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Burpee Launches National I Can Grow Program and Retail Plant Program to Inspire Confidence in America's Next Generation of Gardeners

Marketwire News Releases

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WARMINSTER, PA -- (Marketwire) -- 04/06/10 -- To celebrate April as National Gardening Month, **W. Atlee Burpee & Co.** announces the launch of **I Can Grow**, a national program to support a new, popular interest in **home vegetable gardening** among younger and novice gardeners. The program reflects a growing interest in fresher, more nutritious food; supporting community needs; environmental responsibility; saving money; and finding personal satisfaction through home gardening.

As part of the initiative to support younger and novice gardeners, Burpee is also introducing Burpee Home Gardens®, a new product line of time-tested Burpee vegetable and herb varieties available in garden-ready plants at garden centers nationwide. The Burpee Home Gardens line of plants is designed to inspire confidence and help gardeners succeed by offering them the best performing varieties and by providing the information, ideas and inspiration needed to take the guesswork out of home gardening.

"The time is right to inspire younger gardeners who simply need a little encouragement by providing tips and access to other experienced gardeners to help them realize their own success with vegetables and herbs," said George Ball, chairman and CEO of the more than 125-year-old Burpee Company. "Today, economic, nutritional, environmental and social interests have converged, elevating the practice of home gardening to a mainstream activity."

In a recent customer survey conducted by **Burpee**, more than nine out of 10 vegetable gardeners agree that their vegetable gardens help them make healthier food choices for their families -- which is one of the many reasons a key component of the I Can Grow program is the installation of school and community gardens across the nation this spring.

The I Can Grow program will focus on four key areas of vegetable gardening:

Education:

School and community youth gardening programs nationwide
Curriculum and activities guide developed by Burpee and the National Gardening Association
32-page Garden Fresh gardening guide, chock full of gardening information and inspiration, free to the first 30,000 subscribers on www.burpeehomegardens.com

Eating better:

Launch of Burpee Home Gardens nationwide
Youth gardening curriculum to help children learn where food comes from and emphasizes the value of fresh fruits and vegetables in their diet

Environment:

School and community youth gardening programs that promote home-grown food production to reduce food's carbon footprint

Best practices for low-impact gardening

Economy:

Ongoing tips and tricks to help new gardeners get the most from their vegetable gardens and save money on the family grocery bill

The good news is Americans are increasingly growing a good percentage of their own produce at home or in community gardens. "Along with the dramatic boost in flavor and freshness, home-grown fruits and vegetables yield extraordinary savings and allow a new generation of gardeners to take simple steps to better themselves, their communities and the environment," Ball says.

In the coming weeks, more information will be released about the I Can Grow program, including locations of the school and community gardens. To learn more about W. Atlee Burpee & Co. visit www.burpee.com and for more information about the I Can Grow program and Burpee Home Gardens, visit www.burpeehomegardens.com.

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ABOUT BURPEE: Burpee was founded in 1876 by seed pioneer W. Atlee Burpee. The company remains privately owned by George Ball, a third-generation seedsman, who serves as chairman of W. Atlee Burpee & Co. and is past president of The American Horticultural Society. Today, Burpee is the largest, most progressive garden company in North America offering seeds, garden plants and gardening supplies through the company Web site (www.burpee.com), direct-mail catalogs, and via retail garden centers nationwide. Burpee offers both heirloom and hybrid varieties, and is credited for introducing the world to numerous ornamental and edible breakthrough varieties during its 134-year history. Burpee's headquarters, display gardens and research farm are located in historic Bucks County, Pennsylvania.

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