



“Very soon I realised that the plant sales made lots more money than the gate, so each year I prepared more and more plants for the big day.” Willie Campbell

A plant sale is often an integral part of many of our openings. Here is some helpful advice to make your Plant Sale as successful as possible:

PLANNING AHEAD

- When you decide to open for SGS you should also start to plan your Plant Sale.
- It can be helpful to form a small group of volunteers who will take responsibility for organising the plant sale for your village opening.
- What will you sell? Think about plants that will be flowering at the time of your plant sale or will come into flower later in the year. It is always hard to sell plants that are dying back or yet to emerge from their pot, unless they are unusual and sought after.
- Encourage all your local gardeners, even those who may not be opening their garden, to propagate a few extra plants for the plant sale.
- Do you have a local independent nursery that might like to support your opening by donating some plants, or by attending and giving you a percentage of their sales?
- Remember to include your plant sale in your annual registration details. We will add an icon to your opening details on our website and in our guidebook that indicates there will be plants for sale.

SETTING UP YOUR PLANT SALE

- If possible, gather all your plants together the day before the sale for pricing and grouping together. If this isn't possible, make sure you allow plenty of time to do this on the day.
- You might like to group them in different ways such as annuals, perennials, etc.
- Instead of pricing individual plants, especially smaller ones, you could use coloured stickers and create a sign that shows the colour and how much that plant is, e.g. Yellow = £3.00
- Ensure that you have some knowledgeable helpers for the day of the sale. They do not need to know every plant but need to be able to understand the range for sale and suggest options for particular locations.
- You may need extra helpers for crowd control and to help with payments, loading plants, etc.
- Think about how you will take payments; donations into a bucket, cash and change or your District Organiser may be able to lend a card reader for the day. Don't forget your cash float.
- Try to have some bags or boxes at the start (people often arrive without anything to transport plants) and possibly a wheelbarrow at the end for taking plants to cars. A waterproof marker pen is ideal to name bags for later collection.
- You may need trestle tables for small plants and plenty of floor space for larger plants.
- Try to arrange the plants roughly in order of size – smallest ones at the start, largest ones at the end, so that customers carry the largest ones the shortest distance.
- A gazebo can be very helpful for helpers on the day to sit, take payments, store plants, etc. especially if it is raining!

Remember, there is new guidance about Plant Passports in relation to plant sales – read more here: <https://scotlandsgardens.org/plant-passports-and-plant-sales/>