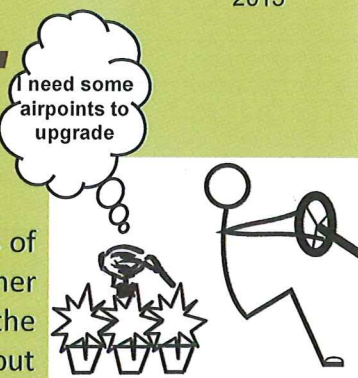


# Trade Day .....

## *a modern farmers market*

By Les Anstis



It astounds me that in this technological age we live in, within this industry, elements of the floor trading markets remain an important factor of sales. I am uncertain whether this is a reflection of the tactile personalities that the industry attracts, the age of the workforce or perhaps it's a response to the variability of the product that we handle, but like it or otherwise it is a part of the culture of the business.....and changing cultures is not an easy thing to do.

The consequences of this culture is the environmental footprint and added costs of sales as our Reps regularly run around the country in vans stuffed with plants, competing with each other to show you, our customer, the next batch, the new plant, the latest special. Surely there must be a better way?.

E-commerce would appear to be the obvious solution but it leaves us with the challenge of communication when there is not a plant to touch, to see, to feel. We must therefore ensure that the Sellers' Spin = Buyers expectation = Product.

Price is easy. What about quality? There is no industry standard and in response, Naturally Native developed its own standard which specifies the growing mediums, pest control and size which all the staff works to. A Naturally Native 2 litre *Myosotidium hortensia* has a real meaning. E-mail us if you would like a copy of this standard and order on-line with confidence.

### **Auckland Trade Day**

Thank you everyone for calling in and saying Hi. I was impressed at your interest and level of support. The winner of our \$200 meal voucher draw of a restaurant of their choice went to:

**Teresa Parry from Hamilton City Council. Enjoy!**

### **Spring Stock**

Ring our Teresa for an updated dated stock list. There is a lot of new stock coming on stream.

We still are running a Special List of Grade 2 product that is priced to go. These plants need to be in the ground and they are very useful for those jobs where money is tight.

### **Carex vs Lomandra**

In a recent project the debate was what to replace the trusted 12 year old *Carex secta* with ?

*Lomandra Tanika* was a hot favourite because of its known reliability in tough and dry conditions and how good it looked as you whizz by at 100km/hr but up close, in the garden, it failed miserably with its coarse reed like leaf and stick - like flower kebabs.

Like the All Blacks the finesse of the *Carex secta* won the day!

### **Need a Quote Today**

Email your requirements to  
[ann@naturallynative.co.nz](mailto:ann@naturallynative.co.nz)

### **Contact us today**

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