

**Promoting Landscaping with Natives** – what we've been doing has involved a lot of hard work by a lot of people, but in the overall scheme of things, has had only limited success

we need to reach one or more of several distinct market segments, each requiring a somewhat different strategy/approach

**Consumer**

**Commercial – HOA's**

**Commercial – businesses**

**governments**

**non-profit institutions**

each needs a motivating rationale to do something different from what they are doing/current conventional practices

## OUR COMPETITION

why do conventional landscaping?

- why not be conventional ?
- **easy** to keep doing what we've done, no need to learn anything
- **risk** of adopting something new
- plants readily **available** (consumers @ Big Box or local garden shop, landscapers @ wholesale nurseries)
- large body of **knowledge** about them (garden shops, master gardeners, IFAS/EDIS, gardening magazines, HGTV)
- lots of people have lots of **experience** with them
- large budget "promotion" by IFAS, FNGLA (at least a lot more \$ than we have) and the usual garden shops
- .... can you think of others?

## Why Plant Natives ?

"selfish" reasons

- ❖ less water
- ❖ less fertilizer
- ❖ less pesticides
- ❖ = *less expense in the long run*
- ❖ = *less work*
- ❖ = *attract birds & butterflies*

points 1-5  
assume  
right  
plant/right  
place

environmentally friendly

- ✓ provide food & habitat for wildlife
- ✓ conserve increasingly scarce water resources
- ✓ less excess nutrients in our natural waters
- ✓ support agriculture/our food supply by supporting native pollinators and reducing risks to imported honey bees
- ✓ even natives with little wildlife value are not exotic invasives (e.g., Schilling bush, the sterile dwarf Yaupon)

Even if we convince someone to go native or at least try native, they confront –

## BARRIERS to adoption

- **social pressure**/HOA hassles
- **little/incomplete info re: natives** (we need lots more photos of natives in landscapes and through the year to give people some comfort/reduce risk)
- **maintenance personnel** unfamiliar with natives, often try to talk people out of natives
- **distant/inconvenient providers of natives**
- **lack of standards/consistent cultivars** (sorry, we need cultivars for landscaping, just hopefully not like some conventional plants where everything planted is of one genotype)
- others?