

## **MSU Product Center**

*For Agriculture and Natural Resources*

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### **Ornamental trees and shrubs – Few opportunities**

#### **Market drivers that provide few opportunities**

- **Value** as a market driver provides few opportunities to raise sales from these products.

#### **Specific opportunities**

- These are relatively expensive plant products. They are also not suitable for sale in large quantities. Value will thus have a limited role in raising sales of trees and shrubs.
- Due to their adaptability and lower-maintenance traits, native and tribal plants are currently becoming the focus of many nurseries and consumers. These plants, in particular, can provide niche alternatives for small growers.
- Garden centers provide many market opportunities for tree and shrub products. Trees and shrubs are plant products that are mostly needed by professional landscapers. Home centers, supermarkets and mass merchandise stores will buy standardized plant products that fit into their selection and space. Consumers who want to have one stop shopping will use these market outlets to purchase both plants and other home building and garden supplies. Retail florist shops are normally small to carry a large volume of trees and shrubs. Similarly these are large-size plants that are expensive for Internet marketing.
- There are many non-traditional market outlets that can be developed for these products. The creation of green belts in downtowns, residential quarters and increasing the amount of green spaces in urban and suburban areas are continuous goals of many municipal leaders and city and township planning commissions. Ornamental trees and shrubs are key elements of these efforts. Establishment of long green corridors along major highways, ring roads, rivers, rail lines, etc. using ornamental trees is common in some places. There are also other much bigger trends in some countries. For example, in China, some ancient cities are being transformed into a modern garden city, with hotels and public facilities being encouraged to follow the models of ancient gardens, incorporating pools, bridges and rockeries. All these are key untapped markets for ornamental tree and shrub growers.

#### **New product examples**

- The Kennedy's Country Garden has introduced different new tree and shrub varieties in 2004. Albizia "Summer Chocolate" is a new tree designed for smaller gardens. The "New Bradford" pear tree is a new variety that particularly carries all the traits of a flowering pear. There are also many new shrub varieties that have different colors, fragrances, etc.
- Shrubs such as Fragrant Sumac "Konza", Silky Dogwood "Indigo" and Ninebark "Nugget"; and trees like River Birch "Little King" and Western Larch are new native trees and shrubs of eastern and northeastern U.S. and are said to be especially suitable for organic gardening.

#### **Special issues**

- One challenge in this product line is the difficulty to establish plant categories for different market segments.

#### **Key to success**

- Innovations in landscape design and decoration, and expanding the use of these plants in garden plant mixes and in non-traditional markets are key to success in this product line.

#### **Sources**

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[http://www.kennedycountrygardens.com/shrubs\\_n\\_trees.htm](http://www.kennedycountrygardens.com/shrubs_n_trees.htm) - New plant 2004 – Trees and shrubs.