

PRESS RELEASE**FOR IMMEDIATE RELEASE**

December 12, 2015

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Be Inspired with *An Introduction to SHIFT*, a Downloadable PDF from AmericanHort

Columbus, Ohio – AmericanHort announces the release of the publication *An Introduction to SHIFT*, a downloadable PDF containing the nearly 30 insights and recommendations from their SHIFT initiative. These insights and recommendations present all businesses in the horticulture industry with insightful and tangible takeaways to prepare businesses for future and current consumers.

In the fall of 2014, AmericanHort launched a research initiative known then as “The Future of Garden Retail.” It became immediately apparent, however, that this project went far beyond the scope of retail alone—it touches each and every part of our industry. It was also clear that the results of this research would challenge us to “shift” our thinking, our approach to business, and our mindsets about consumers.

Within the 70 pages of *An Introduction to SHIFT*, readers will be encouraged to see both business and industry in a new light; that is, from the eyes of consumers. Furthermore, the resulting insights and recommendations present inspiration, ideas, and tangible applications for businesses at all stages of all sizes.

Over the course of the coming year, AmericanHort will focus strongly on three of the insights — Customer Profiles (Insight “Customers have distinct buying motivations), Language (Insight “Garden retail language isn’t consumer facing”), and Reasons to Buy (Insight “Opportunities for Impulse Buys Should Be Strategically Incorporated into a Retail Layout”). Through webinars, whitepapers, educational sessions, articles, and more, AmericanHort will lead businesses through the depths of these insights, helping them to develop strategies tailored to individual businesses and their specific customers. These in-depth learning opportunities will be made exclusively available to AmericanHort members.

Learn more at AmericanHort.org/SHIFT.

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AmericanHort was formed in 2014 by the consolidation of the American Nursery & Landscape Association and OFA – The Association of Horticulture Professionals. With a combined history of 220+ years, AmericanHort supports nearly 16,000 member and affiliated businesses that include breeders, greenhouse and nursery growers, garden retailers, distributors, interior and exterior landscape professionals, florists, students, educators, researchers, manufacturers, and all of those who are part of the industry market chain. The horticulture industry's production, wholesale, retail, and landscape service components have annual sales of \$163 billion, and sustain over 1.15 million full- and part-time jobs. Our mission is to unite, promote, and advance the horticulture industry through advocacy, collaboration, connectivity, education, market development, and research. The association has offices in Columbus, Ohio for administration and member services, and in Washington, DC to facilitate government relations and research activities.