



Garden Centers of America: Together We're Better!

GCA's Key Connections: Member Profile

Daniel Rodriguez, General Manager

Casa Planta Garden Center, Miami, FL

Passion for Plants Runs in the Family at Casa Planta



An intense passion for horticulture runs in the family at Casa Planta Garden Center in Miami, FL. Daniel Rodriguez, General Manager of Casa Planta, studied botany at the University of Florida, which transferred over to his role at his father's garden center.

"It was my dad's dream for me to get into this industry," Daniel says. "He's been in the flower industry his whole life and he always wanted me to do this. I love working with plants."

Ever since Daniel started working at Casa Planta, he has been making updates and additions to the store. The latest project included adding a large awning to cover the store's dry goods area. The majority of the store is outside, capitalizing on the nice, sunny weather Florida has year-round.

Several years ago, Daniel seized the opportunity to visit and observe other indie garden retailers in Florida to see how they run their businesses in the sunshine state on the GCA Summer Tour to Orlando.

"That was a fun tour," Daniel says. "I got to see how other Florida garden centers incorporate the natural beauty and colors of Florida into their stores, and really bring that beachy feel into their retail spaces – that's what Florida is really about." The Orlando GCA Summer Tour gave him some really great ideas on how to merchandise native plants.



Daniel explains how his membership in GCA has helped him improve his business. “In GCA, you have access to so much information,” he says. “I’m easily able to communicate with other garden centers so I can ask questions and get ideas from other owners.”

Creating a Customer-Centric Experience

Casa Planta Garden Center resides on a 10-acre property – the actual store takes up five of those acres. Daniel stocks his store with all the garden retail staples, such as annuals, perennials, sun and shade plants, and trees and shrubs. There’s even an outdoor nook dedicated to outdoor furniture. Customers searching for the perfect gift for the gardening lover can find gardening tools and accessories, as well as fun garden art here, too.

But the store’s strongest sellers are the tropical plants, Mexican Talavera pottery and fountains. “Our selection of tropical plants is amazing,” Daniel says. Rows and rows of plants throughout the property create a captivating sea of color, guiding customers along the gravel or paver paths until they find the perfect plant.

Landscape design/build is another strong department at Casa Planta. Daniel says they grow a lot of their own landscape material and other plants for retail, giving them control over price and plant quality.



Since the property is so large, Daniel says he and his staff will chauffeur customers around the store on golf carts. “We like to cater to our customers and show them around,” he says. “It makes for a unique, customer-centric experience.”

