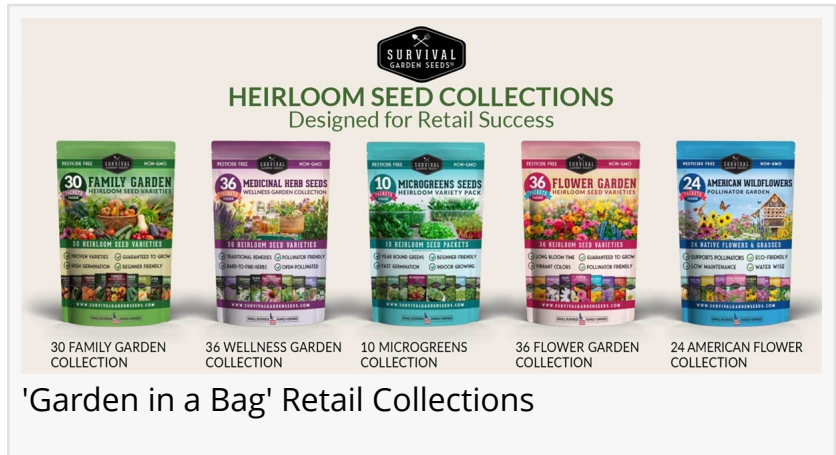


Idaho Seed Company Launches New Retail System Designed to Make Growing Food Easier

Survival Garden Seeds' "Garden in a Bag" system organizes gardening around complete garden outcomes rather than hundreds of individual seed choices

PHOENIX, AZ, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- As grocery prices continue to rise and public attention to foodborne illness outbreaks grows, [Survival Garden Seeds](#) announced today the launch of

what the company calls the first [Self-Reliance Gardening™](#) retail system, unveiled this week at the Mid-States Rendezvous trade event in Phoenix, Arizona.



Unlike traditional seed companies that ask shoppers to navigate hundreds of individual seed packets and overwhelming product choices, Survival Garden Seeds has created a new approach centered on making gardening easy enough for every family to succeed.

“

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They need a simpler path to food security.”

Jason Spahr, CEO of Survival Garden Seeds

The retail merchandising system introduces shoppers to four curated [Garden in a Bag®](#) collections that organize gardening around outcomes instead of individual seed varieties. Customers choose the type of garden they want

to grow, then supplement it with individual packets displayed alongside the collections.

Every seed packet also includes seed-saving instructions, allowing families to harvest, save, and replant their gardens year after year.

"The seed industry has spent decades selling seed packets," said Jason Spahr, CEO of Survival Garden Seeds. "We believe families don't need more seed choices. They need a simpler path to food security. That's why we're introducing the category of Self-Reliance Gardening. Our goal

isn't simply to sell seeds. It's to help families grow, save, and sustain their own food with confidence."

The new retail display is built around a three-step shopping experience:

1. Choose Your Garden. Select one of four curated Garden in a Bag collections.
2. Expand Your Garden. Add individual seed packets that fit your family's preferences.
3. Grow, Harvest & Save. Follow practical education and seed-saving instructions to build lasting food security.

For retailers, the system is designed to address one of the seed aisle's biggest challenges: shopper confusion. Instead of overwhelming customers with hundreds of varieties, the display is meant to guide first-time gardeners through a more intuitive shopping experience.

The launch comes amid a broader trend of households growing more of their own food, driven in part by grocery inflation and continued public attention to produce-related recalls and foodborne illness outbreaks, including recurring seasonal cyclospora cases linked to fresh produce.

The launch represents Survival Garden Seeds' broader vision of creating a new category the company calls Self-Reliance Gardening, a movement focused on helping ordinary families become less dependent on the grocery store through practical gardening education, curated seed systems, and long-term seed stewardship.

The merchandising program will be available to independent retailers beginning with the 2027 spring season. Retailers interested in carrying the display can submit a retailer interest request at <https://survivalgardenseeds.com/pages/retailer-interest-request>.

About Survival Garden Seeds

Survival Garden Seeds is a Rigby, Idaho-based seed company specializing in non-GMO, heirloom vegetable seeds and gardening education for home growers. The company's mission is to help people become more self-reliant through gardening by making it simple for anyone to grow, save, and sustain their own food.

Jason Spahr

Survival Garden Seeds

+1 208-261-2070

orders@survivalgardenseeds.com

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