



Exceptional Companies That Offer Superior Products

Cultivate Your Business With Us

Top Three Ways DGA Benefits You

Networking

DGA conventions keep you connected with industry leaders and companies involved with marketing gardening products directly to consumers.

Knowledge

Learn from industry experts, have access to the DGA website for the latest information and benefits from DGA newsletters, meetings and events.

Increase Profits

The combination of networking with new industry contacts and mastering direct marketing best practices will grow your business and increase your profits.



Opportunities Abound for DGA Members



Make Business Connections



Preview The Latest Products



Build Strong Relationships



Celebrate Generational Growth

Growing Your Business Is Easier With The DGA



“The Association has provided my company with the opportunity for additional business ‘partnerships’ I didn’t expect or even know existed. I joined to learn how to add mail order as a way to expand our business and I received a lot more.”

Clayton Beaty
President
Beaty Fertilizer Co., Inc.

Our Name is New, but Our Roots Are Not

For more than 75 years, the Direct Gardening Association (formerly the Mailorder Gardening Association) has provided a forum for members to learn from industry experts, exchange ideas and build a network of resources. Our logo has come to represent exceptional gardening companies offering superior products. Prospective customers turn to the DGA website to locate gardening companies they can trust, making it one of the leading gardening sites on the Internet. As a DGA member your company will be listed on the DGA website which is a part of your member benefits, and will increase your visibility and grow your sales.

Integrate Yourself!

Membership
Eligibility
Categories

Regular Member

Companies primarily engaged in the direct marketing of garden products to the consumer including live goods such as nursery stock, seeds, plants, bulbs; hard goods including containers, fertilizers, herbicides, tools; and other gardening related products including birding, ornaments, furniture, etc.

Wholesale Member

Companies that supply products to regular members to sell from their catalogs or websites directly to consumers.

Allied Member

Companies that provide services to regular and wholesale members including printing, shipping, internet, lists, advertising, public relations and marketing, are Allied Members. This category includes both consumer and trade publications serving the industry.



JOIN THE DIRECT GARDENING ASSOCIATION TODAY

Your DGA Membership Really Pays Off

Every member of the Direct Gardening Association enjoys the following benefits:

Conferences (2 per year)

Our conferences are recognized as one of the greatest benefits of membership. During these sessions, members have an opportunity to interact with industry colleagues, meet potential suppliers and learn new strategies to increase sales.

Networking

If you're looking for new products, knowledgeable vendors, or to introduce your products and/or services, the relationships formed through your DGA membership will provide you a strong base to work from. DGA members are known for their willingness to share information and advice with their fellow members.

Knowledge

Exposure to experts in the industry will not only broaden your knowledge, but also develop valuable resources that can benefit you for years to come.

Increased Profits

Through the DGA, you'll gain new business relationships, a deeper understanding of evolving marketing

opportunities, current information on trends, and education on technological and operational advancements. Together they'll help you increase sales, become more efficient and grow your profits.

Increased Exposure

Your free listing on the DGA website reaches thousands of home gardeners, as well as other DGA members who could benefit from your products or services. Additionally, the use of the DGA logo on all your promotional materials provides you with recognition of excellence within the gardening industry.

Industry Research Information

As a DGA member, you can benefit from various research projects provided at minimal cost to our members. Research includes garden trends, website analysis, fulfillment studies, secret shopper surveys and many more.

Legislative

The DGA continues to work with the Direct Marketing Association, The Catalog Mailers Association and others to represent our membership and keep

you informed on proposed rate changes or other regulations that may affect your shipping or packaging of products. We have a DGA member attend the Mailers Technical Advisory Committee (MTAC) meetings in Washington, D.C. four times a year representing our membership. This committee works directly with the U.S. Postal Service.

Supplier/Vendor support

Industry suppliers support the DGA functions and are easily accessible to answer your questions and provide a wide variety of services.

Industry Cooperation & Government Relations

The DGA enjoys an excellent relationship with many affiliated organizations such as the American Nursery & Landscape Association, The United States Postal Service/Mailers Technical Advisory Committee, and the American Catalog Mailers Association. Together, we monitor important legislative and regulatory issues that pertain to members of the Direct Gardening Association.

Your membership dues support our efforts to inform and protect our direct marketing members.

A wealth of services at your fingertips.

The DGA – A Strong Industry Voice

The DGA is comprised of both large and small catalog companies and online marketers from every segment of the gardening industry – including seeds, bulbs, organic fertilizers to water gardening and many more.

If you sell gardening products to the consumer or you provide services or gardening products to garden catalogs or online merchants you should belong to the DGA.

Membership in the DGA will benefit you if you are in:

| | |
|------------------------|-------------------------------|
| Operations | Corporate Management |
| Circulation | List Brokerage and Management |
| Catalog Design | Sales Planning and Analysis |
| Social Media | Retailing |
| Marketing Strategy | Printing/Shipping |
| Information Technology | Database Management |
| Web Development | Merchandising |

Wholesalers and Allied Member providers have sponsorship and partnership opportunities to promote their companies and maximize their visibility.

All levels of membership are welcome and encouraged to participate in all association functions . . . educational sessions, roundtable discussions, committee meetings and speaking opportunities in areas of your expertise and more.

The DGA is Your link to Direct Marketing Companies and Web Merchants

info@directgardeningassociation.com

A special thanks to Schmidt Printing Co.
www.Schmidt.com

Gain Recognition With DGA-Generated Publicity Programs



Win a Green Thumb Award

Since 1998, DGA's Green Thumb Awards have drawn attention to the best new gardening products of the year. An independent panel of garden writers evaluates all types of gardening products sold directly to consumers via catalog or website, from new seed varieties and annuals to gardening tools and supplies.

If you would like more details on how to apply and qualify for the DGA Green Thumb Award Program, visit the DGA web site.

*Excerpt from interview with
Bruce Frasier,
President
Dixondale Farms
Carrizo Springs, TX*

Q. What is the single most compelling reason to consider joining the DGA?

A. The DGA is the only professional trade organization that focuses on the educational and professional needs of companies involved in the direct marketing of nursery products to home gardeners. This is a relatively small association when compared to other trade organizations, but I guarantee you'll be impressed with the education and business building information you will gain from your participation in the DGA.