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BACKYARD WOODLOTS: AN OPPORTUNITY FOR MARKET DISTINCTION

ALTERNATIVE LANDSCAPE SERVICES

- ✘ Xeriscaping
- ✘ Pond / Bog installation and maintenance
- ✘ Habitat / Wildlife Landscapes
 - + Pollinator gardens
 - + Bird gardens
- ✘ Native-based landscapes
- ✘ Backyard Woodlots

MARKET TRENDS DRIVING ALTERNATIVE LANDSCAPES

- ✘ Increasing awareness of maintenance costs
- ✘ Ageing boomer population
- ✘ Increasing awareness of climate and environment
 - + Lower chemical use tolerance
 - + Steadily increasing chatter on water use
 - + Increasing awareness of connection between energy and landscape

HOW BIG IS THIS MARKET?

- ✘ Great question, but there are no hard figures that I could locate.
- ✘ Homeowners on new lots
- ✘ Homeowners on grown up lots
- ✘ Businesses putting on a green face
 - + See the Subaru marketing campaign

WHO IS YOUR TARGET CLIENT?

- ✘ Homeowner
 - + Probably at or near retirement
 - + Higher (greater than \$150,000) earner
 - + Environmentally concerned
- ✘ Business
 - + Probably newer technology business
 - + Growth market
 - + Check out hobbies of the management

GREENING INDUSTRIES

- ✘ Subaru claims near zero to landfills, suppliers must accept packaging returns, waste heat goes to local businesses
- ✘ Toyota says it has a 97 percent zero-landfill status average over its 14 assembly plants.
- ✘ Copy-machine maker Ricoh has been zero-landfill at its U.S. plants since 2002.
- ✘ Anheuser-Busch has been able to recycle 99 percent of the solid waste generated at its 12 breweries.
- ✘ Safeway says it diverts 85 percent of its solid waste from landfills in the state.
- ✘ Target says it has cut waste by 70 percent.
- ✘ Now you have 6 business leads.



**CAN YOU NAME SOME BUSINESSES IN YOUR
MARKET SEEKING A GREEN LABEL?**

- × 1
- × 2
- × 3
- × 4
- × 5
- × 6
- × 7

**YOUR COMMENTS PLEASE
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