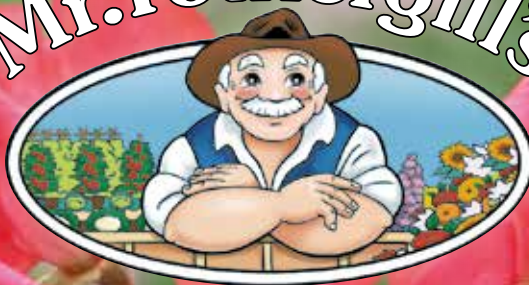


Mr. Fothergill's



GROWING BRANDS FOR YOUR BUSINESS



sarah
raven



Jekka's
Herbs



2020-21 SEASON

Sweet Pea Nightingale



Mr Fothergill's Seeds

GROWING BRANDS FOR YOUR BUSINESS

Established in 1978 Mr Fothergill's has grown from humble beginnings to become one of Europe's biggest suppliers of seeds to the hobby garden market and now trades with over 30 countries across the world. Despite this successful growth the company remains a wholly family-owned British business now managed by the second generation of the founders, joint managing directors David Carey and John Fothergill.

The values that have helped to bring success for our customers are as relevant now as they ever have been. Service, choice, quality and innovation are core to everything we do.

Service

We are focused on seed, that's our expertise!

We know that you will only get the best sales if we supply you with the right products at the right time.

We have the largest dedicated salesforce looking after our UK customers backed up by more accumulated expertise in sourcing and managing packet seeds, plus greater flexibility and capacity in packing than any of our competitors.



Quality

Quality is of the utmost importance to us as we know that disappointment is the quickest way to lose a customer. We want gardeners to buy our brands in the sure knowledge that they will get great results.

We have an on-site working trial where we test thousands of varieties every year looking for new flowers and vegetables, checking existing lines, experimenting with different growing methods and promoting seed raised plants. We raise and maintain our plants using only methods that the amateur gardener can duplicate making sure that we give the most appropriate instructions on our packets.

Germination tests are continually run in our own labs. All our germination standards are set above those demanded under EU standards and every seed can be traced back from final packet to source.



Our Kentford trial grounds

Choice

No other company offers such a wide choice of seed for retail outlets to offer to the home gardener.

We have two well respected and recognised main seed brands in Mr Fothergill's and Johnsons and one value brand in Country Value. Alongside these we have a number of carefully positioned themed ranges produced in partnership with garden related personalities and gardening organisations.

In a product sector where choice is still appreciated, and provides a unique selling point for garden centres, we can supply seed collections that will appeal to all your customers from the beginner to the very keenest of gardeners. Our full retail offering has over 2000 lines to choose from.

Innovation

Every year we look to introduce new varieties, working closely with growers and partners across the world.

Mr Fothergill's has a history of bringing new ideas to the market, pioneering now commonplace things such as seed counts on packets, wild flower seeds and even foil packing. We have developed new seed presentations aimed at specific segments of the market from vegetable collections for inexperienced gardeners to flower collections for enthusiasts.

We work with some of the best known names in gardening such as David Domoney, Sarah Raven and Jekka McVicar, as well as charities such as the Royal Horticultural Society, Plant Heritage,

Greenfingers, The Royal Hospital Chelsea and the Bumblebee Conservation Trust.

We have a lively, interactive following for our Mr Fothergill's social media activity which is designed to encourage and enthuse people of all ages and abilities to enjoy growing plants from seeds.

Our salesforce are equipped with the latest tablet based technology to ensure we can respond to your needs quickly and accurately.



Index

Mr Fothergill's Seeds

Seed Range	5-7
New & Exclusive Varieties	8-9
Display Stands	10-12
Royal Hospital Chelsea	13
Collection A to Z	14-17
BBC Children in Need	18-19
RHS	20-25
David Domoney	26-27
Garden Time	28
Grass Grow Kits	29
Seasol	30-31

Johnsons

Seed Range	33-35
New Varieties	36-37
Organic Seeds	38
Display Stands	39-41
Collection A to Z	42-45
Microgreens	46-49
Jekka's Herbs	50-51
Sarah Raven	52-53
Little Gardeners	54-57

Country Value	58-59
---------------	-------



www.mr-fothergills-trade.com

Mr Fothergill's is one of the best recognised seed brands on the market today.

The friendly old gardener has come to represent quality, reliability, sensible advice and a love of gardening demonstrated through a range of seeds that has something for everyone.

The Mr Fothergill's packet design has been developed through talking to seed buyers about what's most important when browsing and deciding what to buy. Clear uncluttered fronts and informative but easy-to-read backs are what we have been told is needed and that's what your customers get with Mr Fothergill's.

Front of pack

Flower type icon

All essential information in one place

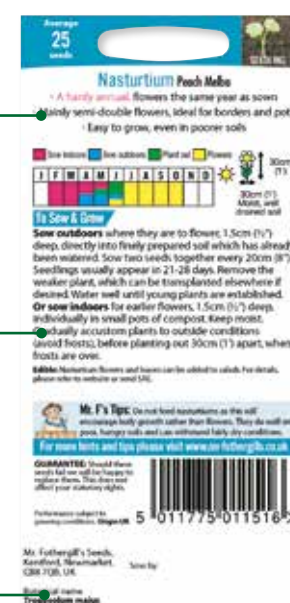


Back of pack

Bullet point summary

Detailed cultural information

Botanical name



Seedling identification reference

At-a-glance information panel

Mr F tip

Quality guarantee



Zinnia Peaches and Cream

Mr Fothergill's SEED RANGE

Our seed range has something for everyone with sub-ranges highlighting special groups of plants.



Standard Flowers and Vegetables

These make up the majority of the seed packets in the full range.



Wildflower Garden

Native British flowers that are not taken from the wild, to be enjoyed in the garden.



Fun Seeds

A compact range of easy to grow seeds aimed at encouraging children to enjoy gardening.



Poppy Victoria Cross & Sweet Pea Scarlet Tunic

Donations from the sales of these packets continue our commitment to supporting the work of the Royal Hospital Chelsea.



Sprouting Seeds

Seed sprouts are regarded as one of the 'super foods'. They contain many essential vitamins and minerals as well as having other claimed health benefits. They are tasty, easy and quick to grow all year round and we should all be eating more!

Herb Garden

Herbs are hugely popular. The range offers a choice of 31 varieties.



Peas and Beans

Peas and beans have long been among the best selling lines and Mr Fothergill's has the widest choice available for retail.



Value twin packs

Each packet is effectively two single packs together but they are not twice the price. It's a great value way to buy seed to share or to sow one now and one later. Varieties include; Beetroot, Carrot, Lettuce, Spring onion, Spinach and Tomato.



Seed Tapes and Mats

Seed tapes and mats make sowing extra quick and easy. Seeds are encapsulated and spaced out between sheets of biodegradable paper in long strips or handy pot size mats. This range includes single varieties as well as great value collections. There are three formats available; tapes of 6 metres, 8cm mats for small pots and 20cm mats for large patio pots.



Green Manure

Green manures provide a convenient way to add nutrients and organic matter to the soil during the growing season. They can crowd out weeds and protect soil from the leaching effect of winter rain. Our range includes 5 varieties covering most needs including spring sowing, nitrogen fixing and over-wintering.

Mr Fothergill's NEW VARIETIES

With over 20 new varieties being introduced this season there has been particular focus on wildflowers, expanding our current offering from 14 to 25 varieties.



Bellflower
Also known as 'Bats-in-the-Belfry'



Corn Chamomile
Easy to grow and lightly aromatic



Corn Marigold
Easy to grow but rare in the wild



Forget Me Not (Field)
Charming flowers, celebrated in folklore



Clary Blue Monday
Strikingly colourful, unusually large bracts



Nasturtium Baby Orange
Compact neat plants with bold flowers



Nigella Black Caraway
Grow for flowers, decorative pods and seed crop



Mallow (Musk)
Large and exotic looking blooms



Scabious
Large and attractive 'pincushion' flowers



Sea Campion
Creates an evergreen carpet, awash with flowers



Sweet Pea Nightingale
Named to honour our healthcare workers



Zinnia Peaches & Cream Mixed
Long flowering, large crested blooms



Mint Applemint
Spearmint with distinctly fruity flavour



Beetroot Kornett
Productive and dependable, ideal for baby beets



Wild Carrot
A great cut flower, attractive to pollinators



Yellow Rattle
Known for its beneficial role in establishing wildflower meadows



Alyssum Aphrodite Mixed
Extra compact and richly coloured



Calendula Bull's Eye
Uniquely shaped pompon flowers



Kale Amara
Tender and mild tasting 'Texsel Greens'



Onion De Paris (Silverskin)
Mild and sweet classic small pickling onion



Soya Bean Fiskeby
Versatile bean, bred for the cooler UK climate



Mr Fothergill's STANDS

We have thought about how and where seeds are displayed to create a range of stands that are both simple and effective.

No matter what space you have, from large to small, we have displays that suit your needs and present our seeds to best effect in your store.

Single Sided Stand

The mainstay of our display is the single sided stand. Measuring 80cm wide it has 100 hooks that will take any seed packet in our range. This means that the packets, including peas and beans, can be displayed in any position on the stand. Assembly is simple with just 3 sections and flush fitting back panels.

Height (including header card) 220cm,
Width 80cm, Depth 40cm

Double Sided Stand

A double sided stand option is available based on the single sided stand. A simple conversion of two wire racks and an additional foot makes the 200 hook stand.

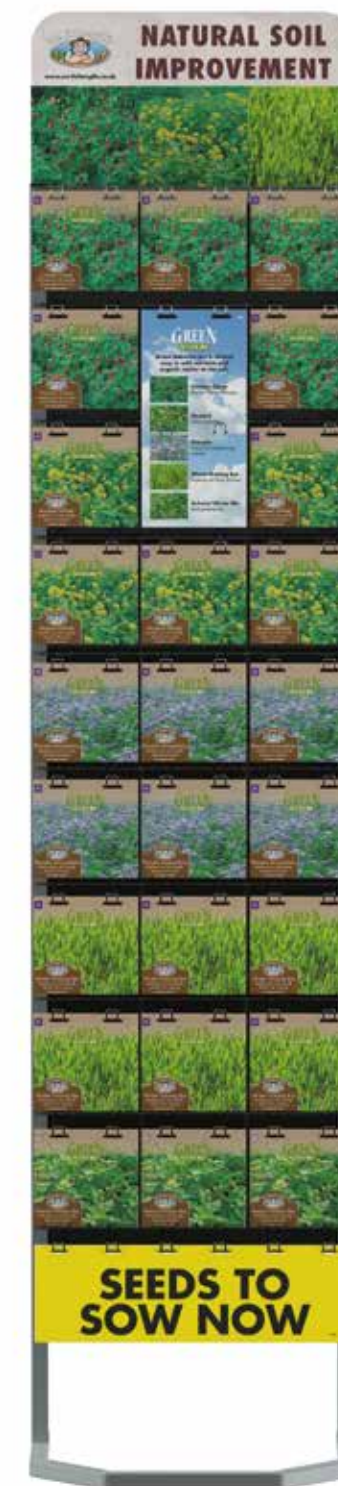
Height (including header card) 220cm,
Width 80cm, Depth 55cm.



Hotspot Stands

Available as a single or four-sided unit which is perfect for busier outlets and suitable to construct around pillars.

Height (including header card) 220cm, Width 48cm, Depth 48cm.



Single sided hotspot stand



4-sided hotspot stand



Two Sided Rotary Stand

This compact rotary stand is the equivalent of one standard single sided stand and is ideal for the space-restricted retailers wanting to take one of our small collections.

Height (including header card) 192cm, Width 48cm, Depth 48cm.



Four Sided Rotary Stand

This rotary stand provides an alternative for where space is limited. The four sided stand has 216 hooks so will display the equivalent of two single or one double sided stand.

Height (including header card) 205cm, Width 84cm, Depth 84cm.

Royal Hospital Chelsea COUNTER DISPLAY

Mr Fothergill's continues its now longstanding support of the RHC, raising funds through the sale of the special packet of Poppy Victoria Cross seeds. 25p from each packet sale goes to support the upkeep of this iconic hospital and its instantly recognisable 'pensioners'.



Mr Fothergill's COLLECTION A TO Z

We have created 7 carefully selected collections to suit every size of retail business from a single stand of essential core lines to our full, 10 stand collection providing a comprehensive choice of flower and vegetable seeds to satisfy even the most avid of gardeners.



M1 collection

M2 collection



M4 collection



M3 collection

Mr Fothergill's MAIN A TO Z COLLECTIONS

Collection Code	Flowers Varieties	Vegetable Varieties	Total Varieties
M1	40	50	90
M2	100	87	187
M3	100	165	265
M4	196	165	361



M6 collection



M8 collection



M10 collection

Mr Fothergill's MAIN A TO Z COLLECTIONS

Collection Code	Flowers Varieties	Vegetable Varieties	Total Varieties
M6	291	248	539
M8	353	316	669
M10	374	409	783

BBC CHILDREN IN NEED

BBC Children in Need seed packets

Two seed packets for children – Sunflower Pudsey and Pumpkin Pudsey – launched as part of Mr Fothergill's partnership with BBC Children in Need. For each packet sold, we donate 30p to BBC Children in Need, to help make a real difference to the lives of children all across the UK.

The bright and fun packets are available as a compact counter top display unit of 40 packets or as a hot spot stand of 150 packets. Colourful and eye-catching POS is included on the displays, featuring the familiar Pudsey Bear character.

About BBC Children in Need

BBC Children in Need's vision is that every child in the UK has a safe, happy and secure childhood and the chance to reach their potential. The charity will realise this vision by supporting, promoting and publicising work that addresses the challenges that children and young people face and that builds their skills and resilience. BBC Children in Need is currently supporting over 2,800 projects in communities across the UK that are helping children and young people facing a range of disadvantages.



Sales of Pudsey Sunflower & Pumpkin have totalled over £24,500 since launch.



RHS AWARD OF GARDEN MERIT RANGE

Mr Fothergill's Seeds is proud to be the RHS's preferred seed partner.

We offer an inspiring seed range of flower and vegetable varieties which have all received the Society's prestigious Award of Garden Merit (AGM).

The flower collection is made up of 61 AGM varieties to create a beautiful garden display, which have also been selected from the RHS's Plants for Pollinators list wherever possible.



The RHS Award of Garden Merit is a mark of quality, awarded to garden plants with excellent garden performance. Each award is given only after a trial at an RHS garden and judged by a team of experts.



The RHS Plants for Pollinators mark is awarded to those plants judged to be the best sources of food for pollinating insects such as honey bees and bumble bees, using the experience of RHS entomologists, gardeners and bee-keepers.

RHS STAND

Choose the best flowers for your garden...

RHS AGM Flower Stand

Single sided. Height (including header card) 220cm, Width 80cm, Depth 40cm.



RHS AWARD OF GARDEN MERIT RANGE

With an attractive packet design and POS which includes images from RHS gardens, the two-stand range can be sited as a stand-alone collection or can be integrated into a larger display of Mr Fothergill's seeds.

The vegetable collection, of 55 AGM varieties, includes excellent modern strains as well as much-loved, trusted favourites. All have been selected for great flavour and yield.



The RHS Award of Garden Merit is a mark of quality, awarded to garden plants with excellent garden performance. Each award is given only after a trial at an RHS garden and judged by a team of experts.

RHS STAND

Choose the best vegetables for your garden...

RHS AGM Vegetable Stand

Single sided. Height (including header card) 220cm, Width 80cm, Depth 40cm.

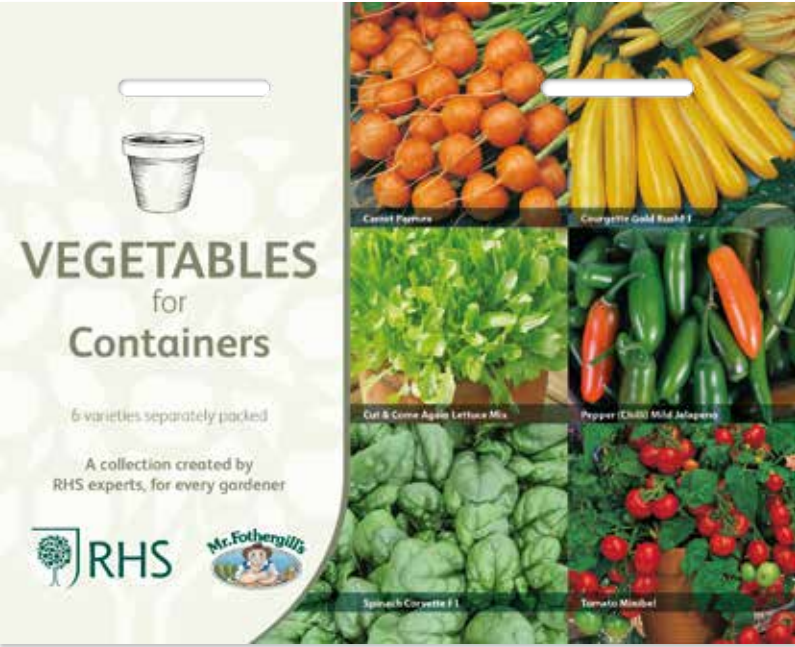
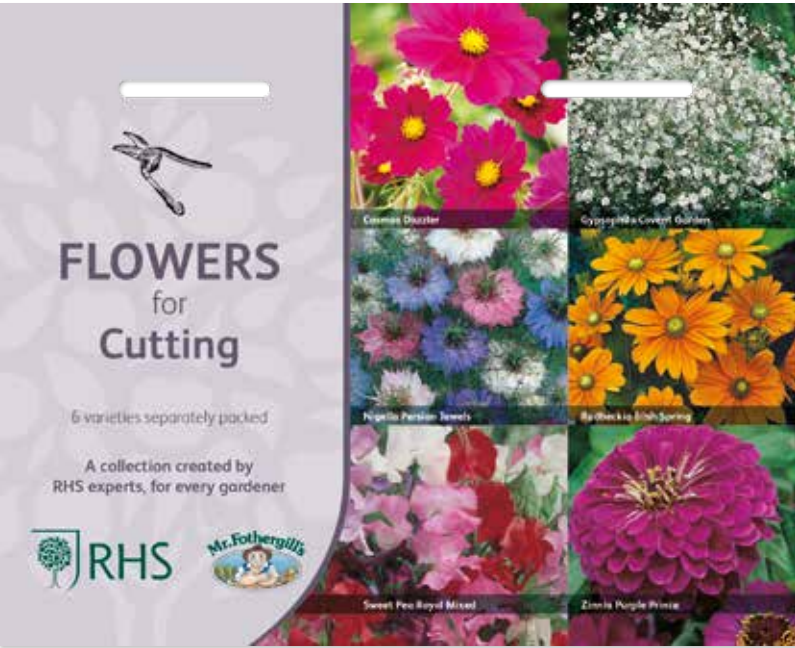


RHS COLLECTIONS RANGE

A flower and vegetable seed collection range in partnership with the experts at the RHS.

The RHS believe it's possible for everybody to enjoy growing flowers and vegetables from seed and get results, whatever space or experience they have. And with themes including 'Flowers for Cutting' and 'Vegetables for Containers' there's something in this range for every gardener.

Featuring 8 vegetable collections and 8 flower collections on a compact hot spot stand, each pack contains 6 specially chosen varieties. With eye catching packaging and POS featuring Matthew Pottage, RHS Wisley's Garden Curator, the collection is easily sited alongside the RHS AGM ranges, as well as being a stand-alone collection.

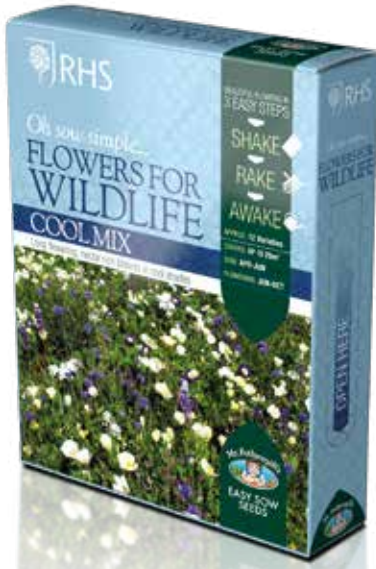


RHS FLOWER SEED MIXES

NEW

Oh sow simple...

Easy to grow flower mixes in 6 themes. Aimed at novice gardeners and those looking for an economic and efficient way to fill flower beds and borders with season long colour. Endorsed by the gardening experts at the RHS each carton will cover up to 20 square metres. Seed is diluted with natural buckwheat husks to aid broadcast sowing.



Wildlife Cool Mix
Long flowering, nectar rich blooms in cool shades



Wildlife Bright Mix
Colourful garden flowers to provide food and habitat



Cottage Garden Flowers
A colourful mixture of classic, reliable blooms



Flowers for Bees
Created to produce food for a wide range of bees



Flowers for Insects
Provides nectar and pollen over a long season



Flowers for Birds
Creates a beautiful and valuable resource for birds

David Domoney's **HEALTHY START**

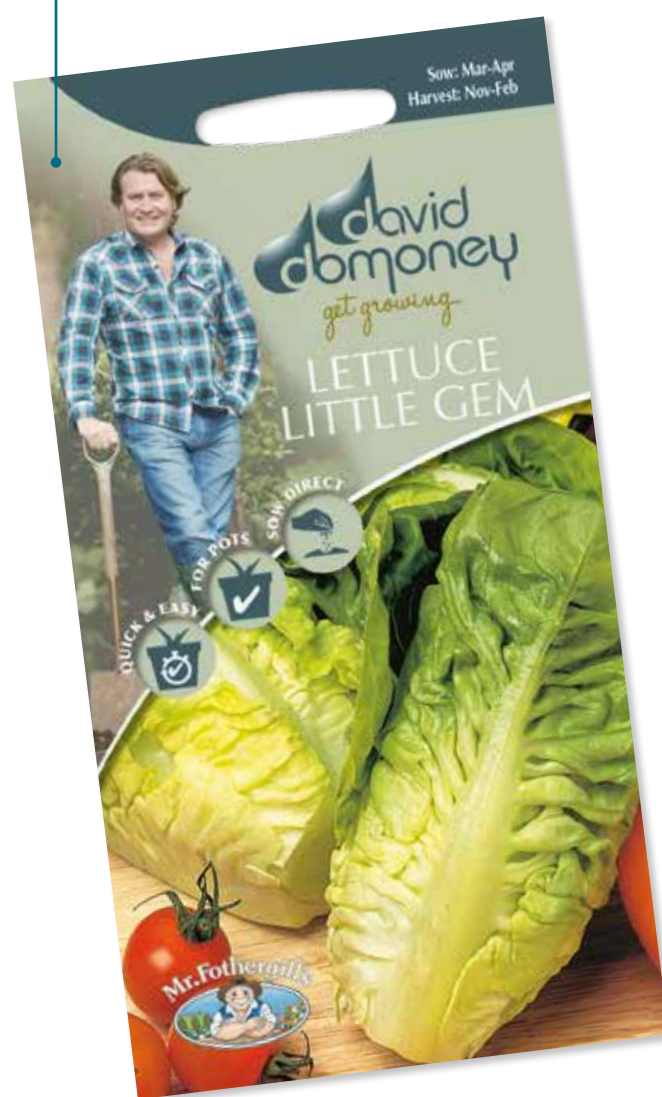
Mr Fothergill's has teamed up with David to produce David Domoney's Healthy Start from seed and reflects David's passion for encouraging everyone to discover the life-long joy that gardening can provide.

There are 65 varieties in the range – 55 single packets and 10 easy to use pre-seeded mats and tapes.

This compact collection covers all the most popular vegetables that people eat and grow. It is aimed at complete novices so is made as simple as possible using everyday language. Packets are displayed entirely A to Z by name with pea and bean packets smaller than in our main range with lower fills, more suitable for beginners and smaller scale growing.

David will be promoting this range on his social media outlets and other media opportunities...

The front of pack has easy reference icons highlighting, 'quick and easy' varieties, varieties that are ideal for container growing and varieties that can be sown directly where they will grow to maturity.



The back of pack gives jargon free information on growing the seed. A QR code can be scanned with any smart phone providing further 'on the spot' information from David.

David Domoney's **HEALTHY START**

Complete Beginner's Guide to growing your own salad & vegetables.

This vegetable growing guide is included free for customers to take and covers topics such as preparing soil, seed sowing, the easiest veg to grow, perfect vegetables for growing in pots, easy growing with pre-seeded tapes and mats, and general advice for all veg families such as brassicas and root vegetables.



Growing guide

This vegetable growing guide is included free for customers to take and covers all topics from preparing soil, seed sowing to general advice for all veg families and varieties perfect to grow in pots.

POS & Seed packs

Height (including header card) 220cm,
Width 80cm, Depth 40cm.

Mr Fothergill's GARDEN TIME

A range of gifts for any home



Windowsill Kits

Herb Garden, Fragrant Garden, Strawberry Garden and Sunflower Garden.

Each kit contains a galvanized windowsill container, seeds, compost and instructions.

Herb Grow Kit

Three galvanized pots on a tray, Basil, Parsley and Chives seeds, compost discs and easy to follow growing instructions.



Chilli Pepper Grow Kit

Pepper (Hot) Jalapeno and Pepper (Hot) De Cayenne.

Each kit contains; a pot, seeds, compost and growing instructions.



Grass Heads GROW KITS

NEW

With year-round appeal these fun kits are an easy way to introduce growing from seed to children. Highly collectable and re-usable there are four themes to choose from with four variation in each theme. Ideal impulse and gift line.



Adopt a kitten



Ocean Animals



Adopt a Puppy



Friendly Bugs

Mr Fothergill's SEASOL SEAWEED CONCENTRATE

A complete garden treatment for the healthy growth of plants, vegetables and flowers.

Seasol seaweed concentrate is a fast-acting liquid which is effective whether applied directly to soil or foliage. It helps stimulate seed germination, strong root growth, flowering and fruiting and increases the uptake of soil nutrients.

Seasol is suitable for all types of plants. It contains useful micro-nutrients and is rich in trace elements, all of which plants need to support strong healthy growth. Regular use has proven to help plants cope with stresses such as heat, drought and frost and increases resistance to garden pests and diseases.

The benefits of seaweed

- Provides essential nourishment for plants
- Improves seed germination
- Stimulates root development
- Promotes healthy growth in all plants
- Enhances flowering & fruiting
- Increases resistance to heat, drought, frost, pests & disease

Marigold Root Growth Trial

Image shows Marigold seedling after three weeks in water vs Seasol



Display Unit (Seasol 1ltr)

Seasol display is supplied as a separate, easy to assemble, free standing cardboard unit and 63 bottles.

Height (including header card) 1270mm, Width 505mm, Depth 290mm



Single units (1ltr)
Available as an outer of 9



Single units (4ltr)
Available as an outer of 2

A premium, quality, up market brand with a wide range of seed varieties.

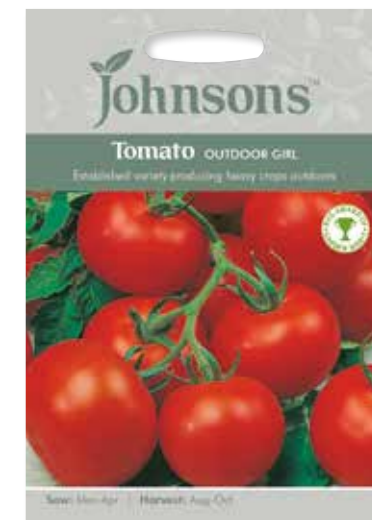
Johnson's was established in 1820, making it one of the longest established names in seed. Our expert teams continue to develop product ranges, trialling and testing each and every new variety at our on-site trial grounds to check performance and reliability. A targeted range which can be sited solus or alongside any of the Mr Fothergill's family of brands.

Clear packet design, with a strong variety image on each and feature icons including the RHS Plants for Pollinators and the RHS Award of Garden Merit. Each standard packet has a **FREE** colour plant label, which gardeners love, on the back of the packet.

Front of pack

Flower type

All essential information in one place



Back of pack

Seedling identifier

Free plant label

Quality guarantee



Botanical name

Detailed sowing and growing guide

Johnsons SEED RANGE

Wildflowers, herbs and organic seeds have different livery making them easier for consumers to find, whilst still adding extra interest to the main display.



Wildflowers

Britain's most attractive native plants are easy to grow from seed.

Herbs

Hugely popular, with 29 varieties. Easy to grow, many all year round.

Organic

With 53 varieties in the range, all organically grown and harvested. Accredited by Organic Farmers & Growers.



Pre-sown Seed Tapes

Seed tapes make sowing quick and easy, ensuring even spacing and reducing the need for thinning. 4 popular varieties are available in tape form.

Collection Packets

Highly popular, offering great value across a wide range of flower and vegetable themes. 15 to choose from.

Green Manure

The natural and easy way to improve soil quality. Includes a Spring mix and an Autumn mix.



Charity Packet

This special mix includes over 25 varieties of annual and perennial flowers approved by the Bumblebee Conservation Trust. Each packet sold raises 25p for the charity towards bee conservation and research.

Speedy Salads

Quick and reliable crops can be achieved by anyone! This mini range comprises 8 salad leaf mixes combining different colours, textures and degrees of spicy heat.

Onion EXHIBITION

This popular show bench variety is a descendant of the Original Kelsae Onion.

Onion Exhibition is highly prized for its record size, weight and flavour.



The Onion Exhibition Display Unit

Johnsons NEW VARIETIES

45 varieties have been added to the Johnsons range this season including....

Grasses

Grasses have grown in popularity as a way of creating a modern and interesting garden display. Adding colour and texture, many varieties can be grown in pots and containers as well as in the border, making them ideal for smaller gardens.

NEW



Carex Comans Bronze



Festuca glauca



Miscanthus sinensis



Stipa tenuissima

NEW



Agapanthus Headbourne Hybrids
Exotic looking but hardy, 'African Blue Lily'. Spectacular flower heads appear to float on long slender stems above lush clumps of strap-like leaves.

NEW



Clematis Korean Beauty
First year flowering climber for fences and trellis. Fastgrowing and covered in a profusion of nodding late season flowers.

NEW



Cosmos Double Dutch Rose
Eye-catching large blooms over attractive, soft foliage. Large plants for long flowering displays in mixed summer borders.

NEW



Dianthus chinensis Chianti
Free flowering with unique, large double blooms. This variety is possibly the most eye-catching of all China Pinks, for beds, borders and containers.

NEW



Eryngium Miss Willmotts Ghost
Striking and long lasting 'architectural' plants. Will provide lasting interest in mixed borders.

NEW



Geum Red Dragon
Cottage garden favourite with vibrant, double flowers. Great for cutting and patio containers.

NEW



Gunnera manicata
The ultimate waterside plant with colossal leaves. The leaves can grow to a huge 1.8m across. Thrives in moist locations.

NEW



Poppy Amazing Grey
Easy to grow, dainty blooms in extraordinary shades, with all the nostalgic charm of traditional field poppies.

NEW



Poppy Tibetan Poppy
Truly captivating, one of the most sought-after poppies. Well known for its large piercing blue flowers but rarely seen, once established it is surprisingly easy going.

NEW



Salvia Blue Victoria
Neatly rounded plants with intensely coloured and long lasting flower spikes.

NEW



Scabious Black Knight
'Pin-cushion' border flowers in a velvety dark maroon. Easy to grow, with masses of delicate pale stamen, 'sprinkled' over the dusky petals for a wonderful contrast. Perfect for borders.

NEW



Strelitzia reginae
The 'Bird of Paradise', the ultimate tropical flower. Patience may be needed but is amply rewarded with the most startling and exotic flowers. Stunning in conservatories and on the summer patio.

NEW



Carrot Ox-Heart
A tasty French heirloom with big and chunky roots. Loved for its flavour and its ability to store for ages. Great for roasting.

NEW



Lettuce Red Iceberg
Dense heads of attractively coloured, succulent leaves with an eye-catching red tint, form dense heavy heads. A perfect filler for deliciously fresh summer salads.

NEW



Soya Bean Fiskeby V
Highly productive and reliable for a cooler climate. One of Asia's most important food crops, it is used in a wide range of dishes.



NEW



Eryngium Miss Willmotts Ghost
Striking and long lasting 'architectural' plants. Will provide lasting interest in mixed borders.

NEW



Geum Red Dragon
Cottage garden favourite with vibrant, double flowers. Great for cutting and patio containers.

NEW



Gunnera manicata
The ultimate waterside plant with colossal leaves. The leaves can grow to a huge 1.8m across. Thrives in moist locations.

NEW



Poppy Amazing Grey
Easy to grow, dainty blooms in extraordinary shades, with all the nostalgic charm of traditional field poppies.

NEW



Sweet Corn Picasso
Delicious cobs on striking purple stemmed plants. Great tasting cobs with gold and white kernels and pink tassels, on highly ornamental plants with red streaked leaves and stems.

NEW



Tomato Honeycomb F1
A colourful cherry tomato with exceptional sweetness. A Sungold type, with improved resistance to splitting. For outdoor and greenhouse cultivation.

NEW



Tomato Rugby
A full flavoured variety for indoor and outdoor crops. Small and full flavoured, perfect for home gardeners. For outdoor and greenhouse cultivation.

NEW



Climbing French Bean Speckled Cranberry
An attractive triple-purpose bean. Young pods can be eaten whole, or left to mature and the succulent shelled beans used fresh. They can also be left to mature and dry out for storage.

Johnsons ORGANIC SEED

Organic vegetable growing continues to be an ever-popular trend and more recently gardeners have also been enjoying the benefits of growing flowers from organic seed.

In response to this, Johnsons have added 15 new organic flower seeds to the range. Produced without the use of pesticides or chemical fertilisers, these beautiful flowers are a great introduction for gardeners interested in organic home gardening. Many varieties will also help attract bees and other pollinators to the garden.

Varieties in the new organic flower collection include Calendula Touch of Red, Cleome Pink Spider Flower, Lavatera Pink Mallow and Rudbeckia Chocolate Orange.

Grown by dedicated farmers using strictly organic methods, organic growing helps to protect the environment, improves soil and encourages biodiversity.



Johnsons DISPLAY STANDS

Easy to assemble in just three sections.

Designed to fit together compactly with stylish header cards and footer cards, allowing you to achieve an effective display within any allocated area.

Single Sided Stand

Measures 80cm wide with 88 hooks that will display any seed packet within our collection. Gives you the flexibility of arranging the packets in any position on the stand, including the Johnsons Peas & Beans packets which have been designed to fit two standard hooks.

Height (including header card) 220cm, Width 80cm, Depth 40cm.

Double Sided Stand

Utilises the single sided stand frame. Two wire racks and an additional foot are provided giving you a 176 hook stand.

Height (including header card) 220cm, Width 80cm, Depth 55cm.

POS

Header cards and footer cards, easily assembled on frames.





Single sided hotspot stand

Hotspot Stands

Available as a single or four-sided unit which is perfect for busier outlets and suitable to construct around pillars.

Height (including header card) 220cm, Width 48cm, Depth 48cm.



4-sided hotspot stand



Two Sided Rotary Stand

The two sided version has 90 hooks providing a compact display for our smaller collections.

A mobile stand which is easy to place in smaller spaces.

Height (including header card) 192cm, Width 48cm, Depth 48cm.



Four Sided Rotary Stand

This four sided stand has 180 hooks for displaying any packet size.

A convenient way of displaying seeds in unallocated areas of a store.

Height (including header card) 205cm, Width 84cm, Depth 84cm.

Johnsons COLLECTIONS A TO Z

There are 8 standard collections to choose from, to fit any retail space. From a single stand of our best selling, most popular lines, to our largest 10 stand collection, providing a comprehensive choice of flower and vegetable seeds.



JA collection JB collection



JD collection



JE collection



JC collection

Johnsons MAIN A TO Z COLLECTIONS			
Collection Code	Flowers Varieties	Vegetable Varieties	Total Varieties
JA	36	44	80
JB	87	74	161
JC	171	153	324
JD	171	222	393
JE	243	225	468



Johnsons MAIN A TO Z COLLECTIONS

Collection Code	Flowers Varieties	Vegetable Varieties	Total Varieties
JF	243	297	540
JG	327	297	624
JI	385	349	734

JF collection



JG collection



JI collection

Microgreens

Grow baby leaves all year round on a windowsill. Quick, easy and nutritious.

What are Microgreens?

Microgreens are best described as the baby leaves of vegetables and herbs such as Beetroot, Rocket and Basil which are normally harvested when they are more mature. They have increased in popularity recently as an easy way to add a fresh and punchy taste to meals.

The range

Johnsons Microgreens can be grown all year round on a windowsill growing tray and some varieties will be ready in as little as two weeks. The high quality, re-usable growing trays include three packets of Microgreens seeds to get your customers started. The trays are merchandised in a display box, each containing 12 trays.

In addition, Johnsons have a mini range of Microgreens seeds, merchandised on a stand for customers to buy separately. The range contains eight popular varieties, all chosen for their fresh and intense flavours and each packet contains enough seed to fill a tray.



Microsnips display

Micro Snips

The easy way to 'snip' baby salad leaves and herbs with ease. The compact size and spring action handles make them easier to use than scissors and the high quality carbon steel blades ensure a long lasting sharp cutting edge.

Ideal add-on sale



High quality, re-usable growing trays in a display box



Microgreens stand

Microgreens

Microgreens hanging display

Stand to attach to existing seed stand sides (requires two back to back stands).

Height (including header card) 98cm,
Width 34cm, Depth 30cm.



Microgreens KITCHEN SEED SPROUTER

A convenient and economical way to produce fresh and tasty sprouts and microgreens all year round, from a windowsill.

Sprouts are ready in as little as 3-5 days and Microgreens from 7 days, making it easy to add vibrant colour, taste and crunch to just about any dish.

Each kit contains four clear trays with drainage holes for sprouting seeds or growing microgreens and one coloured base tray without drainage holes to collect water after it has filtered through the clear trays. There is also an easy to follow instruction booklet included.

Seeds sold separately.



Jekka's Herbs

Johnsons range of herb seeds, with Jekka McVicar.

Jekka's Herbs

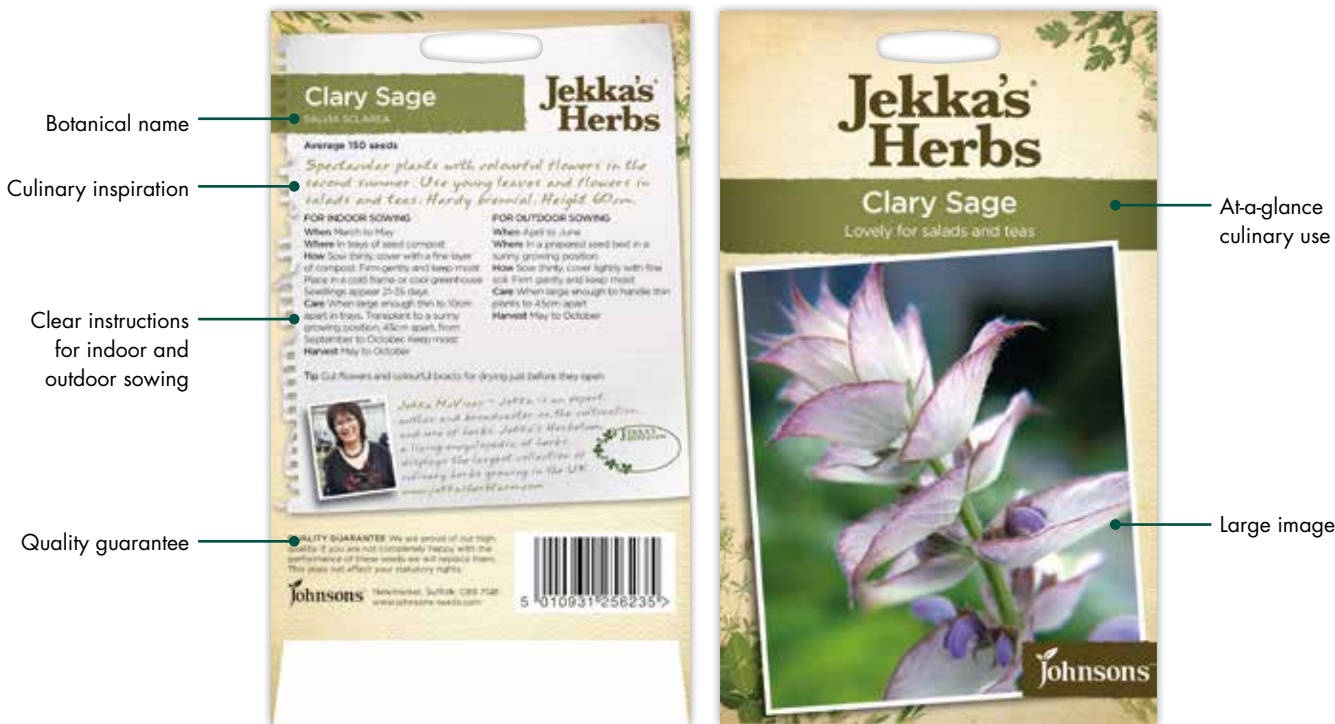
Jekka is an expert, author and broadcaster on the cultivation and use of herbs. She has published several books including Jekka's Herb Cook Book and Jekka's Complete Herb Book, which has sold over 1 million copies worldwide. Published in 2019, Jekka's book *A Pocketful of Herbs* (called 'A genius little book' by Jamie Oliver) is a compact, handy A to Z guide, listing over 300 varieties of herbs. She regularly contributes to the *BBC Gardeners' World Magazine*, *RHS The Garden*, *BBC Good Food* and *The Guardian*. She has also appeared on many television programmes, such as the *Great British Garden Revival* (December 2013) and *Mary Berry Cooks* (Spring 2014). Most recently, Jekka was featured on *BBC Radio 4's Food Programme*, in *The Herbal World of Jekka McVicar*. Jekka's Herbetum, the first in the UK, was created in the grounds of Jekka's Herb Farm in 2013, displaying the largest collection of culinary herbs in the UK. In 2017 Jekka was awarded the *RHS Victoria Medal of Honour*. She is also an RHS Ambassador. The collection is made up of 47 varieties including well-known classic herbs as well as some more unusual varieties.



47 varieties selected by Jekka McVicar, the UK's leading herb expert

Jekka's Herbs Stand

Single sided. Height (including header card) 220cm, Width 80cm, Depth 40cm.



Sarah Raven's SEEDS

Two popular flower seed ranges from Johnsons in collaboration with Sarah Raven.

sarah raven

A premium collection, with a fresh design and beautiful photography. The large style packets and POS create a modern and attractive display, highlighting the key trends of flowers for cutting and flowers for wildlife.



Both collections feature 47 varieties selected by Sarah from flowers she has grown herself in her gardens at Perch Hill Farm.

Enhance your seed offering with these flower seed collections, for cutting and for attracting wildlife...



Sarah Raven's Stands

Single sided

Height (including header card) 220cm,
Width 80cm, Depth 40cm.

Clear instructions
for indoor and
outdoor sowing

Quality guarantee

Large image

Botanical name

Little Gardeners

Children love nothing more than getting their hands dirty and being actively involved in the garden. There's a lot to learn and have fun with in our range of seeds and seed based kits for Little Gardeners.

little gardeners

Aimed at children from 3 to 11 years old every item in the range has something for children to grow but there are also extra games and activities for them to enjoy, including facts they will be learning about in school at Key Stage 2 (ages 7 to 11).



Flower and Vegetable Seed Packets

10 varieties each with full instructions on how to grow, along with fun facts and activities printed on the inside of the packet.



My First Mini Greenhouse

A great way to combine play with learning. The mini greenhouse comes ready to assemble and can be used to start seed off, as a novel propagator. Everything is included to get started including seeds, compost, full instructions, information and activities.



Seed Starter Kits

With everything needed to start seeds growing. Once the seedlings are large enough, they can be transplanted to grow on. Each kit contains a propagator tray and lid, compost and seeds.

Available as a shelf ready tray of 6 kits. Also on the stand as part of the Little Gardeners collection.

There are four seed starter kits: Sweet Strawberries, Gigantic Sunflowers, Cheery Nasturtiums and Halloween Pumpkins.



Flower Mixes

Growing a small flower bed doesn't get any easier than with these annual flower mixes. Simply dig over the soil, shake out the seed, rake in, water and watch them grow!

There are three mixes: Wildlife Flower Mix, Pink Flower Mix and Blue Flower Mix.



Complete Grow Kits

The grow kits are 2ltr pots supplied with seed and compost. Each plant variety has been selected so they can be grown from seed to maturity in the same pot. Includes stickers to decorate the pot and more facts and fun activities.

There are two Complete Grow Kits: Mini Sunflowers and Yummy Strawberries.



Counter top seller – perfect for impulse sales

Everything to grow a fun cress garden indoors – each kit contains a packet of cress seeds, 100% recycled growing mat, a growing tray and a 'cut out' sheet of characters.

The compact counter top unit contains 8 kits. Also on the stand as part of the Little Gardeners collection.

NEW

Caterpillar Greenhouse KIT

It's easy for children to start plants off in their very own fun caterpillar greenhouse.

Including everything needed to grow basil, peppers and tomatoes, they can learn how to sow seeds and look after them, following simple steps...



Each kit contains:

- Re-usable caterpillar propagator tray & lid
- Basil, pepper (sweet) & tomato seeds
- Jiffy-7® compost pellets
- Wooden plant labels
- Instruction leaflet with growing tips and a yummy pizza recipe



Wooden stand to display the entire range

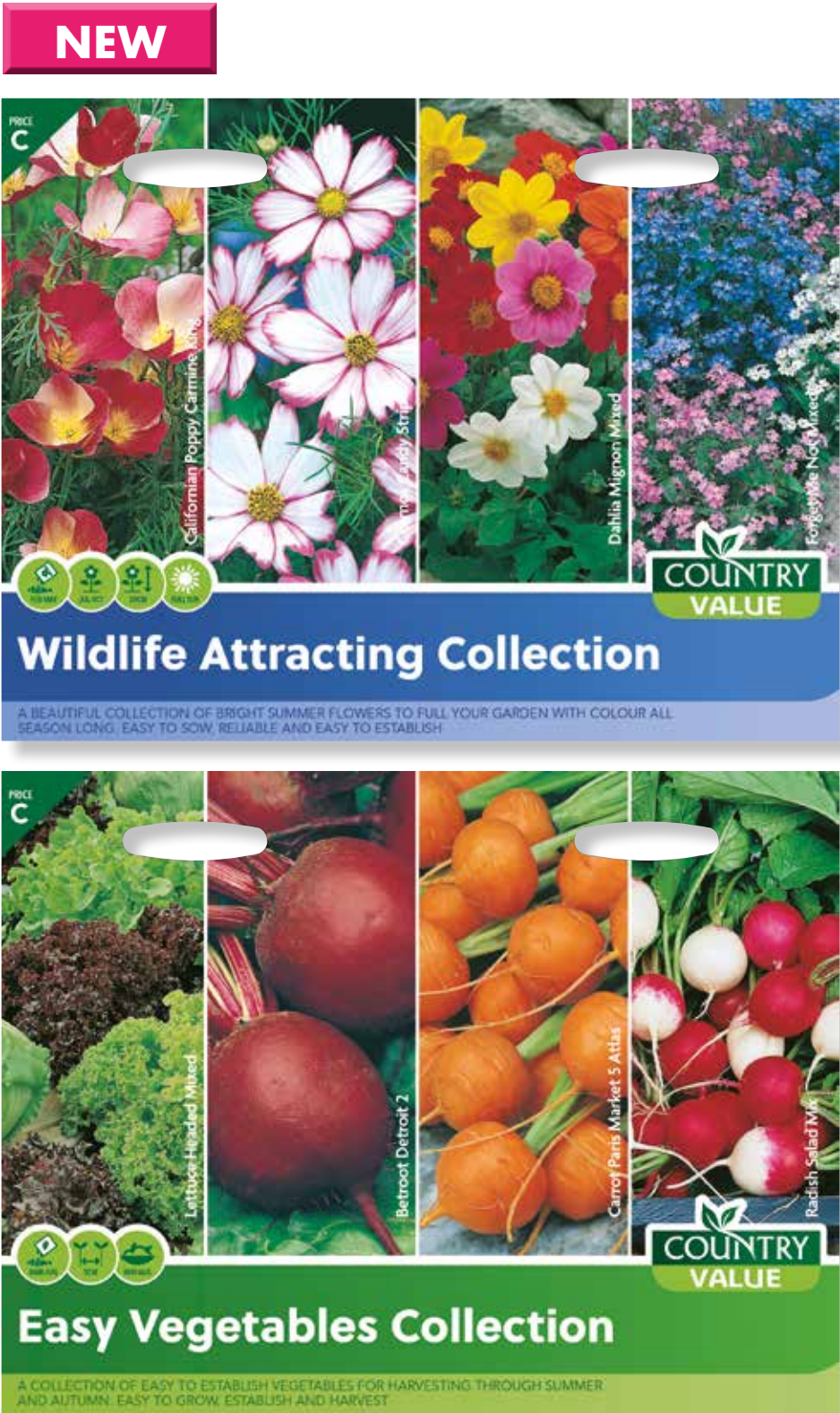
Height (including header card) 205cm,
Width 80cm, Depth 40cm.



Country Value SEEDS

This season the Country Value range has been updated with a new packet and POS design. With a modern feel and using separate identifying colours for flowers and vegetables, the packets feature prominent variety images and now also include price codes.

Still with a great selection of the best-selling garden favourites, the new look range incorporates four collection packs, with themes of Easy Flowers, Wildlife Attracting Flowers, Easy Vegetables and Peas & Beans.



NEW DESIGN

Single and Double stand

Price marked stands show good value for money – ideal for the enthusiastic gardener on a tight budget.

Height (including header card) 210cm, Width 80cm
(Double Width 160cm), Depth 40cm.



Our sales force

Order Hotline 01638 554111

Mr Fothergill's Seeds Ltd

Gazeley Road, Kentford,
Newmarket, Suffolk CB8 7QB

General enquiries: 01638 751161

Fax: 01638 554085

Email: Sales@mr-fothergills.co.uk

www.mr-fothergills-trade.com

Call our team on:

National Sales Manager

Richard Keegan 07787 517690

Territory Managers

1-3 The Denholm Agency..... 01698 426968

4. Larry White..... 07799 116810

5. Sylvia Thomas 07799 116801

6. Julie Emmett..... 07799 116809

7. Liz Roberts 07799 116812

8. Ken Ross 07799 116808

9. Will Lamond 07799 116806

10. Kevin Sullivan..... 07799 116807

11. Larry White..... 07799 116810

12. Mark Cottingham..... 07799 116804

13. Stuart Clements..... 07799 116805

14. Adam Bennett 07393 149160