

Product Testing & Analysis

National Home Gardening Club

The National Home Gardening Club (NHGC) is the largest club of gardening enthusiasts in the U.S. As part of a paid membership, members are eligible for free product trials, Gardening How-To magazine and more. Also as a perk to membership, the NHGC regularly reviews new products to inform their public (see Appendix for a sample).

To test GROCOR[®]'s RootFeeder, the NHGC sent more than 100 units across the U.S. to consumers in various growing zones and with varying demographics such as; income level, educational background, age and sex (see Appendix for details). Each individual that tested the product was a club member and classified as an avid gardener by the NHGC.

Each member using multiple criteria tested the RootFeeder. Respondents ranked the product from 1-10, with 10 being the best. Following are the cumulative scores (see Appendix for complete information):

TEST CRITERIA	SCORE (1-10)
Ease of use	8.4
Environmental impact	9.0
Design	8.4
Durability	8.6
Plant health	8.6
Performance in the garden	8.4

As a result, the NHGC field testers rated the RootFeeder an overall **approval of 94 percent**, indicating gardeners will use – and recommend – the product. The ranking also resulted in the NHGC awarding the internationally recognized ‘NHGC Member Tested and Recommended’ seal of approval shown here. Selling more units can be seen as a direct function of expanding the market to include a larger percentage of avid gardeners.



94% Approval Rating

The Grow More Root Feeder