

# Grower targets Generations X, Y

Garden Bloomers Takao Nursery, a plug producer in Fresno, Calif., turned heads with its latest catalog, which probes the

buying habits of Generation X and Y consumers.

The catalog is reminiscent of popular fashion magazines, complete with mock advertisements. Creative director Lisa Takao wanted to distribute something to the green industry to open eyes about emerging trends.

"I think it is so important that the industry begin to place more focus on the next generation, because they will become the new group of consumers," Takao said. "And if we don't show them the value of plants now, how can we expect them to value them in

the future?"

Photos inside the catalog pair the company's plug offerings with cosmetics, handbags, jewelry and food. Takao said customer response has been positive.

"We've gotten great reviews from people that have received it," she said. "Many people have seen it as something really different and innovative and a great way to reach young people. It's a direction we are planning on expanding upon in the future."

**For more:** *Garden Bloomers Takao Nursery, 2665 N. Polk Ave., Fresno, CA 93722; (559) 275-3844; [www.takaonursery.com](http://www.takaonursery.com).*

*Style Guide*

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**Garden Bloomers Takao Nursery paired fashion and floriculture in its latest catalog.**