

# Winter Produce for Profit







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## *Our Story*

If you are like many greenhouse and garden center owners, the problem of how to fill in the gaps during the cold winter months in order to keep your business profitable has always been a challenge. We know because we were there for many years. If you are a garden center with greenhouse-growing capabilities, the good news is that there is a way to keep your staff working so you don't have to re-hire and train each spring, keep customers coming into your facility each week, and be profitable.

Born out of a health concern Vic Vanik had ten years ago, we've developed a system of growing and marketing fresh produce throughout the winter months. Over the years this system has driven our food production to become the number one sales category in 2018 – outselling annuals, nursery, hardgoods and everything else in the garden center. The benefits are multi-fold: not only will you get to enjoy delicious produce throughout the year, but you'll be able to retain many or all of your staff full time year round, make your facility profitable during the winter months along with the spring and summer seasons, and build your customer base by attracting a new demographic – the foodies.



The high margin dollars that can be generated by your garden center during months, when your facility typically sits empty and your staff is laid off, will keep you growing and income flowing year-round. Four Seasons has been attaining margins as high as 95%. We've become the green grocer and most people return weekly to shop. When they come in for produce, they often purchase other items increasing your sales in other categories too. People have to eat on a regular basis and locally produced food is not only a hot topic right now, but sustainable on a long-term basis.

We've helped people across the country get started. Jim Monroe of Greenbrier Nursery in West Virginia said it's saved his garden center. Other centers have also had success and we know there are many others that can benefit.

Danny Summers of The Garden Center Group said, *"I feel this program is a great way for garden centers to expand their winter sales and profit, keep paying their employees throughout the winter months, and keep customers coming to their center all year long. Of course, it's not realistic for every center, but if you have empty greenhouse space during the fall and winter months, why not put it to use and make it profitable for your center!"*



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## *The Game Changer*

This is a game-changing comprehensive program that will take you through the planning stages from production, to harvest, and marketing gathered from over 50 years of experience as a grower and over ten in the produce segment. This program is designed to shorten your learning curve and help you get growing successfully beginning your first season. Not only will it walk you through the selection and growing processes, but will also include things that many growers haven't dealt with in the past such as the maze that is barcoding, labeling, safety procedures for food handling, organic produce certification, and packaging produce for profitability. We know this works because we've seen the transformation in our business and, if done correctly, it can and will change your business model. Stop doing the "same old thing" but expecting different results. Instead, think in a new direction and transform your traditional garden center into a year round profit center!

Our years of experience will save you time and money because we've already done the work for you. The Winter Produce for Profit Program includes:

1. An assessment of your facility and operation to determine how this program can best benefit you.
2. An on-site, one day visit to get you started. Excludes travel expenses.
3. A crop and production schedule and recommendations specific to your area/operation.
4. Information and assistance with labeling correctly and registering barcodes.
5. Help in navigating the maze of fertilizers, OMRI and Organic Certification.
6. A written food safety manual template to use as a guide for your own.
7. Help with questions on lighting your crops. They don't all provide the same results!
8. Guidance with the most effective organic controls for insects and diseases.
9. Information gathered over many years of trial on how to package smartly and price wisely for profit to increase your bottom line.
10. Detailed information on how to successfully set up your own Winter Farmer's Market.
11. Marketing ideas on where to sell your produce and how to get started.
12. Follow up support via phone, skype, or email for one year.





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## *Fee Schedule*

1. Initial Assessment and Phone Consultation ..... \$ 595  
The Garden Center Group Clients ..... \$ 495
2. Full One Year Program ..... \$3,495 plus travel  
The Garden Center Group Clients ..... \$2,995 plus travel  
*Includes monthly check in via email or phone*

## *The Fine Print*

1. Your completed questionnaire will be reviewed upon receipt. We will schedule a telephone call to discuss the content of the questionnaire and the goals you wish to achieve through the Winter Produce for Profit Program. Acceptance is not guaranteed.
2. Upon acceptance of Agreement you will receive an invoice due upon receipt. Failure to pay within 30 days will result in cancellation of the Program.
3. All fees are non-refundable.
4. Information will be tailored to your facility, geographic region and growing capabilities.
5. We will hold your hands, but not do the work. That part is up to you. Just remember, the more you put into it, the more you'll get out of it!
6. This is a program that takes planning and preparation. It isn't something you can throw together at the last minute. Depending on where you are located, we recommend a start up date during the early summer months, in order to be prepared, ready, and running for the next season.



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*Let us help you heat up your winter cash flow!*



Four Seasons Greenhouse and Nursery is a full service retail garden center located on 22 beautifully landscaped acres, located between Cortez and Dolores, in the Four Corners region of southwest Colorado.

Vic Vanik, owner of Four Seasons, has over 49 years of horticultural knowledge and gardening experience. Previously a grower in Lancaster, PA, he has grown plants for Longwood Gardens, Disney World, and shipped plants all over the world from Alaska to Israel.

A desire to move away from the East Coast and a love of the mountains brought him to Colorado in 1998 when he purchased Four Seasons. The Winter Produce for Profit Program has gained national attention and in 2013 Four Seasons won Today's Garden Center Magazine's coveted Most Revolutionary Garden Center in the United States award for the innovative work that was being done with this program.



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