

Mind and Find Your Words!

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How we talk and write and What we say... what is the purpose and what is the context? Are we the stand-up comic, the informer or the teacher?

Telling the story engages the listener / reader

which words to use to whom: age, gender, culture/ethnicity; lifestyle preferences

generations:

| | |
|---------------------------------------|------------|
| Baby Boomers | 1944-1964 |
| Generation X / Baby Bust / Latchkey | 1965-1979 |
| Millennials / Generation Y / Gen Next | 1980-1995 |
| iGen / Gen Z / Centennials | 1996-2019+ |

LOHAS – Lifestyles of Health and Sustainability , "save the world"

Naturalites – focus mainly on personal health and wellness

Drifters – want to be green, but only if it is easy and cost-effective

Conventional – more fiscally conservative, can behave like LOHAS or not

Unconcerned – name says it all...

WORDS

the easy words: soil – dirt shrubs – bushes high maintenance – low maintenance

The people and place words: gardener – un-gardener “a gardener is my parent or grandparent. I just want a couple of plants” Horticulturist

garden – landscape – yard – un-garden “landscape is too pretentious”

The occupants of the garden: plants – plant materials

plant names: common – regional • botanical Latin – universal; well, maybe

the vocabulary of pests and diseases: seek out the experts

The complicated words and concepts: native – non-native – naturalized – nativar: origin and habit implied

invasive (thug) - groundcover – vigorous: invasive is overused; plants spread because they have the biological imperative to procreate

sustainable

- maintainable with current resources
- not borrowing from the future
- four pillars:
 - human
 - social
 - economic
 - environmental

regenerative

- conservation
- rehabilitation
 - soil/topsoil
 - water
 - economic
 - environmental
- ↑ biodiversity, C / bio-sequestration, resilience

organic

- carbon-based
- no synthetic inputs
- natural substances
 - fertilizers
 - pest control
 - OMRI certified
- no GMO/GE
- IPM pest control
 - cultural
 - mechanical
 - biological

Permaculture
Biodynamic “ag”

conventional

- continual chemical inputs
 - fertilizer
 - pesticides
- manufactured inputs
- use GMO/GE

eco-conscious

- "organic-flex"
- no to minimal poisons
(natural or otherwise)
- no synthetic inputs
- natural substances
 - “fertilizers”

wildlife gardening – pollinator+
edible gardening

CONCEPTS

wellness

garden types: pollinator, wildlife, ecological, edible, sustainable

Let's Play

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