES OF HERBS AND VEGETABLE PLANTS. BONNIE PLANTS HAS REPORTED A FORTY-FIVE PERCENT INCREASE IN SALES SO FAR THIS YEAR.</p>
---	--

**SOCIAL MEDIA**

<p> <b>Share it! Suggested tweet:</b></p> <p> <b>Suggested post:</b></p>	<p>A new survey by <a href="https://twitter.com/bonnieplants">@bonnieplants</a> finds that the COVID-19 pandemic has led to an increase in vegetable gardening, a trend that's driven by younger generations. <a href="https://bit.ly/35UB9W5">https://bit.ly/35UB9W5</a></p> <hr/> <p>As more people stayed at home amid the COVID-19 pandemic, a new national survey by <a href="https://www.bonnieplants.com">Bonnie Plants</a> finds there's been a spike in vegetable gardening. How a new generation of gardeners is embracing gardening and a timeless pastime is evolving to accommodate small spaces. <a href="https://bit.ly/35UB9W5">https://bit.ly/35UB9W5</a></p>
---	--

**EXTRA BITES**

<p><b>CG: Amy Enfield</b> <b>Horticulturist for Bonnie Plants</b></p>	<p>Enfield says gardeners enjoy knowing where their food comes from :</p> <p><i>"They want to know where their food comes from and this is a great way to do it. You plant your vegetable garden in the spring, you harvest it and then you know exactly where your food is coming from."</i> :10</p> <p>Enfield says find a sunny spot to plant your vegetables: <i>"Most vegetables are going to need at least six hours of sun per day, a lot benefit from more than that. So if you're trying to grow tomatoes and peppers, squash, you're going to need a nice sunny spot."</i> :12</p>
---	--

**Producers and Reporters: To download scripts, video and photos go to:**

<http://www.multimedia-newsroom.com>

**CG: Amy Enfield**  
**Horticulturist for Bonnie Plants**

Enfield says keep plants in view to keep them front of mind:  
*“Make sure that the plants are readily accessible. The saying goes, ‘Out of sight, out of mind.’ I think the same thing goes with plants as well. If you locate your vegetable garden someplace where you’re not going to see it every day, you tend to forget about it.” :13*

Enfield says community gardens are great if you don’t have the space or sun:  
*“If you have no access to space, maybe you have a patio, but it gets no sun, this is a great way to grow. Or if there’s things you want to grow that are just not conducive to growing in containers or small spaces, community gardens are great.” :13*

**CG: Katie Roselieb**  
**Planted her first vegetable garden**

Katie says it’s convenient to have food on hand during coronavirus:  
*“With coronavirus going on. It’s convenient to have your own food source and know that that’s something you can rely on. And then the idea of freshness and having the fresh thing right at your fingertips and knowing what you’re getting and where it’s coming from, I think appeals to younger people.” :15*

Katie says growing vegetables helps them limit grocery trips:  
*“It’ll be easier to avoid extra trips to the grocery store. Hopefully we’ll have things at the ready so we don’t have to go out and buy last minute tomatoes or herbs or veggies and then we can grill out and have things right here next to our house.” :13*

Katie says they built a raised bed for their first garden:  
*“We were able to buy it from a local hardware store and build it. And then buy the soil to go with it. So nice small space and we’ll see how it goes for the first year and maybe expand next year.” :10*

**For viewer information on this story contact:**

Bonnie Plants: 614-932-9950

Produced by:

**MEDIA  SOURCE**

1800 West 5th Ave.

Columbus, Ohio 43212

Phone: (614) 932-9950 Fax: (614) 932-9920

[www.mediasourcetv.com](http://www.mediasourcetv.com)

**Video content provided by: Bonnie Plants**  
**Media Relations Department: 614-932-9950**

**Producers and Reporters: To download scripts, video and photos go to:**

<http://www.multimedia-newsroom.com>