



Stephanie's Kitchen Garden Project

With the desire to learn more about organic growing techniques and to share the wonderful experience with its customers, Harrod Horticultural began its own Kitchen Garden Project in 2005 with some interesting results...

Organic Methods

Stephanie Harrod, Managing Director of Harrod Horticultural, has always been a firm believer and advocator of growing your own **fruit and vegetables organically**. As such it has been at the heart of the company's ethos since its inception in 2000 and this gardening approach is naturally at the forefront of Stephanie's Kitchen Garden project. The garden produces fresh, full flavour crops by working with nature and uses the traditional methods developed by the Victorians coupled with the new technology and information developed since.

Testing and Learning

The benefits have been two fold. Stephanie's Kitchen Garden project has become the perfect trialling ground for the **testing of new product**. Most are

now tested at the venue including proto-type designs from the in-house New Product Development team where quality and functionality are assessed to ensure that they reach the high standards required to be included in the Harrod Horticultural range.

It's been perfect for **maximising staff knowledge** too. One of the key areas that set Harrod Horticultural apart from other players in the market is the exceptionally high levels of customer service. It's like one gardener talking to another and customer feedback strongly reflects their appreciation of being able to talk through their queries and being satisfied with the products they have been recommended as a result.

Monthly Diary Online

Stephanie's Kitchen Garden journey through the seasons is diarised by **Head Gardener Sharon-Louise** and posted at www.harrodhorticultural.com. Each year begins with a carefully designed crop plan, and from the rigours of growing from seed, through to tending to the plants and harvesting, each step is recorded including both the successes and failures. Sharon-Louise's

candid and wistful **monthly diary** entries are emailed and enjoyed by thousands of online Harrod Horticultural customers, with many engaging in email correspondence to find out greater detail and to compare gardening notes. After all, exchanging knowledge is the only way to learn!

All in all, this venture that started out as a way of learning has proved to be a major asset to the business and something which has given Harrod Horticultural much **credibility** and **respect** among its customers and across the gardening industry as a whole. What's more, it has provided our **RHS Chelsea Flower Show** exhibit with a bountiful crop that can be admired by all this year at 39 Pavilion Way!

Head Gardener Sharon-Louise keeps an informative diary that is published monthly online at www.harrodhorticultural.com



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