**Our Success**

* Our plants were excellent quality this year.
* Master Gardeners were happy to have the sale a week earlier.
* Publicity, Facebook, 5-Star Subaru tv spots, media coverage, paid ads, lawn signs and posters once again got the word out about the earlier date and there was no drop-off in number of customers.
* Spread out layout was appreciated by our customers. They have come to expect we sell what many garden centers do not.
* Customers are interested in talking gardening and know they will get good information from us.
* Sale was well-organized.
* We should consider staffing an “Ask a Master Gardener” booth next year. This will help refer customers who want to ask gardening questions at checkout and also if a knowledgeable volunteer isn’t at a particular station.
* We can put to rest worries about weather affecting the sale. In 2021, they came in cold rain. In 2022, they came in sweltering heat.

**Receipts**

* $9,396.50 Gross receipts
* $287.97 Expenditures
* Seed Starting has $3,250 budget. Much is not spent until November and December for the upcoming season.

**Equipment and supplies**

* Need an additional tent, own two, borrowed a third
* Borrowed 10 tables from Presbyterian Church. Need to put tablecloths on them next year.
* Should not use conference room tables, too heavy and will be ruined if rained on
* Can borrow some from Schoharie County next year
* Plant labels. Use popsicle sticks at seeding. Place “official” label in last month. Official label must have common name, classification such as annual, and full-sun versus shade.
* Pots used at sale **cannot** have a brand-name such as “Proven Winners.”
* Will need more fine-line markers next year.
* Judging number of boxes needed needs to be improved. For once we had an over more than enough, but then they had to be broken down and recycled.

**Product**

* Request for sorrel and hops
* We had too many zinnias. Lettuce does not sell. Our marigold varieties may be better than garden center ones, but, if not in bloom, they are a hard sell.
* Definite preference for sweet peppers.
* Customers appreciated our heirloom and blight resistant tomatoes. Many are looking for a specific variety. Consider not growing more total tomatoes, just more of the most requested varieties.
* Request for native plants. Committee discussed that if we want native perennial plants at a selling size, we will need to start with plugs. Cost and source will be investigated before next October.

**Staffing**

* An MG must be inside the building during Friday set-up and during the entire sale. This will facilitate copying, phone calls, locating supplies, and assisting customers who wander into the building. Mary Ellen Calta has volunteered for this job next year.
* Need more cashiers and not placed next to each other. Label “Cash” and “Credit Cards and Checks.”
* For traffic control from 9:00 to 11:00, we need three people. One at entrance, and two directing people into parking spots.
* Shuttle co-ordination was poor. People arrived at trolley lot and didn’t have phone # to call. Assigning a person to be there at shift changes and posting phone numbers on a car window or two would help.

**Pricing**

* Price posters should have actual pots on them, like at a deli or ice cream stand.
* Placing colored dots on pots was time consuming and didn’t aid check-out enough to be worth the effort.
* Make up price list month ahead of time so seed starters know what they are aiming for and pot up accordingly. Examples: vegetables in six packs, tomatoes in 5-inch-deep pots, annuals should fill 3.5 inch squares
* Did we price too low? Counterbalancing the desire to sell out versus underpricing is an issue. Tomatoes at $5 per plant seemed to hit the sweet spot. We still had some to sell at 2:00 and all were gone by 3:05.
* Is pricing too complicated? Keeping them at even dollar amounts is a plus. Our most common price point was $4. At garden centers, perennials are usually twice the price of a similarly sized annual, but our perennials are smaller in the pot. Discussion among committee members next year will need to sort out how to make it simple enough without underpricing ourselves.

**Layout**

* Many compliments on the layout of the sale and check-in staff reported it was easy to direct people.
* Next year with the new gardens we will need to redesign the layout of the sale, but keep what worked well this year. Particularly helpful was to have all the annuals in front of the building and to have plants perennials and annuals in A to Z order.
* Plants are brought to CCE in mixed flats as people are maximizing space in vehicles. But set-up could be facilitated by having as many non-mixed flats as possible, so flats could be delivered to approximate location. Post alphabet sections at perennial and annual areas. Plant labels indicating perennial, annual, herb, full-sun would hugely facilitate sorting plants during set-up.
* In parking lot, have signs directing customers to check-in table.

**Displays**

* No one looks at the displays. Hand-outs at check-in table are more popular and effective.
* Suggestion to put a tick id card in each take home box and possibly a tick key.