

Garden Retailers! Looking for some bite-sized marketing information ready to use?

The Connect-2-Consumer website and Marketing Munchie podcast series are for you!

Dr. Bridget K. Behe, Professor of Horticulture Marketing, launched a new podcast series in January, 2018, to help horticultural firms adopt findings from her consumer and market research. While it may take some time to read the results of scientific studies, Bridget has made it easier for horticultural businesses to learn and adopt findings from the nearly 100 studies she and her colleagues have conducted over the past 30 years. Dr. Behe is one of the leading researchers in ornamental and edible plants, products, and related services in the U.S. She earned her Ph.D. from Penn State in 1989 and was an Associate Professor at Auburn University for eight years before moving her teaching, research, and extension programs to Michigan State University in 1994. Her work helps horticultural firms understand the purchase decision from a consumer perspective and she is a leading authority on garden retailing. Her research-based information includes findings from studies on the impact of age and ethnicity on garden-related purchases, pricing, merchandising, social media, promotions, and distribution of horticultural specialty crops. Each week, Bridget posts a new podcast topic and often interviews colleagues with whom she collaborates to discuss their work. Transcripts of each podcast are posted for those who would rather read the short article. Additionally, she posts handouts from industry presentations and publications in peer-reviewed journals. All of the information is free of charge. To sign up for notification of each new weekly podcast, visit www.connect-2-consumer.com and continue to bolster your marketing plan with research-based information that is easy to use and apply to nearly every horticultural business.