

FARM & PET

RETAILER

Who is Today's
**Hobby
Farmer?**

Pg. 168

Product Trend:
**NATURAL &
ORGANIC
PET FOOD** Pg. 166



168

Whether their customers are hobby farmers, dedicated pet owners, canning enthusiasts or consumers seeking out that “rural living” ideal, more and more retailers are tailoring their assortments to meet the demands of the growing farm, pet and ranch market.

Evidence of this consumer trend is everywhere: Since 2007, Tractor Supply Co.’s sales have grown by nearly 57 percent, and annual consumer spending on pet products is expected to hit \$31 billion by 2016. The National Hardware Show® even designated a special area to highlight farm, pet and ranch-related products at the 2013 show.

In this special supplement to *Hardware Retailing* we are going to focus specifically on the farm and pet market and introduce you to hobby farmers from across the country. We also share insights from a retailer who has adjusted his whole business to cater to the growing small-scale farmer demographic and show you some of the most innovative products and trends on the market today in the farm, pet and ranch categories.

Dan Tratensek
Vice President of Publishing
North American Retail Hardware Association
DanT@nrha.org



166



172

Features

168 Consumer Profile: Who is Today’s Hobby Farmer?

We interviewed two small-scale farmers—a homestead farmer and an urban farmer—to learn what they want from the retailers where they shop for supplies.

172 Retailer Profile: Embracing a Changing Market

Marty Sanchez, owner of Old Time Farm Supply in Gonzales, La., talks about how he adjusted to selling to a new customer: the small-scale farmer.

Departments

162 Featured Products

166 Product Trend: Organic and Natural Pet Food

Patent Pending

EZ Loading

Hay Hoops™



Easily load hay into net.



Lifts rim up and back to snuff.



Verify mechanism is in locked position.

Only hay bins with openings less than 2" should be used when hooping in lower feeding position.



slow feeding hay the natural way



Paw-B-Gone™
Horse, Mini & Draft Sized
Ankle Bands



Tough 1®

Saddles, Tack & Stable Accessories

Candy Peace
Candy Peace Design
GJT International


NEW for 2013

Tooled Leather
Tooled Leather Design
GJT International



We can design a Planogram for your store!

Visit us at Tough-1.com

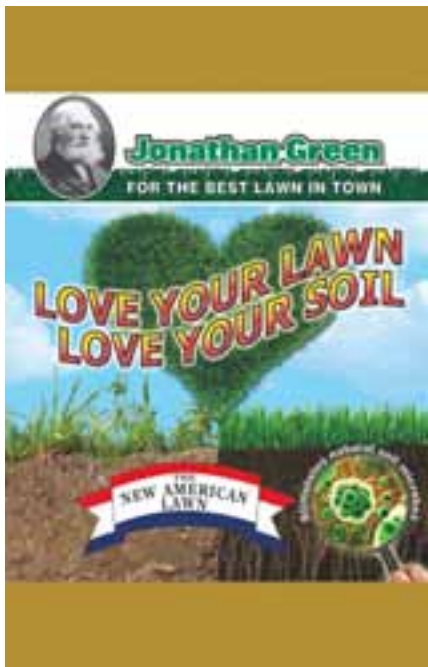
 Like us tough1equine

 Follow us @jtidist



Quality & Value since 1973





FERTILIZER

is all-natural and organic. Love Your Lawn-Love Your Soil stimulates soil microbes and creates a biologically healthy soil. This product helps to loosen heavy, hard-packed soil and releases trapped nutrients. It can be used on existing lawns and when seeding to enhance grass root mass development. One 27-pound bag covers 5,000 square feet.

JONATHAN GREEN

732-938-7007 or www.jonathangreen.com



CAGE AND TRELLIS SYSTEM

is versatile, durable, stackable and storable. The Garden Tamer doesn't rust or rot and easily snaps together into small cages for smaller plants, large cages for larger plants and trellises for vines. It is ideal for tomatoes, peppers, peas, flowering plants, baby trees and more. Garden Tamer is available in five colors: green, red, purple, blue and yellow.

KMI

616-794-0989 or www.thegardentamer.com



VIBRATING HAND SEEDER

uses a built-in manual vibration mechanism to sow seeds evenly and quickly and eliminate thinning. Four interchangeable baffles allow for precise sowing of a wide range of seed types. Seed dispenser is ideal for home gardeners and professional growers.

LUSTER LEAF

815-337-5560 or www.lusterleaf.com



D-I-Y RAIN BARREL

is designed and manufactured specifically for rainwater harvesting and features an attractive appearance with a lid that reverses for use as a planter. The 45-gallon RainStation™ is quick and easy to install and winterize; multiple barrels can even be linked together. To use, drill a small hole in the downspout and insert the RainStation's FlexiFit™ diverter, which is included. Available in terracotta, granite and charcoal colors, the RainStation is made from up to 30 percent recycled content; the EcoEdition is made from 85 percent recycled content.

EARTHMINDED CONSUMER PRODUCTS

www.earthmindedconsumerproducts.com



LICKABLE PET TREATS

give dogs and cats all the flavor of a moist treat without the sticky mess. Lickety Stik® is a tidy rollerball that dispenses the all-natural liquid treat in six flavors: Savory Chicken, Braised Liver, Smoky Bacon, Sharp Cheese and Big Beef. Each bottle contains 1.69 fluid ounces, providing an average of more than 500 licks per bottle.

PETSAFE

866-738-4379 or www.petsafe.net

WET & FORGET *Shower*

Weekly Shower Spray

Wet & Forget Weekly Shower Spray takes the work out of shower cleaning. Consumers simply spray Wet & Forget Shower once a week on fixtures, shower curtains, enclosures, shower glass, shower tiles and tubs after the last shower of the day. The next day, they simply rinse the surfaces before or during their shower to keep it sparkling clean.

- + Easy, once-a-week application
- + No scrubbing or wiping
- + High efficiency sprayer
- + 12 Weeks cleaning power in one bottle
- + Soft vanilla essence
- + No bleach, ammonia, dyes or irritating fumes



For more information on Wet & Forget Shower visit us on the web at: WetandForget.com
Contact us at sales@wetandforget.com or call us: 888.727.8524



PET CRATE MAT BED

is made from micro-plush fabric for the ultimate in pet comfort. With a brown base and a cream top, the outer shell and pillows are machine-washable to keep crates clean and odor-free. Available in various sizes to accommodate pets' growth: 16"H x 10"W x 5"D, 20"H x 12"W x 5"D, 29"H x 20"W x 5"D and 35"H x 22"W x 5"D.

PIONEER PET

866-317-6278 or www.pioneerpet.com

LOUISVILLE
LADDERS TRUSTED BY THE PROS FOR OVER 65 YEARS

STEP UP TO ANY TASK

AS2100 Series
Aluminum stepladder

FS4000 Series
Fiberglass extension

L-3022-PT Series
fiberglass extension

PRO GRIP Da 3000 PRO TOP SHOX

Visit us on facebook, YouTube, twitter
1-800-666-2811 | www.LouisvilleLadder.com
 © 2013 Louisville Ladder, Inc. All rights reserved.



HOME GARDEN SEED KITS

contain hand-selected commodities so growers can plant the variety of crops they need with each kit. The varieties included in the All-America Selections kit have been "Tested Nationally and Proven Locally®" by All-America Selections judges in impartial trials. Kit contains four packets of seeds of gold rush yellow squash, gypsy sweet pepper, fanfare cucumber and big beef tomato.

HOME FARMER

855-DIG-SEED or www.homefarmer.com



GARDEN FENCE KIT

provides the 7 inches of depth required to grow thriving vegetables. For plants that need additional depth, garden height can be extended to 14 or 21 inches by stacking two or more of these 4-foot by 4-foot kits. No tools are required to assemble the frame; a Phillips screwdriver is required to attach the decorative top.

GREENES FENCE CO.

800-622-5510 or www.greenesfence.com



COMPOST AND MANURE

provides high-nutrient content, making it ideal for a wide range of plantings. The natural water-holding capacity of Wholly Cow™ allows reduced watering, so no additional chemicals are required. It is recommended for use on nursery plantings, new or established lawns, compost piles, laying sod and flower and vegetable gardens.

BACCTO

800-324-7328 or www.baccto.com

Be the Complete Source for all

PINECAR DERBY® Supplies!

You're already selling the sandpaper and paint, now offer the rest of **the products they need for SERIOUS SPEED and EYE-POPPING DETAIL.** Become your area's **go-to place** for all PineCar Derbies: **Scouts, church groups, summer camps and more!**



Low Cost
Starter
Assortment
Available

PineCar is a division of Woodland Scenics® • pinecar.com • (573) 346-5555

Organic & Natural Pet Care Products

More Americans are choosing pet foods with ingredients and flavors that mimic their own meals. As a result, pet foods with ingredient lists including high-quality meats, vegetables, whole grains and fruits are gaining in popularity as alternatives to pet foods with processed ingredients.

The proof is in the numbers: Combined sales of natural pet foods and natural pet care products are estimated to grow by 10 to 15 percent between 2014 and 2017, according to industry reports. And what's more, sales in the pet category are projected to reach \$9.4 billion by 2017, up from an estimated \$4.1 billion in 2012.

Considering the fact that 62 percent of U.S. households own a pet, retailers carrying high-end natural pet foods create viable opportunities for more sales.

Here's how you can tap into the trend:

Draw attention to your selection of natural pet foods with signage touting the benefits of natural ingredients. Natural pet foods contain more vitamins and nutrients than cheaper brands, so they are healthier and safer for pets. This higher-quality food may come with a higher price tag but many pet owners are willing to shell out the cash when it comes to Fido.

SAFE AROUND ANIMALS & IN THE BARN!

LiquiFix

LUBRICANTS

**NO SMELL, NO STAIN,
NO TOXIC CHEMICALS**



Nonfood Compounds
Program Listed - H1
NSF Registration No. 136617



WWW.LIQUIFIX.COM



Offer free samples for customers to take home, or let them take their pets into the store so animals can try the food for themselves.

Hold product knowledge seminars with distributors so employees are equipped with the answers to customers' product questions.

Source: Natural, Organic and Eco-friendly Pet Products in the U.S.; the 2011-2012 American Pet Products Association National Pet Owners survey



Free treat samples displayed on a table can engage customers and pets (top left), while vendor signage placed near organic pet foods educates shoppers on the benefits of natural products.

What's more dependable than **D-L[®]** products?



D-L Brake Winches



Fuel Tank Filers



Ag-Industrial Jacks



Fence Stretchers

...Our commitment to helping you increase profits!

For outstanding value and performance, dependable **D-L** products can't be beat. We don't stop here. Dutton-Lainson Company has sales and merchandising programs to increase profits – including competitive pricing, attractive margins, smart packaging and more.

Contact us today for your FREE catalog!



DUTTON-LAINSON COMPANY SINCE 1886

Hastings, NE 68902 • Tel: 402-462-4141 • Fax: 402-460-4612
E-mail: dlsales@dutton-lainson.com • www.dutton-lainson.com



ISO 9001:2008 REGISTERED Q.M.S.

©2010

Dependable Products for Over a Century

Not Your AVERAGE FARMER

Today's Small-Scale Growers Have
Diverse Supply Needs

Macon Fry's garden doesn't look like what you might associate with a traditional farm—it's located in the heart of downtown New Orleans, surrounded by concrete buildings and telephone wires. But Fry considers himself just as much a farmer as someone tilling acres of land.

From September through June, Fry, dubbed "the Garden Guy" by his peers, can be found with dirt on his overalls, prepping compost and soil or hand-planting seeds of lettuce, arugula and more to sell at local markets.

We traveled the country and found the farm scene is looking a little different than it has in the past. Whether they're urban farmers or homesteaders, today's farm customers have a unique set of needs. Because of these special demands, these types of consumers are turning more and more to retailers who can provide them with a blend of home improvement and agricultural supplies.

On the following pages, we profile individuals from some of the fastest-growing segments of small-scale farmers—an urban farmer and a homestead farmer—to help you better understand two segments of this growing consumer group. We also look at what each type of new-age farmer is looking for when it comes to the suppliers from who they're buying.



Macon Fry

Urban Gardener

Hollygrove Market and Farm

New Orleans

Fry has been a farming mentor at Hollygrove Market and Farm, an urban farm, local produce market and community garden space, for four years. He also works with various local organizations to set up garden plots around the city.

A retired teacher, he also works with members of the “Grow Dat” Youth Farm organization, which runs in partnership with the New Orleans Food and Farm Network, to teach students how to cultivate and grow their own food.

Urban farmers like Fry rely heavily on irrigation systems, compost and bulk seeds because they’re growing where things don’t naturally grow. He says that’s what he likes best about planting in the heart of the city.

“Working in the field, gardening, at the end of every day, it’s really gratifying to see the immediate results of your efforts,” he says. “That’s the great thing about it: you can see what you’ve done—the successes and the failures.”

How much land do you manage, and what do you grow?

My plot is 55 feet by 95 feet (about one-eighth of an acre). I have 20 rows, each with as many as 120 seeds, so I’m tilling about 2,400 plants at any given time. If everything is going great, during my growing season (September through early June), I can make \$16,000-\$18,000.

The typical crop I grow here is arugula, but I also grow lettuce and rapini. Both are great for urban gardening and the humid Louisiana environment because they are crops that need to be taken to market quickly because they benefit from being really fresh.

What kinds of supplies do you buy?

I buy seeds, irrigation systems and supplies every couple of months from various sources, so I don’t go online or to big boxes to buy products for my garden.

Where do you go to purchase them, and why?

I shop at my local feed stores for bulk seeds in small quantities. The owner there knows what grows well here and has the proper supplies. That’s probably the reason I shop there and don’t shop at the big-box stores; he carries the type of seeds I need year-round, not on a seasonal schedule. If you go to the local places, they’ll have big sacks of what I’m looking to plant, like seed potatoes.

Top to bottom: Macon Fry manages a one-eighth-acre garden plot in downtown New Orleans; Hollygrove Market & Farm provides small plots for community members to grow their own vegetables and plants; locally grown produce is sold in Hollygrove’s indoor market; Fry adds soil to a tomato plant.



Jenna Woginrich

Homestead Farmer
Cold Antler Farm
Jackson, N.Y.



Woginrich rides Merlin, a Fell pony, a breed known to perform light forestry and farm work.

1... 2... COMPOST.

(NOW BACK TO WHO GOT VOTED OFF THE ISLAND)



The Capacity To Do More.

Toter®

Toter is a Wastequip Brand.

www.ToterComposter.com

COMPLETE KIT

Fully assembled and ready to use out of the box • Wheeled outdoor unit • Countertop unit
Easy-to-follow composting instructions • Finished compost can be unloaded where needed
Wood slat design blends with outdoor surroundings • Made in the USA

After discovering Cades Cove, a preserved homesteading village in Great Smoky Mountains National Park, Woginrich saw first-hand how self-sufficient the residents there were and realized how little she could grow, raise and work to take care of herself.

“I fell in love with the idea of farming to become more like those folks in the southern Appalachians,” she says. “I wanted to be just as hardy and resilient and able to take care of myself in every way.”

So in April 2010, the freelance writer and graphic designer moved from Knoxville, Tenn., to a 6.5-acre farm in upstate New York, which she dubbed Cold Antler Farm. There, she lives with her two dogs, two cats, two pigs, 11 sheep, a flock of 20 chickens, rabbits, three geese, ducks, turkeys, a beehive, a garden and soon—a red-tail hawk.

Like many homestead farmers, Woginrich is in constant need of feed, fencing, gardening and animal maintenance supplies to keep her animals fed and crops healthy.

What and how much do you grow and raise? How much time do you spend managing the farm a week?

I live in a small 1850s farmhouse on 6.5 acres cut into the side of a mountain. I raise sheep for wool and lamb, and I milk a pair of dairy goats for their milk and cheese. I make soap, too. I raise birds for meat and eggs, rabbits for the pot and pigs for the freezer.



Woginrich holds a Scottish blackface lamb.

Cold Antler Farm is mostly an animal farm, but I keep a kitchen garden that keeps me in vegetables. It's mostly filled with stuff I love to eat that I can preserve for the winter: lots of tomatoes, basil and onions for sauces and pesto; as well as potatoes, kale and squashes.

Managing the farm is my full-time job, so I spend about three or four hours a day on the livestock and veggies. The rest is working on the computer for freelance writing and design to keep the farm going and the mortgage paid.

Where do you turn to for supplies and advice on managing your small-scale farm?

I look to good neighbors, trusted feed and farm store employees and folks older and wiser than I for advice and shop at my local hardware store for most of my feed and gear. I also buy minerals, chew toys for my dogs and litter for my cats. I spend \$100-\$200 a week on supplies, and probably \$10,000 a year on the farm.

What do look for from the stores you shop?

Everyone knows my name, and they let me walk in with my sheepdog at my side without blinking an eye. They know

what feed I need before I ask, and have advice on things I am just learning as a new homeowner.

My local Ace Hardware in Cambridge, Mass., is amazing, and so is the Agway up in Salem, Mass. The store's small-town charm and hard-working people who know me. I am glad to be a part of their world.

On the Web



We also talked to Indianapolis arborist Nate Faris, who owns his own tree consulting firm and shops at a local hardware store for supplies to complete his job and recommend to his clients. Read our interview with him online at www.nrha.org/fpr.


 sunnyside
Innovative Products for Today and Tomorrow

Reliability and Performance
Thinners, Paint Removers, Mildew Treatments, and Cleaners

For information call 800-323-8611
 Sunnyside Corporation • 225 Carpenter Avenue
 Wheeling, Illinois 60090 • www.sunnysidecorp.com

SUNNYSIDE QUALITY PRODUCTS SINCE 1893

Winds of CHANGE

Louisiana Retailer Updates Business Model to Suit Changing Demographics

When Hurricane Katrina hit New Orleans in 2005, it also brought about a whirlwind of changes for Marty Sanchez, who operates Old Time Farm Supply in Gonzales, La.

As residents began to flee New Orleans after the storm, they sought refuge in nearby towns such as Gonzales. But where many business owners ignore changes around them and refuse to adapt to new market needs, Sanchez was open to change and reevaluated his business model to best serve the new needs of his town.

“Probably 30,000 people moved into the area overnight,” he says. “It used to be really rural here, with a lot of pasture land for cattle and horses. We really were a farm supply. Now we’re more suburban and cater more to the consumer market.”

In order to cater to their new customers, the store management decided to adjust several of their core assortments. Today the store’s core categories are more DIY-friendly and include more categories, ranging from pet and lawn and garden to small-scale farm supplies.

Thanks to his consumer research, Sanchez was prepared to weather the store’s changing demographics—and business is still booming.

“More and more customers are interested in small animals like chickens and rabbits and are getting into gardening, even if it’s just in a small area in a subdivision,” he says.

Catering to the New Hobby Farming Majority

Since Sanchez took over ownership of the store from his father, J.C., in 2004, the store’s customer base has grown to become 95 percent hobby farmers, he says, with the occasional commercial client still making orders.



Dr. Marty Sanchez owns and operates Old Time Farm Supply in Gonzales, La.

Sanchez was uniquely prepared to adjust to the store’s changing customer demographic: as a licensed veterinarian, he is well-equipped to offer specialty services and product knowledge to both his human and animal customers.

As a veterinarian, he is able to cater to farmers by bringing in unique products such as grain-free prescription pet foods, making pet-feeding recommendations and offering impromptu in-store consultations that his customers can’t find at the big boxes in town.

Sesamee[®] THE TRUSTED NAME IN **PADLOCKS**



Brass Padlocks

Brought to you by 
an American Company



Founded in 1882
and based in
Wheeling, Illinois

Come See
Booth
6508



Laminated Padlocks



Rekeyable Padlocks



Storage Locks



Resettable Padlocks





As a former equine veterinarian, Sanchez is well-equipped to offer product advice on the store's horse products assortment.

While many retailers don't typically obtain veterinary licenses, Sanchez's specialized training gave the business an edge, and he says retailers with other specialized skills should find a way to set themselves apart from the competition.

Even with a Lowe's and PetSmart within a two-mile radius of the store—and a Tractor Supply just five miles away—Sanchez says business is better than it's ever been.

"Even with all the competition in town, we've seen a steady increase in growth in the past three or four years," he says. "When the economy is the way it is, small-scale farm and feed businesses do really well because people stay home and don't travel as much. They want to save a little money here and there, so they may want to grow a little garden or raise a couple of chickens."

To accommodate the new customers, the store's 5,000-square-foot showroom and two warehouses now stock pet items, fencing for pastures, poultry wire, pond supplies, herbicides, rodenticides, wild bird and game supplies and equine supplies.

The store also has niches in canning, knives, candles, giftware and wind chimes—all items J.C. never thought would be sold in the store, Marty says.

Aerosol Spraying Made Easier and MORE PROFITABLE!

INTRODUCING

CAN GUN 1
The ONE for ALL

VISIT US AT NHS BOOTH 4911

EXCLUSIVE FEATURES:

- ▶ FullGrip **E-Z Pull** Trigger
- ▶ Up To **8X** Easier To Spray*
- ▶ Easy To Use With Gloves
- ▶ Arthritis-Friendly Ergo Design
- ▶ Fits ALL Spray Cans! ▶ Reusable
- ▶ Made In USA ▶ Recycled Plastic
- ▶ Suggested List \$3.99 ea.

OPENING ORDER DISCOUNTS AVAILABLE!

Call Now: 800.743.0115

up to 8X EASIER TO SPRAY
*than other products in this category.

BUY WITH TOTAL CONFIDENCE

Patent Pending - U.S. Design Pat. # D592,955

FootSteps
MARKETING

THE LEADER in Hardware Retail Web Design and Internet Marketing Solutions

Social Media, Daily Deals, Location Based, Local Search, Mobile, Local Reviews

RETAIL WEBSITE

Learn the 4 Key Steps to Retailer Web Marketing Success at:
www.FootStepsMarketing.com/tour

P | 970.510.5143 E | amy@footstepsmarketing.com

“Dad can’t get over the new types of items in the store that he’s never even heard of,” he says.

Embrace Low Employee Turnover

Sanchez also says the store and its customers benefit from low employee turnover because he spends less time training his staff and more time offering specialized inventory and services. In fact, two of his 14 employees are certified Master Gardeners and are the store’s resident lawn and garden experts. These employees help with some of the store’s other specialized services and events: pond and soil tests, personalized pet name tags, customized wire cage building and an annual Chick Day promotion held each spring.

“We probably gave away 1,500 chicks last year,” he says. “We get them from a hatchery in New Mexico.”

Earning repeat customer business by being friendly, greeting customers at the door and knowing their needs is key to the store’s success, Sanchez says.

“We know what projects customers are working on and what items they’ll need to complete those projects,” he says. “Above all, we let our customers know we appreciate their business.”



Old Time Farm Supply stocks a wide variety of pet foods, seeds and plants.

Improve Deck Projects with USP!

Double Layer Corrosion Barrier For Extended Life

GOLD COAT
THE GOLD STANDARD OF RESISTANCE

Concealing Wood Tone Color

GET YOUR NEW DECK STARTED!

Free "USP Deck Designer" Program at www.USPconnectors.com

The Program Allows You To Specify:

- Type of Deck Material
- Size and Shape (Including cut-outs)
- Multiple Levels and Stairs
- Railings and Skirting

USP
STRUCTURAL CONNECTORS
A Miltek Company

For further product information call 1-800-328-5934 or visit www.USPconnectors.com