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## The Backyard Greenhouse

DIVERSIFY YOUR SHED MANUFACTURING BUSINESS BY OFFERING GREENHOUSES

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Worries about climate change and a growing trend for year-round food production mean greenhouse sales has a favorable future. (Photo courtesy of John Hiss, HHH Outdoor Living)

Raymond Anderson retired from the military with disabilities and in October 2018 started Big Red Shed in Hayesville, North Carolina.

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Anderson doesn't manufacture sheds; he's a retailer for others like Old Hickory, Eagle Carports, and Clarks Woodwork.

As we've seen in the business of superstores (think WalMart, Target, and even Amazon), the more you have to offer, the greater your opportunity for sales. In addition to sheds, Anderson offers carports, chicken coops, and dog houses.

But to better serve his customers, he's looking for a greenhouse manufacturer.

"Most of my clients are retirees," he said, "and most have a pretty green thumb. So, I think greenhouses would move pretty good."

But would they?

## THE FUTURE OF THE BACKYARD GREENHOUSE

George Weigel, Pennsylvania garden writer and horticulturist reported in his "Gardening Trends of 2019" that more American households are gardening than ever before—up to 77 percent from 2016's 74 percent. Younger gardeners account for this rise.

According to the 2018 National Gardening Survey, the number of older gardeners is holding steady at 35 percent. But the number of younger, particularly millennial-aged gardeners has reached an all-time high.

As part of the survey, industry analyst Ian Baldwin says, "18 to 34-year-olds now occupy 29 percent of all gardening households" and "are now truly engaged in the full range of gardening activities."

The survey also points out that the average American gardener spent \$100 more on gardening supplies than the previous year.

In his trend report, Weigel also reports that gardeners are trying to extend the growing season like never before, too.

Fact.MR's "Greenhouse Kit Market Forecast, Trend Analysis & Competition Tracking – Global Review 2018-2028," supports that claim. It reports, "Unfavorable climatic conditions continue to add to the growth of the greenhouse kit market."

Everyone, from backyard gardeners to market farmers, worries about climate change and its impact on the future of food production.

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Couple that with a growing trend for year-round food production and greenhouse sales have a favorable future.

John Hiss, owner of **HHH Outdoor Living** in Princeton, Texas, agrees. Although most of his customers fall into the over-40 crowd, he is seeing this trend among millennials.

“The younger generation is more conscious of the food and health of their family,” he says. “There is a trend toward growing your own foods for better nutrition, and greenhouses make that possible.”

Hiss manufactures only greenhouses because his parents own LoneStar Sheds, also in Princeton. He feels the two businesses complement each other and sells the greenhouses on the LoneStar lots.

“With the addition of our beautiful and versatile greenhouses on all the LoneStar Sheds lots, it draws business in,” he says. “People stop by and realize we don’t just sell back yard sheds. We can fulfill all of your needs (i.e., carports, concrete, greenhouses, decks, storage sheds, large shops, pergolas, cottages). We really are a ‘one-stop shop’ for all of your needs.”

Hiss started the greenhouse business four years ago part-time while working as an area manager for the restaurant industry. Today, he’s building greenhouses full-time selling between 80-100 pieces a year.

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