

# The Product Watch

**PUBLISHER'S NOTE:** The Product Watch is a regular feature of *People, Places & Plants*. As new or existing goods and services come to our attention, our staff will evaluate the products and report back to our readers. *PPP* accepts no remuneration for The Product Watch; products are evaluated solely on performance and potential.



## Backyard Veggies Go to Pot

### Burpee, Hines team up to offer 'finished' plants

**IT WAS INEVITABLE.** With more and more gardeners purchasing full-grown flower plants rather than starting from seeds, it was only a matter of time before garden centers began to offer vegetables in branded containers.

In a partnership announced last September at the Eastern Performance Trials, Hines Horticulture Inc. and W. Atlee Burpee & Co., the nation's best-known seed company outside of New England, will offer a new line of vegetable and herb plants known as Burpee Gardens this spring in select Northeast garden centers.

The plants, either in fruit or close to bloom, will be sold in 4-inch-diameter white paper pots bearing the familiar Burpee logo. Thirty varieties of vegetables and herbs will be available the first year with just a few garden centers in

the program, but everyone involved expects the program to expand.

"With Hines' expertise in growing and shipping, coupled with our trusted name, we believe that Burpee Gardens could be a sellout program," said **George Ball**, president of W. Atlee Burpee.

The trend toward "finished" vegetable plants has been evident at garden centers for several years.

"We still offer six-packs of seedlings for sale before Memorial Day," said **Tom Mahoney**, the head grower for his family's chain of garden centers in Massachusetts. "After that, though, the customer wants larger plants in larger pots. They don't have the time to grow the plants from scratch, so we've seen sales of full-grown vegetables skyrocket."

Varieties in the Burpee Gardens line will include the company's 'Burpless' cucumbers, 'Biker Billy' hot peppers and 'Brandy Boy' tomatoes. For details, visit [www.burpee.com](http://www.burpee.com). — *P.J.T.*

## Beeswax Balms Help Take the Sting Out of Gardening

**IT ISN'T OFTEN** that we review a product and use the staff to evaluate it, but it seemed like the perfect opportunity with Naturally Bee-Ewe-Tiful.

The company originated in 1990 at the Aroostook County farmstead of nurse, gardener and nature worshipper **Sandra Hare-Estabrook**. Her products are designed with the gardener in mind, the person with hands that are "literally cracked, raw and practically bleeding from constant washings and environmental exposures," she said.

Hare-Estabrook developed Naturally Bee-Ewe-Tiful hand balms and lip balms from her own beeswax, using high-quality vegetable oils — almond, coconut, jojoba, palm, olive and grape seed. Her lotions and lotion bars include shea and coco butters and essential oils.

"Immediately after putting on the lotion (\$7.50), I could feel it invigorating the dry skin on my hands," said **Brett Plymale**, videographer and editor for *PPP TV*. "It left them soft without the typical oily residue left behind by other lotions that I've tried."

**Molly O'Neill**, associate producer for *PPP TV*, was impressed by the scent of the soap (\$3.50) and the way it lathered.

"It has a beautiful pine tree carved on the front — I felt clean just by smelling it," she said. "The scent has a wonderful zing with a slight musky aroma. It made me feel like I was taking a bath in a fresh spring in the Maine woods!"

To find out more or to buy the products, go to [www.naturallybee-ewe-tiful.com](http://www.naturallybee-ewe-tiful.com). They also can be seen at garden shows and festivals across Maine.

— *R.C.C.*

**Pine trees and hives: Naturally Bee-Ewe-Tiful's soap and lotion bars.**

