

## CATEGORY: HORTICULTURAL PRACTICES IMPACTING HEALTH

### Consumer Driven Trends

“Plant trends, driven by consumer preferences, have created greater demand for specific plant-based protein crops like nuts, hemp seeds, beans and edamame, organic foods, heirloom fruits and vegetables, and plants used for herbal remedies (Cardello et al., 2022; Gómez et al., 2024; Tilbert & Kaptchuk, 2021). Consumers are demanding safety and transparency for all types of plant products including edibles, ornamental plants, cut flowers, seeds, and vegetative cuttings used in residences, community and commercial gardens (FAQ et al., 2020). Interest in home gardens, gardening as self-care, houseplants addressing *weltschmerz*, and foodscaping are a few examples where plants intersect health strategies (Knuth et al., 2024; Garden Media Group, 2021)” (Fleming, 2021). Agrihood concept of urban farms within master-planned communities (Yale, 2019), agritourism growing (Simos, 2023), virtual farmer’s markets and a strong focus on consumer trends within the floriculture and horticulture sectors (Etheredge & DelPrince, 2021; Knuth, M. et al., 2023; Wei et al., 2024) are relevant issues that continue to evolve.

#### Key Organizations

[American Grown Flowers and Foliage Organization](#)

[AmericanHort](#)

[American Society for Horticultural Science](#)

[Connect-2-Consumer from Dr. Bridget Behe, Michigan State University](#)

[FoodNavigator.com](#)

[GardenComm: Garden Communicators International](#)

[Garden Media Group](#)

[GardenResearch.com](#)

[Ellison Chair In International Floriculture at Texas A&M University, Dr. Charles Hall](#)

[Floral Marketing Fund](#)

[Horticulture Research Institute](#)

[Hunter College New York City Food Policy Center](#)

[International Society for Horticultural Science](#)

[National Garden Bureau](#)

[National Gardening Association](#)

[New Phytologist Foundation](#)

[Plant Based Foods Association](#)

[Plant Based Products Council](#)

#### Books, journals & epublications on consumer driven trends

FAQ, IFAD, UNICEF, WFP & WHO. (2020). [The State of Food Security and Nutrition in the World 2020. Transforming Food Systems for Affordable Healthy Diets.](#)

Food journals (*Journal of Food Science, Journal of Medicinal Food, Journal of Food Science and Technology, Food Policy, Journal of Food Safety* etc.)

[Food Navigator.com](#)

[Garden Center](#) magazine

[Greenhouse Grower](#) magazine

[Greenhouse Management](#) magazine

[Greenhouse Product News](#) magazine

[Green Profit magazine](#)

[Home Food Gardening: U.S. Marketing Trends & Opportunities](#)

International Society for Horticultural Science. (2021). [IV International Symposium on Horticulture in Europe – SHE2021](#).

Knuth, M., Khachatryan, H., & Hall C. (2021). [Consumer houseplant purchasing report 2021](#).

American Floral Endowment. 291 p.

[Lawn and Garden Retailer](#) magazine

[Nursery Management](#) magazine

Nursery Management. (2021). [Unlocking the new consumer](#).

[Plants, People, Planet](#)

Whitinger, D. (2024). [National gardening survey](#). National Gardening Association.

(includes 2022, 2023, 2024 surveys and more.)

Terrapin Bright Green, LLC. (2015). *The economics of biophilia: Why designing with nature in mind makes financial sense*. Terrapin Bright Green, LLC.

Yue, C., Rihn, A., Behe, B. & Hall, C. (2009). [Consumer preference for flowers as gifts: Age segments, substitutes, and perceived risk](#). American Floral Endowment.

## Research & articles on consumer driven trends

Recently published selected research & articles:

AmericanHort. (2022). [State of the industry white paper: Analysis and points of view for our industry](#).

Álvarez-Martínez FJ, Díaz-Puertas R, Barrajón-Catalán E, & Micol V. (2024). Plant-derived natural products for the treatment of bacterial infections. *Handb Exp Pharmacol*.

Axiom. (2023). [Axiom market insights: 2023 gardening outlook](#).

Baker, L.M., Tully K.M., Sumners D.R. et al. (2020). [Is it for generation me? A qualitative study exploring marketing and selling plants online to millennial- aged consumers](#). *J. Applied Comm*, 104(2).

Banjerdpongchai, R., Suttajit, M., & Ratanavalachai, T. (2023). Trends in the plant-based anti-aging diet in different continents of the world. In *Plant bioactives as natural panacea against age-induced diseases* (pp. 405-428). Elsevier.

Barnes, M.R., & Watkins, E. (2023). [“Nothing beats nature”: Park visitor preferences for natural turfgrass and artificial turf: A case study](#). *HortScience*, 58(4), 453-358.

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Basarir, A., Al Mansouri, N.M.N., & Ahmed, Z.F.R. (2022). [Householders’ attitude, preferences, and willingness to have home garden at time of pandemics](#). *Horticulturae*, 8(1), 56. MDPI AG.

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## Examples of consumer driven trends

[2023 American Society for Horticultural Science consumer horticulture sessions](#)

[Backyard Market](#) is a virtual farmers' market in Florida in multiple locations. It is organized by the Florida Organic Growers for direct to consumer transactions of local produce.

[From Soil to Snacks: How Snacktivist Foods is Partnering with Farmers to Produce Better Foods](#), podcast.

[The Global Coffee Crisis is Coming video](#) presents the current status of this crop, small scale growers & its impact.

[Houseplant Trends That are Already Over video](#) talks about specific plants.

[New Plants for 2022](#) from a garden company's perspective – Supertunia Jazzberry petunia, Colorblaze coleus, black coleus, Pesto Besto basil.

[New plants and plant products for 2025](#) from a garden company's perspective (filmed at the 2024 Cultivate conference event in Columbus, Ohio).

[2020 Global Plant-forward Culinary Summit: Plant-Forward and the Consumer: Bridging the familiar and the unfamiliar](#) (The Culinary Institute of America).

The [50 State Flower Garden Project](#) from the American Horticultural Society, American Grown Flowers and Foliage organization.

#### **Videos, webinars & websites on consumer driven trends**

[10 Ways Tech is Powering the Plant-based Food Revolution](#) video highlights vegan meat, vegan oat milk, extraction process of protein from plants.

[Connect-2-Consumer/Marketing Munchies podcast](#), host Dr. Bridget Behe of Michigan State University.

[Consumer Houseplant Purchasing Report \(2021\)](#), shared by the American Floral Endowment.

[Consumer Preferences for Fruiting Plants and Pollinator-attracting Ornamental Companion-planted Container Garden Kits](#), presentation by Jonathan Caples, Texas A&M University, at the 2022 American Society for Horticultural Science.

[Do Plant Benefits Influence Consumer Behavior](#), webinar by Dr. Melinda Knuth, North Carolina State University, at the 2022 American Society for Horticultural Science.

[Houseplant Purchasing: Comparing Purchasers and Non-Purchasers](#), webinar by Dr. Melinda Knuth, North Carolina State University, at the 2022 American Society for Horticultural Science.

[Plant Based Product Examples](#), presented by the Plant Based Products Council.

[PlantsDoThat/NICH \(National Initiative for Consumer Horticulture\)](#) identifies benefits of plants.

#### **Related organizations**

NA

Written & compiled by Lesley Fleming & Susan Morgan Dec 2021; revised by Lesley Fleming & Susan Morgan Jan 2023; revised by Susan Morgan, Joanna Brown July 2024