

VEGETABLE GARDENING NICHE REPORT



NicheHacks
NICHE DOMINATION SHORTCUTS

STUART WALKER

VEGETABLE GARDENING NICHE REPORT

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NICHE OVERVIEW

Vegetable Gardening is such an important part of our lives and it used to mean survival for families who lived before us. Without the food they grew in the garden and the few animals they kept, they literally would have starved to death. Of course we don't starve in this country anymore because we don't have a garden but it does make you think about the hardship families went through in seasons with poor crop results. ([Source](#))

As always I evaluate a hot niche market and 'hack' it wide open so you can make money from it.

This niche goes against the grain but will improve your gain of new and repeat customers. This is rising in popularity so you are sure to make some dough.

INTRODUCTION

Vegetable gardening is the growing of vegetables for human consumption.

Traditionally it was done in the soil in small rows or blocks, often primarily for consumption on the farm, with the excess sold in nearby towns. Later, farms on the edge of large communities could specialize in vegetable production, with the short distance allowing the farmer to get his produce to market while still fresh.

SOURCE: [WIKIPEDIA](#)

MARKET SIZE & WORTH

- Americans spent \$3.5 billion on food gardening in 2013 - up from \$2.5 billion in 2008 - a 40% increase in five years
- Vegetable gardening households spent an annual average of \$53
- The revenue of vegetable farming in the U.S. ranged at approximately 26 billion U.S. dollars
- In 2007, farms' cash receipts from vegetables came to around 19.3 billion U.S. dollars
- Approximately 24.84 million metric tons of garlic were produced worldwide

More detailed information:

As the nation's leading nonprofit in gardening education, the National Gardening Association has published annual statistics on food gardening in America since 1978. This special report examines data collected from 2008 - 2013, providing an in-depth look at trends, statistics and analytical data about food gardening during that period. The data collected shows nearly all categories of food gardening with major increases during the past five years. ([Source](#))

The average spent on all types of food gardening in 2008 was \$70 per participating household. Vegetable gardening households spent an annual average of \$53. Households that planted or maintained fruit trees spent an average of \$61. Households that grew berries spent an average of \$29. And households that grew herbs spent an average of \$30. ([Source](#))

This statistic displays annual revenue figures of vegetable farming in the United States from 2008 to 2013. In 2008, the revenue of vegetable farming in the U.S. ranged at approximately 26 billion U.S. dollars. ([Source](#))

This statistic shows the income from vegetables made by U.S. farms between 2001 and 2013. In 2007, farms' cash receipts from vegetables came to around 19.3 billion U.S. dollars. ([Source](#))

In that year, approximately 24.84 million metric tons of garlic were produced worldwide. ([Source](#))

DEMOGRAPHICS:

- Most food gardeners are women (54 percent)
- 45 years of age and older (68 percent)
- college graduates (43 percent)
- households with annual incomes of \$50,000 and over (38%)
- married households (64%)
- households with no children at home (67%)
- two-person households (40%)

Source: [GardenResearch](#)

More information:

The demographics of today's food gardening households include a broad cross-section of the U.S. population. There are few other outdoor activities where virtually every demographic group is so well represented, no matter what their age, education, income, marital status, household size, gender, or regional location. Most food gardeners are women (54 percent); 45 years of age and older (68 percent); college graduates (43 percent); live in the South (29 percent), Midwest (26 percent), West (23 percent), and Northeast (22 percent); and live in households with annual incomes of \$50,000 and over (38%), married households (64%), households with no children at home (67%), and two-person households (40%). ([Source](#))

NICHE DEMAND

Keyword (by relevance)	Avg. monthly searches 
vegetable recipes	 49,500
vegetable garden	 12,100
vegetable dishes	 6,600
vegetable gardening	 2,900
vegetable farming	 1,000

Look at those huge, high volume, keywords. This is for one average month! Use your noodle and just think how many long tail keywords and other terms that can be found. This is just a handful of the over 100,000 that I found.

What People Are Searching For

Here's what people are searching on Google for...

Searches related to vegetable gardening

container vegetable gardening vegetable gardening **tips**

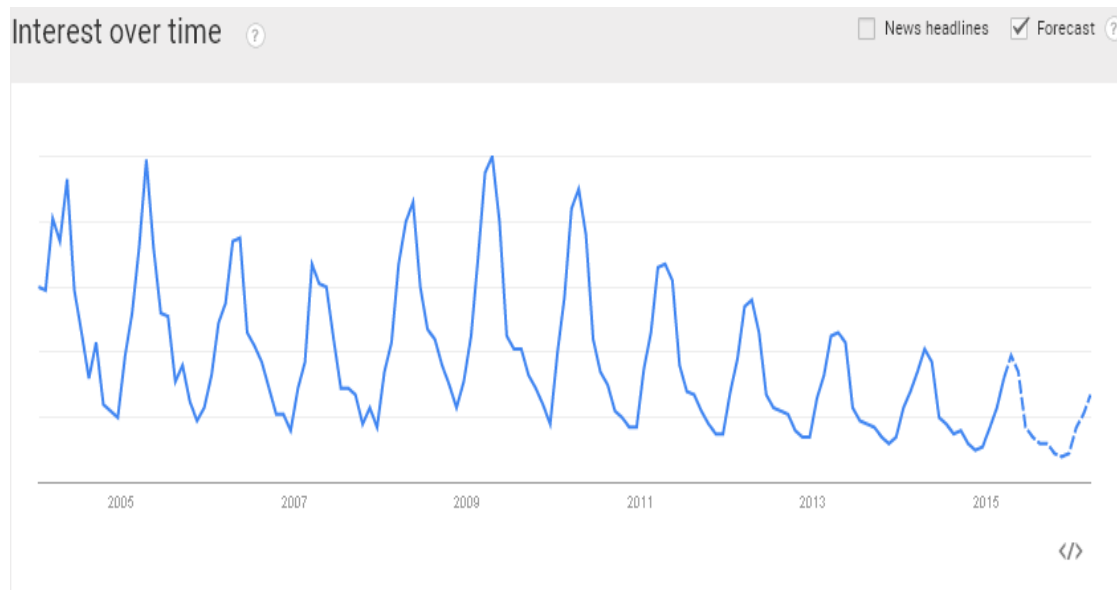
organic vegetable gardening vegetable gardening **for beginners**

home vegetable gardening **raised bed** vegetable gardening

square foot gardening **tomato** gardening

Use these as content ideas to build topics around or create categories on your site, or as keywords for your SEO efforts.

NICHE GROWTH & MONTHLY SEARCHES



As you can see from the graph vegetable gardening goes through phases due to the seasonal nature of it but the trend is pretty stable over the last few years and is showing no signs of disappearance.

SUB-NICHES TO EXPLORE

- Vegetable Gardening Tips
- Vegetable Gardening Ideas
- Vegetable Gardening Tools
- Vegetable Gardening For Beginners
- Container Vegetable Gardening
- Organic Vegetable Gardening
- Home Vegetable Gardening
- Square Foot Gardening

May also be interested:

- Food
- Fruits
- Farming
- Organic
- Fertilizers

MOST POPULAR CONTENT

Use the ideas here to create similar content for your site.

This content is proven to be popular so if you create something similar (but bigger and better) then reach out to the right people in the niche your content can potentially go viral.

Most Popular Content	Author	Shares
<u>Everything You Need to Know About Vegetable Gardening in One Graphic Over Grow The System</u>	Brett James	77,684
<u>Everything you Need to Know About Vegetable Gardening in One Graphic - Complete Health and Happiness</u>	Brett James	55,796
<u>Homeowners Face \$500 A DAY Fine for Front Yard Vegetable Garden</u>	Ue1	52,001

<u>7 Simple Strategies for a Successful Beginner Vegetable Garden Modern Homesteading</u>	Victoria Gazeley	38,909
<u>Pattern No.177 Vegetable Garden; inspiration from eight countries</u>	Alexander	38,816

As you can see people are eager and enthralled to share what they have learned through so many articles about vegetable gardening books, manuals, guides and information.

DOMAIN NAME IDEAS:

Domain Name
vegetable-gardening.org
vegetableorganicgardening.org
vegetablethegardening.com
vegetablethegardening.org
vegetablevegetablegardening.com
vegetablevegetablegardening.org
vegetableweed.com
saladgardening.org
vegetabletend.com
vegetableplant.org

INFLUENTIAL PEOPLE IN THE NICHE

Name	Twitter Handle	Followers
Manzel Caudle	@gardens2012	3779
chelseagreen	@chelseagreen	21900
Eva Pettersson	@gardenlifecoach	7495
David	@dedouble	1435
A Mom's Take	@amomstake	26600

These are the 5 of the most influential people in the niche on social media.

Network with them. Feature them in your content. Interview them. Use them to do research.

These people are NOT your enemy but instead potential partners, your gluten free bread and butter, who can send traffic your way become an ingredient in your recipe for success.

AFFILIATE PRODUCTS:

People are buying way more types of things than you could imagine.

Products on Amazon:

Amazon has almost a **20,000** products listed. With that many products, you are sure to cook up some new and fresh business, while catering to your current clients and peers.

1-16 of 19,679 results for "**vegetable gardening**"

Best Selling Products On Amazon:

Product	Avg/Price	Reviews	Rating
The Vegetable Gardener's Bible	\$16.96	361	4.7
VEGETABLE GARDENING: Organic Vegetable Gardening For Beginners, How To Start And Get The Most Out Of Your Vegetable Gardening	\$2.99	24	4.8
The Week-by-Week Vegetable Gardener's Handbook: Make the Most of Your Growing Season	\$11.26	118	4.5
Vegetable Gardening For Dummies	\$15.80	52	4.6
Starter Vegetable Gardens: 24 No-Fail Plans for Small Organic Gardens	\$10.00	63	4.5
The Vegetable Gardener's Container Bible: How to Grow a Bounty of Food in Pots, Tubs, and Other Containers	\$14.25	118	4.6
All New Square Foot Gardening, Second Edition: The Revolutionary Way to Grow More In Less Space	\$16.25	1248	4.6

<u>Home Vegetable Gardening -a Complete and Practical Guide to the Planting and Care of All Vegetables, Fruits and Berries Worth Growing For Home Use</u>	\$7.99	59	3.9
<u>Carrots Love Tomatoes: Secrets of Companion Planting for Successful Gardening</u>	\$11.37	291	4.5
<u>The Postage Stamp Vegetable Garden: Grow Tons of Organic Vegetables in Tiny Spaces and Containers</u>	\$13.82	33	4.6

There will always be newer and better products which means buying the latest books that will generate sales as well as repeat sales for you.

Clickbank:

You can promote all of this and more (i.e. digital products and how to guides) Look at clickbank.com with over 54 products.



Most Popular Products

Product	Average Sale	Gravity	Commission
Series Of Expert "how To" Vegetable Gardening Books	N/A*	2.02418	40
Organic Vegetable Gardening	N/A*	0	75

There are always newer and better products, ideas and strategies, which means buying the latest and greatest books that will generate sales as well as repeat sales for you.

Other Affiliate Programs & Offers

These are independently run affiliate programs.

Retailer	Commission	Cookie
Growveg.com	10-20%	Unknown
Plangarden.com	15%	Unknown
Gardeners.com	8%	Unknown

CPA and Other Offers

Offer	Commission (%) or Payout (\$)	Cookie Length	Type	Network
<u>Biodome Food Factory - Grow Your Own Healthy Food 12 Months/year</u>	65%	Unknown	revshare	ClickBank
<u>Growing Paleo Vegetables Made Easy</u>	50%	Unknown	revshare	ClickBank
<u>Aquaponics 4 Idiots ~ 7.14% Conversions: Proof In Affiliate Area</u>	75%	Unknown	revshare	ClickBank
<u>The Ultimate Guide To Home Aquaponics System</u>	70%	Unknown	revshare	ClickBank
<u>How To Grow Herbs And Vegetables In Small Spaces - Kitchen Gardens</u>	50%	Unknown	revshare	ClickBank
<u>Organic Vegetable Gardening</u>	75%	Unknown	revshare	ClickBank
<u>Self-sufficient-life.com</u>	70%	Unknown	revshare	ClickBank
<u>Series Of Expert "how To" Vegetable Gardening Books</u>	40%	Unknown	revshare	ClickBank

KINDLE

Title	Author	Price	Star Rating	Reviews
<u>All New Square Foot Gardening, Second Edition: The Revolutionary Way to Grow More In Less Space</u>	Mel Bartholomew	\$9.20	4.6	1248
<u>Rosemary Gladstar's Medicinal Herbs: A Beginner's Guide: 33 Healing Herbs to Know, Grow, and Use</u>	Rosemary Gladstar	\$8.52	4.9	463
<u>Carrots Love Tomatoes: Secrets of Companion Planting for Successful Gardening</u>	Louise Riotte	\$2.99	4.5	291
<u>Animal, Vegetable, Miracle</u>	Barbara Kingsolver	\$8.99	4.3	817
<u>Mini Farming: Self-Sufficiency on 1/4 Acre</u>	Brett L. Markham	\$9.99	4.4	422
<u>The Vegetable Gardener's Bible, 2nd Edition</u>	Edward C. Smith	\$2.99	4.7	361

GOOGLE PLAY BOOKS

Book Title	Author	Price
<u>Vegetable Gardening Understood</u>	Cecille Powell	₱130.54
<u>Ultimate Organic Vegetable Gardening</u>	H. Breyner-Wade	₱44.08
<u>Vegetable Gardening For Dummies</u>	Charlie Nardozzi	₱599.26
<u>The Year-Round Vegetable Gardener: How to Grow Your Own Food 365 Days a Year, No Matter Where You Live</u>	Niki Jabbour	₱130.98
<u>The Tao of Vegetable Gardening: Cultivating Tomatoes, Greens, Peas, Beans, Squash, Joy, and Serenity</u>	Carol Deppe	₱782.96

GOOGLE PLAY APPS

APP	COST
<u>Gardroid - Vegetable Garden</u>	Free
<u>Garden Manager : Plant Alarm</u>	Free
<u>DIY Garden Ideas</u>	Free
<u>DIY Gardening Tips</u>	Free
<u>Dr. Panda's Veggie Garden-Free</u>	Free

UDEMY COURSES

Course	# Of Lectures	Rating	# Of Reviews	Price
<u>Vegetable Gardening: How to Grow Healthy, Fresh Food at Home</u>	37	2	454	\$29
<u>Container Gardening Made Easy</u>	7	5	1532	\$17
<u>Aquaponic Gardening: Growing Fish and Vegetables Together</u>	58	102	2429	\$49
<u>Organic Soil Building for the Backyard Organic Gardener</u>	21	2	41	\$25
<u>Seed Starting Simplified: Grow your own garden seedlings</u>	24	2	645	\$19
<u>Gardening - Seed Starting Inside Engineered for Simplicity</u>	33	4	511	\$25

ITUNES APPS

App	Category	Star Rating	Reviews
<u>Gardening Mama Lite (US)</u> <u>By TAITO Corporation</u>	Games	2434	3
<u>Vegetable Planting Calendar</u> <u>By Primolicious LLC</u>	Reference	48	3
<u>Sprout it - Gardening ideas and tips, planting organic vegetables, herbs & fruits guide</u> <u>By Växa Design Group</u>	Lifestyle	14	3
<u>Gardening: The Ultimate Guide</u> <u>By 8bittoast, LLC</u>	Lifestyle	41	3
<u>Fine Gardening Magazine</u> <u>By Taunton Interactive</u>	Lifestyle	49	3
<u>Vegetable Gardening Guide</u> <u>By Rampart Software Development</u>	Food & Drink	26	N/A
<u>Vegetable Garden Guides</u> <u>By Primolicious LLC</u>	Reference	119	3
<u>Garden Compass Plant / Disease Identifier</u> <u>By TeamSOA, Inc.</u>	Lifestyle	1005	3

BLOGS, FORUMS AND SOCIAL MEDIA:

Google blog search shows About 6,420,000 results and posts indexed about Vegetable Gardening, so there's no shortage of content ideas and bloggers to network with.

About 6,420,000 results (0.33 seconds)

Top Vegetable Gardening Blogs:

Blog	Social Media	Email List
Skippy's Vegetable Garden	Yes	Yes
The Rusted Vegetable Garden - Blogger	Yes	Yes
Top 15 Best Vegetable Gardening Blogs Veggie Gardener	Yes	Yes
Vegetable Garden Bloggers & Writers United on Pinterest	Yes	Yes
Welcome to Skippy's Vegetable Garden	Yes	Yes
Niki Jabbour - The Year Round Veggie Gardener - Blogger	Yes	Yes
Vegetable Gardener: How to plant and grow veggies like .	Yes	Yes
Urban Veggie Garden Blog	Yes	Yes
10 Great Garden Blogs P. Allen Smith Garden Home	Yes	Yes
The Vegetable Garden	Yes	Yes

Use these blogs for content ideas, networking opportunities, guest posting, traffic and more.

Vegetable Gardening Forums

Forum	Members	Posts
<u>Garden Web</u>	63,459	23,484
<u>Helpful Gardener</u>	281	9122
<u>Daves Garden</u>	713,938	4992
<u>Grow Fruit and Veg</u>	62,467	1,125,257

These are some of the top forums catering to Vegetable Gardening Niche.

Here are some of the top forums dedicated to Vegetable Gardening, with thousands of active posters, signifying how simple it can be for you to discover and help solve all the problems of your audience and drive traffic to your site.

Social Media

Facebook has millions of people interested in Vegetable Gardening. Just look at these representative pages totaling substantially over 500,000 likes. These are unique viewers that are interested and follow everything Vegetable Gardening, making it EASY to find your target audience online and promote to them.

Facebook Most Popular Pages

Page	# of Likes
Vegetable Gardening	467,752
Gardening	4,663,568
VegetableGardener.com	22,742
Garden Spot Vegetable Farm	6,121
Garden of Eden Organics	4,037

Facebook Most Popular Groups

Group	Members
Vegetable Gardening	11,103
Vegetable Gardening - Mlgardener Discussion Group	471
Vegetable Gardening	12
The Rusted Garden: All About Vegetable Gardening	1,614
Vegetable, Fruit, Herbs and Flower Gardening	15,457

Most Popular Youtube Channels

Channel	Video #	Subscribers
webcajun	158	25579
Gary Pilarchik	441	40,222
Growing Wisdom	543	20,644
Brandon & Meredith	164	7,950
Gary Pilarchik	147	7,861
California Gardening	98	8,556
The Wisconsin Vegetable Gardener	568	4,418
Quickcrop	62	6,188
Jim Thomas	285	3,228
Backyardhomesteader	109	2,350

Popular Reddit Groups

Group	Members
vegetablegardening	317
Vegetable Garden	40,315
Vegetable garden VS front lawn	8,126,464

Scoop It Groups

Group	Views
Vegetable Gardening Resources	3600

Pinterest Pinner

Pinner	Followers
The Rusted Vegetable Garden	5893
Vegetable Garden Guide	2759

Podcasts

No results for this niche on <http://labs.stephenou.com/itunes>

Magazines

When there are magazines on the subject this is a great sign of a profitable market passionate people.

Magazine Name	Price
<u>Country Gardens</u>	\$19.97
<u>The Vegetable Farmer</u>	\$82.95

WEBSITES SOLD ON FLIPPA.COM

URL	Sold For
vegetablegardeninghelp.com	private
vegetablegardeners.com	\$7,000
1stoporganicgardening.com	\$2,997

WHY ARE PEOPLE IN THIS NICHE

- To grow better tasting food
- To save money on food bills
- To grow better quality food
- To grow food I know is safe
- To feel more productive
- To spend more time outdoors
- To get back to basics
- To have food to share with others
- To live more locally
- To have a family activity
- To teach my kids about gardening

MOST COMMON TOPICS AND QUESTIONS

These questions / issues are problems that need solving. Solve them in your content and through your product recommendations and you'll have a happy audience who throw money at you.

Amazon, Clickbank and other networks have products which cater to these problems.

1. Will I be too late to start a vegetable garden for the summer?
2. How to identify pressure treated lumber?
3. New garden: Cheap raised beds or quality large planters?
4. Beginner with a large garden
5. Best Soil For Raised Bed Vegetable Garden
6. What's up with these basil plants?
7. Placement of soaker hoses
8. What varieties of watermelons are you growing?
9. What do I do with sprouting sweet potatoes?
10. Walnut mulch for raised vegetable garden pathways

WHO'S ADVERTISING IN THE NICHE

Advertising is a strong sign of a profitable niche. People don't spend money on ads if they can't profit from it.

These are the 2 major advertisers on Google.com:

Company	Selling
Vegetable Farming	Domain
The Open Source Farm	Education

BLOG TOPIC IDEAS

These are some proven blog topic ideas that would work well in this niche:

1. The History Of Vegetable Gardening
2. The Worst Advice We've Ever Heard About Vegetable
3. 7 Things About Gardening Your Boss Wants To Know
4. 15 Best Blogs To Follow About Vegetable Gardening
5. The Ultimate Cheat Sheet On Vegetable
6. Raised Bed Vegetable Gardening Part 2
7. Container Vegetable Gardening Part 5
8. Container Vegetable Gardening Part 2
9. Container Vegetable Gardening Part 3
10. Container Vegetable Gardening

For more ideas check out the following resources:

- <http://ideas.contentforest.com/>
- <http://www.hubspot.com/blog-topic-generator>

REASONS TO GET INVOLVED IN THE NICHE

- The same NGA study suggests that \$70 worth of plantings yields \$530-worth of produce. That's a 650% profit!
- 54% of gardeners are female, but young male gardeners are coming in strong. The NGA reports that males under the age of 34 spend \$100 more on gardening annually than the average consumer.
- The NGA also estimates that the extra \$100 is likely spent on grass. Lawn care dominates the average American gardening budget.
- The amount of money spent on vegetable gardening increase 22 percent to 1.421 billion dollars.
- The amount of people who said they would be vegetable gardening this year was 39 percent.
- People are eager and enthralled to share what they have learned through so many articles about vegetable gardening books, manuals, guides and information

- Amazon has almost a 20,000 products listed about vegetable gardening
- Google blog search shows About 6,420,000 results and posts indexed about Vegetable Gardening
- Facebook has millions of people interested in Vegetable Gardening. Just look at these representative pages totaling substantially over 500,000 likes. These are unique viewers that are interested and follow everything Vegetable Gardening,

HOW TO 'HACK' YOUR WAY INTO THE NICHE

You can have an up-to-date and relevant authority site on Vegetable Gardening topics.

This niche has got it all – an obsessive audience with money to spend lots of products on sale, tons of social media sites, loads of blogs and forums with an easy to reach target audience.

It's a money-maker! Use your noodle, and make some dough!

You drive traffic from blog commenting, guest posting, forum marketing, interacting on social media with influencers.

You get your content ideas from seeing what's popular on other Vegetable Gardening blogs and related blogs and simply write something bigger and better, bolder and stronger.

You can win big! All the ingredients are there and there is no short age of clients in this potentially long term niche.

By networking with others in the niche, sharing their content and linking to them, your website will grow. Just watch as they return the favor.

And don't forget to build your email list so you can continue to build your relationship with your audience, drive traffic back to your newest content, and promote to your audience.

What You'll Need To Get Started:

- A reliable web-host from the likes of [WP-Engine](#)
- A brandable domain from [NameCheap](#)
- A premium theme from [Studiopress](#)
- Image & graphics from [Photodune from \\$1](#) (don't take images from Google you'll end up in legal trouble)
- An auto-responder to build your email list and contact your customers – [Aweber is just \\$1](#)
- The number #1 email capture tool on the market – [OptinMonster](#), so you can grow your list fast.



WHAT YOU CAN USE THIS REPORT FOR

There are no limits as to what you can use this niche report for, you'll find it useful whether you're looking to research new blog ideas, small product review sites, ecommerce, info-products or other business models.

HOWEVER most of the reports I create, including this one, make great topics for authority sites and blogs as I give you niches where there's a lot of money being spent AND huge demand, big online communities (forums, blogs, social media groups), lots of influential people to network with and a ton of good affiliate products to promote and more.

These niches make for great authority sites / blogs as they have multiple traffic sources, different ways to monetize, endless content ideas, easy to find traffic, scope for growth and more.

How you choose to use them is up to you but make sure you DO use them as simply researching will get you nowhere...taking action will!

CONNECT WITH ME

If you have any questions, queries or problems.

Or just want to chat then get in touch below...



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- <https://www.facebook.com/groups/nichehacksprivate>
- **Email: nichehacks@nichehacks.com**