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**Revisiting Hydroponic Cultivation
Equipment Outlets in British Columbia,
Alberta, and Washington State**

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Introduction

This report describes the results of a study that examined the number of hydroponic shops in British Columbia in comparison to the number of such shops within the borders of its two major neighbors, Washington State and Alberta. In doing so, the report provides an update to a very similar examination conducted in the fall of 2001 (Kirkpatrick, Hansom, Plecas, & Dandurand., 2002).

As with the Kirkpatrick et al. (2002) study, the present study assumed that there would be far more hydroponics shops in British Columbia because there continues to be far more grow operations in this province than in either Alberta or Washington State.¹ This assumption has never been made to imply that hydroponic shops exist only because of the presence of marihuana grow operations; clearly some hydroponic shops will exist and have nothing to do with marihuana grow operations. Further, it was never presumed that hydroponics shops are the only place marihuana grow operators go to purchase equipment and supplies for their operations. As recognized in the Kirkpatrick et al. (2002) study, some operators buy supplies and equipment from building supply, hardware, and department stores. However, it is also known that a significant number of operators buy from hydroponics shops.²

In attempting to make a comparison between British Columbia and its neighbors, we used the Yellow Page listings as our primary source of information. This enabled us to consider differences between British Columbia and its neighbors in terms of one form of how hydroponics shops advertise themselves through telephone directories.

All things being equal, as with the researchers in the Kirkpatrick et al (2002) study, in completing the present study we should have expected British Columbia (still having 31% of the population of British Columbia, Alberta and Washington

¹ See Chin, Dandurand, Plecas and Segger “The Criminal Justice Response to Marihuana Growing Operations In B.C.” International Centre for Criminal Law Reform and Criminal Justice Policy, 2001.

² This was apparent from reviews of all BC police files relating to founded marihuana grow operations in British Columbia for the four-year period 1997 through 2000, and in a second review of files for the period 2001 through 2003 (reviews in which one of the authors here was involved as a principal investigator). See Plecas, Malm, and Kinney “Marihauna Growing Operations In British Columbia Revisited” University College of the Fraser Valley, 2005.

State combined; see Table 1) to host 31% of all the hydroponics shops within the combined British Columbia, Alberta, and Washington State population area. Our results show however, that while the number of hydroponic shops in both Washington State and Alberta has increased significantly since 2002, the number in British Columbia has remained essentially unchanged since that time, and therefore the province continues to be over-represented in terms of the number of such shops within its borders. Further, the study identifies that many hydroponic shops in British Columbia have changed the way in which they advertise themselves in the Yellow Pages.

Table 1: Population Breakdown

	British Columbia	Alberta	Washington State
Population of Area	4,168,123	3,183,312	5,894,121
Percent of total population	31%	24%	45%

Methodology

As was the case in the Kirkpatrick et al. (2002) study, businesses selected for inclusion in the present study represent the population of stores under the section “Hydroponics Equipment and Supplies” in at least one of all Yellow Page directories within British Columbia, Alberta, and Washington State. However, as with the Kirkpatrick et al. (2002) study, this does not mean that they are all primarily hydroponic shops. Indeed, given that their store names include references to things such as crafts, health stores, lighting supplies, phone companies, ventilation supplies, and hobbies, we can presume that some sell hydroponic supplies alongside a host of other items. In any case, in terms of the population of stores in British Columbia and Alberta, we used the Yellow Page directories provided through TELUS.ca, the primary phone service provider for both provinces. Using TELUS’ Yellow Page database, we were able to collect specific information on the number of phone books and regions each business was advertised in. However, for Washington State we used YellowPages.com, where we subsequently learned that not all phone

companies continue to provide or share specific information on the exact number of phone books or regions a business advertises in. Subsequently, we were able to gather data on how many shops were advertised within Washington State, their locations, and their advertisement type, but we were unable to come up with concrete data regarding the number of phone books or regions each business had advertised itself in.

In examining the Yellow Page listings, we recorded the store name, location, telephone numbers, the directories involved, and the region within where the directory was located. In addition, we also recorded information about the listings in terms of their size and colour as an advertisement. The following scheme was used to code the advertisements:

Table 2: Advertisement Coding Scheme

Advertisement Size	Code Assigned	Advertisement Colour	Code Assigned
Standard	1	No colour	1
Standard Bold	2	One colour	2
1/16 page	3	Two colours	3
1/8 page	4	Three colours	4
1/6 page	5	Four or more colours	5
1/4 page	6		
1/2 page	7		
Full page	8		

With all of the information coded, we subsequently constructed an SPSS (version 14.0) database, which facilitated an analysis of advertising patterns.

Results

Number of Hydroponic Shops and Associated Yellow Page Listings

As is shown in Table 3, while both Alberta and Washington State have far more hydroponic shops than they did in 2002, the number in British Columbia has remained essentially unchanged (i.e. 101 in 2002 vs. 99 in 2006). Further, while the number of Yellow Page listings in Alberta has nearly doubled since 2002, the number in British Columbia has dropped substantially (i.e. from 508 to 334).

Table 3: Number of Hydroponic Shops and Associated Yellow Page Listings - British Columbia Compared to Alberta and Washington State (2002 versus 2006)

	British Columbia	Alberta	Washington State
Number of Hydroponic shops in 2006 (% of overall total)	99 (74%)	16 (12%)	18 (14%)
Number of Hydroponic shops in 2002 (% change from 2002-2006)	101 (-2%)	13 (+23%)	9 (+100%)
Number of Yellow Page Listings in 2006 (% of overall total)	334 92%	29 8%	-
Number of Yellow Page Listings in 2002 (% change from 2002-2006)	508 (-35%)	15 (+93%)	-
Average Listings per Store in 2006	3.4	1.9	-
Average Listings per Store in 2002 (% change from 2002-2006)	5 (-32%)	1.2 (+42%)	-

While we cannot know exactly why this 32% decrease in listings in British Columbia has occurred, given that the number of hydroponic shops in the province has remained unchanged, it may indicate that they no longer find it necessary to advertise as much in order to bring in customers. Indeed, it may be that shops in British Columbia have come to develop a solid base of regular or exclusive customers and are primarily interested in focusing on them instead of identifying potential new customers. It is also possible that customers have a motivation to stay with shops they have a history with and feel comfortable dealing with, thereby rendering advertising ineffective and costly for shop owners. Finally, and perhaps most likely, the decrease reflects a trend to more local and/or regional advertising by hydroponic shops (see Table 5 and associated discussion later). In this regard, we are reminded of the findings of the Kirkpatrick et al. (2002) study, which showed that many shops in the earlier study were advertising far afield from their geographic location in the province.

The fact that the number of shops in British Columbia has not increased is consistent with the fact that the number of marihuana grow operations in the

province appears to have leveled off since 2000. Conversely, the increase in the number of shops in both Alberta and Washington State in recent years is consistent with apparent increases in the number of grow operations in those two jurisdictions. In short, it could be that British Columbia is witnessing market saturation, while Alberta and Washington State have been experiencing growing market demand.

As in the case of the Kirkpatrick et al. (2002) study, a detailed listing of the stores and listings involved is provided by *Appendix 'A'* (British Columbia), *Appendix 'B'* (Alberta), and *Appendix 'C'* (Washington State). A review of these listings will indicate which stores generate the greatest number of Yellow Page advertisements. Additionally, business names with asterisks beside them indicate businesses that were also present during the first study.

Even though we were not able to find data on the exact number of phone directories and regions that Washington businesses advertised in, we did notice a concentration of shops within a specific section the state. More specifically, of the 18 recorded businesses, 16 of them were located within the Puget Sound region of the state. The remaining four were located in three other outlying areas a significant distance away.

Size and Colour of Ads

Differences of ad size across the three jurisdictional areas of BC, Alberta and Washington State can be seen in *Table 4*. Additionally, differences of ad colour between the three areas can be seen in *Table 5*. Percentages from the 2002 study have also been provided for comparative purposes.

Table 4: Size of Ads compared between British Columbia, Alberta, and Washington State (2002 versus 2006)

	2002*	2006
British Columbia (% of ads larger than standard size)	35%	10%
Alberta (% of ads larger than standard size)	33%	0%
Washington State (% of ads larger than standard size)	0%	0%

**All figures rounded.*

Table 5: Colour of Ads compared between British Columbia, Alberta, and Washington State (2002 versus 2006)

	2002*	2006
British Columbia (% of ads with at least some colour)	37%	9%
Alberta (% of ads with at least some colour)	31%	0%
Washington State (% of ads with at least some colour)	0%	0%

**All figures rounded.*

As shown in *Tables 4* and *5*, hydroponic shops in Washington State have never used large or colored ads in advertising in the Yellow Pages. In contrast, while both British Columbia and Alberta shops used them to some degree in 2002, there is now a significant move away from their use.

Patterns of Yellow Page Advertising in British Columbia

Another issue which was examined in both the present and Kirkpatrick et al.

(2002) study was whether or not any particular region of BC had more than its fair share of Yellow Page listings. The results revealed some interesting trends. In the original study it was found that, other than in the case of the Lower Mainland, most listings for each region were not from businesses located in that region. For example, in 2002, only 24% of listings in Northern BC came from stores within that region. Currently, that number has grown to 47%. As shown in *Table 6*, other than the Sunshine Coast, all the regions in BC have Yellow Page listings originating from businesses located within the same region the store is actually in, indicating a localizing of advertising strategies.

Table 6: Origins of Yellow Page Listings in each region of British Columbia

Location of hydroponics store where listing originated	* Percentage of all listings in the ...					
	Lower Mainland	Vancouver Island	Interior	Northern BC	Kootenays	Sunshine Coast
Lower Mainland	96%	2%	2%	-	-	-
Vancouver Island	12%	88%	-	-	-	-
Interior	22%	-	78%	-	-	-
Northern BC	21%	-	32%	47%	-	-
Kootenays	11%	-	21%	5%	63%	-
Sunshine Coast	71%	-	14%	14%	-	-

* All figures rounded

Summary

The results of this study show that, while the numbers have changed since 2002, British Columbia is still over-represented compared to its neighbors when it comes to the number of hydroponic shops operating within its borders. Given its population relative to Alberta and Washington State, and all else being equal, British Columbia should have 31% of all hydroponic shops within the combined area. Instead, it has 74% of the total number of hydroponic shops. At the same time, this is not surprising given that British Columbia, when compared to Alberta and Washington State, has more than its fair share of marihuana grow operations. Nor

is it surprising that both Alberta and Washington State have witnessed increases in the numbers of hydroponic shops within their borders given that both have witnessed increases in the number of grow operations since 2000 (whereas British Columbia has not).

The results of this study also show a remarkable decrease in the level of Yellow Page advertising by hydroponic stores located in British Columbia. Indeed, even though the number of hydroponic shops has remained essentially unchanged since 2002, the number of Yellow Pages listings for those shops has declined by 34%. Similarly, the use of both large and colourful ads by hydroponic stores in British Columbia has dropped by almost 30% since 2002.

Finally, the results of this study suggest that advertizing in the Yellow Pages among hydroponic shops in British Columbia is becoming more localized. Specifically, while in 2002 it appeared that many hydroponic shops in the province were advertizing in places far afield from their physical location, they are now less likely to do that. For example, in 2002, only 32% of listings within the Interior came from stores from that region. Now, 78% of Interior listings come from stores located within the region.

All things considered, the results of this study are consistent with a view that hydroponic shops in British Columbia may be experiencing a saturation of the current customer base, and/or heightened customer loyalty, and/or a consolidation of ownership of hydroponic shops, and/or a consolidation of grow operations themselves. Whatever might be going on it would be interesting to continue monitoring the extent of hydroponic shops in the province, with special attention given to possible reasons for any changes. In the meantime, it may also be useful to investigate the appropriateness of legislation to license hydroponic equipment retailers such as that recently proposed by a review panel in Australia (Government of South Australia, 2002). This would seem to be particularly important given the concern expressed by the Fire Chiefs Association of British Columbia and the Office of the Fire Commissioner for British Columbia over the fire hazards associated with electrical components used in marijuana grow operations and distributed by hydroponic shops (see Garis et al., 2006).

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Appendix 'A'

Listing of Hydroponic Shops Advertising in the Yellow Pages in Phone Books Within British Columbia

* refers to stores present in both 2002 and 2006 studies

No.	Store Name	Location(s)	Phone Number(s)	Number of Phone Books	Number of Regions	Region Name	Ad Size	Ad Color
1	AJ's Pets & Things*	Smith Drive, Armstrong	(250) 546-8223	2	1	Kootney	1	1
2	A-Plus Gardening Supplies* (2 stores)	Alderbridge Way, Richmond	(604) 207-1606	1	1	Lower Mainland	1	1
3		1450 Venables Street, Vancouver	(604)-253-7388	1	1	Lower Mainland	1	1
4	Alpine Plant World*	19th Ave, Smithers	(250) 847-5898	1	1	Northern BC	1	1
5	Aqua-Gro Hydroponic Supplies	Kyle Road, Kelowna	(250) 769-7745	1	1	Interior	1	1
6	Aurora Lighting & Sales*	3rd Ave, Prince George	(250) 564-9888	7	2	Northern BC, Sunshine Coast	5	5
7	B & K Growers	Doll Rd Bsmnt, Terrace	(250) 638-7772	1	1	Northern BC	1	1
8	BC Hydroponics*	93A Ave, Langley	(604) 888-5716	3	1	Lwr Mainland	1	1
9	Backwoods Hydroponics & Garden	Carlson Rd, Prince George	(250) 963-9541	1	1	Northern BC	1	1
10	BC Greenhouse Supply Ltd		(604)-467-2105	2	1	Lwr Mainland	1	1
11	BC Hydroponics Pt Alberni Ltd	Glenwood Drive, Port Alberni	(250) 724-4769	1	1	Vancouver island	1	1

12	BC Northern Lights		1 866 933 3269	1	1	Lwr Mainland	1	1
13	Beltane Nursery	Hwy 3, Creston	(250) 428-2062	2	1	Kootney	1	1
14	Better Than Nature Garden Supply*	Hwy 97 N, Kelowna	(250) 868-8978	1	1	Interior	6	5
15	Better Than Nature Indoor Garden Supply Inc	25th, Ave, Vernon	(250) 260-4466	2	2	Kootney, Interior	1	1
16	Better Than Nature South	Industrial Ave W, Penticton	(250) 770-8978	2	1	Interior	1	1
17	Blue Rose Garden Centre Ltd.*	Fisher Rd, Cobble Hill	(250) 743-7757	1	1	Vancouver island	1	1
18	California Hydroponics*	120 St, Delta	(604) 930-0565	4	1	Lwr Mainland	1	1
19	Chae Jeng Sun Garden Supplies Ltd.	Main St, Vancouver	(604) 872-1128	1	1	Lwr Mainland	1	1
20	Coastal Grower Supplies Ltd.	Anvil Way, Surrey	(604) 599-1778	6	1	Lwr Mainland	1	1
21	Cowichan Hydroponic Supplies	Jacob Rd, Duncan	(250) 746-0244	1	1	Vancouver island	1	1
22	Del-Tech Automation Inc*		(250) 503-3156	1	1	Interior	1	1
23	Dons Indoor Garden Centre	South Sumas, Chilliwack	(604) 824-2944	2	1	Lwr Mainland	1	1
24	Double AA Garden Supplies	Commercial Dr, Vancouver	(604) 876-8837	1	1	Lwr Mainland	1	1
25	Duncan Plants & Ponics*	Bell McKinnon Rd, Duncan	(250) 746-5591	5	1	Vancouver island	1	1
26	Enderby Growland	George, Enderby	1-800-466-0056	2	2	Northern BC, Interior	1	1
27	Evergreen Garden & Electronic Co.*	Clarendon St, Vancouver	(604) 438-7887	1	1	Lwr Mainland	1	1
28	Futchatec Distribution Ltd	Fraserwood Court, Burnaby	(604) 444-0096	2	1	Lwr Mainland	1	1

29	Garden Effects Enterprises Ltd*	Bridgeport Rd, Richmond	(604) 214-6620	1	1	Lwr Mainland	1	1
30	Glycold Heat Transfer System Ltd	Old Yale Rd, Aldergrove	(604) 607-0480	5	1	Lwr Mainland	2	1
31	Good Guys Gardening Centre Inc	MacKenzie Ave S, Williams Lake	(250) 392-2069	1	1	Northern BC	4	1
32	Green Planet Hydroponics Ltd	96th Ave, Surrey	(604) 888-5424	2	1	Lwr Mainland	1	1
33	Greenthumb Greenhouse Supply Inc*	Kingston St, Maple Ridge.	(604) 465-0929	2	1	Lwr Mainland	1	1
34	Gro-Haven Garden Centre*	Hastings St, Burnaby	(604) 299-1004	2	1	Lwr Mainland	1	1
35	Gro Now Solutions	1150 Bowlby, Errington	(250) 248-1101	5	1	Vancouver island	1	1
36	The Grow Room*	Bridgeport Rd, Richmond	(604) 270-6788	1	1	Lwr Mainland	1	1
37	The Growing Source*	Townline Rd, Abbotsford	(604) 854-8336	3	1	Lwr Mainland	1	1
38	Halls Organics Inc.*	Falcon Rd, Williams Lake	(250) 398-2899	9	2	Northern BC, Kooteny	6	5
39	Highway Hydroponics	Tamarac St, Campbell River	(250) 286-0424	2	1	Vancouver island	4	4
40	Hydro Master Wholesale Inc	47th Ave, Vancouver	(604) 430-4044	1	1	Lwr Mainland	1	1
41	Hydro Plus Wholesale Ltd*	William St, Burnaby	(604) 734-9377	2	1	Lwr Mainland	1	1
42	Hydrotek Hydroponic Wholesale*		1-877-777-0767	14	7	Alberta Central, Alberta Rockies, Edmonton & area, Sunshine Coast, Northern BC, Lwr Mainland, Vancouver Island	1	1
43	Interior Gardener's Supply Company	McDermid Rd, 100 Mile House	(250) 395-3399	1	1	Northern BC	1	1

44	Joe's Equipment & Garden Supply Ltd	Logan Ave, Langley	(604) 534-1231	2	1	Lwr Mainland	1	1
45	Jon's Plant Factory Ltd*	Hastings St, Burnaby	1-800-661-4322	15	5	Interior, Vancouver Island, Sunshine Coast, Northern BC, Lwr Mainland	1	1
46	Just'n Tyme Greenhouse & Hydroponic Supply Ltd	McKenzie Ave, Courtenay	(250) 703-0476	5	1	Vancouver island	5	5
47	Kootney Growers Supply Ltd* (2 stores)	Hwy 21 N, Creston	1-866-468-4988	1	1	Kootneys	1	1
48		Front St, Nelson	(250) 352-1887	1	1	Kootney	1	1
49	Light Years Garden Supply 2001 Ltd*	14th Ave, Castlegar	(250) 304-2251	1	1	Kootney	1	1
50	Light Years Indoor Garden Supplies		1-877-444-4769	4	1	Kootney	1	1
51	Long Lake Nurseries Ltd	Island Hwy N, Nanaimo	(250) 758-5012	2	1	Vancouver island	4	3
52	Mad Melvin's Garden Supplies Ltd	Acland Rd, Kelowna	(250) 765-5876	1	1	Interior	1	1
53	Mr Fertilizer Halide & Hydroponics Supply*	Burnside Rd, Victoria	(250) 381-4644	2	1	Vancouver island	1	1
54	Nelson Farmers Supply Ltd	Railway St, Nelson	(250) 352-5375	1	1	Kootney	1	1
55	Nico's Nurseryland	28th St, Salmon Arm	(250) 804-2004	2	2	Interior, Northern BC	2	1
56	Northern Lights Greenspace	45th Ave, Vernon	(250) 558-4757 1-800-993-4769	4	2	Interior, Northern BC	1	1
57	Northernlight Greenhouse & Hydroponics Supply*	Mission Way, Mission	(604) 820-8830	1	1	Lwr Mainland	1	1
58	The Nutty Zone	London Ave, Mission	(604) 814-2223	2	1	Lwr Mainland	1	1

59	Oasis Indoor Garden Supply Ltd*	Cooper Rd, Kelowna	(250) 763-4769	14	3	Interior, Kootney, Northern BC	6	5
60	Okangan Blend		1-888-542-4035	4	3	Lwr Mainland, Northern BC, Interior	1	1
61	Omega Garden Inc	Hudson St, Vancouver	(604) 322-5111	1	1	Lwr Mainland	1	1
62	Pacific Northwest Garden Supply* (7 stores)	Lougheed Hwy, Maple Ridge	(604) 465-4768	3	1	Lower Mainland	1	1
63		Nicol St, Naniamo	(250) 754-5292	7	1	Vancouver Island	6	5
64		56th Ave, Surrey	(604) 532-7106	2	1	Lower Mainland	1	1
65		Hastings St E, Vancouver	(604) 254-4765	5	1	Lower Mainland	1	1
66		Island Hwy, Victoria	(250) 474-7806	2	1	Vancouver Island	1	1
67		101st Ave, Surrey	(604) 588-4769 1-800-443-4769	27	5	Northern BC, Kootenys, Interior, Sunshine Coast, Lower Mainland	1	1
68		Front St, Nelson	(250) 354-4767	6	1	Kootneys	1	1
69	Pacific Rim Indoor Gardening and Lighting	Bridgeport Rd, Richmond	(604) 232-4468	2	1	Lwr Mainland	1	1
70	Plants Are Us Ltd	Mt Paul Way, Kamloops	1-866-333-0420	5	2	Interior, Northern BC	1	1
71	Power Garden Supply**	Renfrew St, Vancouver	(604) 251-4769	1	1	Lwr Mainland	1	1
72	Prince George Patio & Garden	2nd Ave, Prince George	(250) 612-4769	1	1	Northern BC	1	1

73	Progressive Growth Garden & Hydroponic Supply	Island Hwy, Victoria Bowen Rd, Naniamo	(250) 391-9519 (250) 756-9592	16	2	Vancouver Island, Lwr Mainland	1	1
74	Quick Grow Kelowna Indoor Garden Centre	Kirschner Rd, Kelowna	(250) 861-3434	2	1	Interior	5	3
75	QuickGrow Systems Ltd	Langley Bypass, Langley	(604) 788-4769	3	1	Lwr Mainland	1	1
76	Results Gardening Supplies*	Russell Ave, Burnaby	(604) 436-2700	2	1	Lwr Mainland	1	1
77	Rilkoff General Store*	Rilkoff Frontage, Grand Forks	(250) 442-2510	1	1	Kootenys	1	1
78	Rocky Mountain Greenhouse Supply Ltd	Industrial Rd #2, Cranbrook	(250) 489-5770	1	1	Kootenys	1	1
79	Room 2 Grow	Laval Cres, Kamloops	(250) 372-3663	1	1	Interior	1	1
80	Simple Grow Garden Supply	Kingsway, Vancouver	(604) 708-9268	1	1	Lwr Mainland	1	1
81	Skytek Indoor Solutions	4th Ave, Prince George	(250) 612-5173	1	1	Northern BC	1	1
82	Solar Greenhouse & Hydroponic Supply*	Imperial St, Burnaby	1-800-663-0389 (604) 438-7244	14	4	Lwr Mainland, Sunshine Coast, Northern BC, Kootenys	1	1
83	Southern Drip Irrigation Ltd*	Yale Rd, Chilliwack	(604) 792-0041 1-800-663-2615	12	4	Lwr Mainland, Interior, Northern BC, Sunshine Coast	1	1
84	Stop N Grow Hydroponics & Garden Supplies*	Coquitlam Ave, Port Coquitlam	(604) 552-4948	1	1	Lwr Mainland	1	1
85	Sundogz Garden Supplies	Alberni Hwy, Parksville	(250) 954-2046	1	1	Vancouver Island	1	1
86	Sunrise Garden Center	Fraser Hwy, Abbotsford	(604) 856-6899	2	1	Lwr Mainland	1	1

87	Sunshine Gardens Greenhouse Superstore*	Douglas Rd, Kamloops	1-877-372-2270	11	2	Kootenys, Sunshine Coast	1	1
88	Sunwest Garden Supplies	Louie Dr, Westbank	(250) 768-1636	1	1	Interior	1	1
89	TD Garden Supplies	Fraser Hwy, Langley	(604) 539-0040	2	1	Lwr Mainland	1	1
90	Thanh Tung Garden Supplies	Fraser St, Vancouver	(604) 875-1140	1	1	Lwr Mainland	1	1
91	Top Crop Garden Farm & Pet*	Cranbrook St N, Cranbrook	(250) 489-4555	1	1	Kootenys	1	1
92	Trees Company Nursery & Garden Supplies	Powell Rd, Winlaw	(250) 226-7334	1	1	Kootenys	2	1
93	Trican Filtration Group Inc	Gloucester Way, Langley	(604) 626-4884	5	1	Lower Mainland	1	1
94	Tridon Hydroponics* (2 stores)	Quadra St, Victoria	(250) 388-5611	3	1	Vancouver Island	1	1
95		Bowen Rd, Nanaimo	(250) 755-1900	1	1	Vancouver Island	1	1
96	Valley Indoor Greenhouse Supplies*	Yale Rd, Chilliwack	(604) 702-1169	1	1	Lower Mainland	1	1
97	West Coast Gardens Equipment & Supplies Ltd	Notre Dame Rd, Kamloops	1-866-851-2992 (250) 851-2992	6	4	Interior, Northern BC, Kootneys, Lwr Mainland	1	1
98	Westcoast Hydroponic Hardware Co.*	Davies Ave, Port Coquitlam	(604) 464-0365	8	1	Lower Mainland	1	1
99	Western Water Farms*	64 Ave, Langley	1-800-533-9301	4	3	Vancouver Island, Interior, Sunshine Coast	1	1

Appendix 'B'

Listing of Hydroponic Shops Advertising in the Yellow Pages in Phone Books Within Alberta

* refers to stores present in both 2002 and 2006 studies

No.	Store Name	Location	Phone Number(s)	Number of Phone Books	Number of Regions	Region Name	Ad Size	Ad Color
1	All Seasons Garden Centre Inc*	81 Ave, Edmonton	780-448-2385	1	1	Edmonton & area	1	1
2	California Hydroponic		1-888-388-4236				1	1
3	Double AA Garden Supplies	Cental Ave E, Calgary	403-273-9188	1	1	Calgary & area	1	1
4	Fusion 5 Organic Gardens Inc	1 St, High River	403-652-2594	2	1	Canadian Rockies	1	1
5	Hobbies	Riedel St, Fort McMurray	780-791-0766	1	1	North Alberta	1	1
6	Hydro-Lite	Fort Rd, Edmonton	780-477-7860	1	1	Edmonton & area	1	1
7	Hydrotek Hydroponic Wholesale		1-877-777-0767	14	7	Alberta Central, Alberta Rockies, Edmonton & area, Sunshine Coast, Northern BC, Lwr Mainland, Vancouver Island	1	1
8	Middle Earth Family Garden Centres Ltd*	118 Ave, Edmonton	780-414-1074	1	1	Edmonton & area	1	1

9	Mr T's Greenhouse Supply	Yellowhead Trail, Edmonton	780-474-2123	1	1	Edmonton & area	1	1
10	Quick Grow South*	Macleod Trail, Calgary	403-255-5329	1	1	Calgary & area	1	1
11	Quickgrow Garden Centres Ltd*	Edmonton Trail, Calgary	403-276-5156	1	1	Calgary & area	1	1
12	Smart Grow	23 Ave, Calgary	403-236-9999	1	1	Calgary & area	1	1
13	T & T Hydroponics	112 Ave, Edmonton	780-452-9868	1	1	Edmonton & area	1	1
14	Tabtek Air & Hydroponics Ltd		403-257-7476	1	1	Calgary & area	1	1
15	U Grow Indoor Garden Center	104 St, Edmonton	780-434-3797	1	1	Edmonton & area	1	1
16	Waterworks Hydroponics*	5 Ave, Lethbridge	403-320-7702	1	1	Canadian Rockies	1	1

Appendix 'C'

Listing of Hydroponic Shops Advertising in the Yellow Pages in Phone Books Within Washington State
*refers to stores present in both 2002 and 2006 studies

No.	Store Name	Location(s)	Phone Number(s)	Number of Phone Books	Number of Regions	Region Name	Ad Size	Ad Color
1	Aqua Serene	Stone Way, Seattle	(206) 547-4769				1	1
2	Des Moines Garden Supply	Pacific Hwy, Seattle	(206) 824-7131				1	1
3	Discount Garden Supply*	Trent Ave, Spokane	(509) 924-8333				1	1
4	Eco Enterprises Ecogrow*	175th St, Seattle	(206) 363-9981				1	1
5	Green Gardens Distributing*	Belleve Redmond Rd, Bellevue	(425) 454-5731				1	1
6	Hydrotech*	Aurora Ave, Seattle	(206) 547-2202				2	1
7	Indoor Garden & Lighting (3 stores)	Highway 99, Edmunds	(425) 673-2755				1	1
8	*	Central Ave S, Kent	(253) 373-9060				1	1
9	*	6th Ave, Tacoma	(253) 761-7478				1	1

10	Kalama Telephone Company	N 1st St, Kalama	(360) 673-2755	1	1
11	Kent Garden Supplies	E Valley Hwy, Kent	(425) 251-9299	1	1
12	Koi Incorporated	Meridian Ave E, Puyallup	(253) 568-7274	1	1
13	Lindas Gardening & Hydroponics*	Canyon Rd E, Puyallup	(253) 531-9641	1	1
14	M&R Lighting	State Route 410 E, Buckley	(253) 891-4190	1	1
15	Northern Lights Gardening	Maplewood Ave, Bellingham	(360) 715-8585	1	1
16	Renton Indoor Garden Center	Sunset Blvd, Renton	(425) 917-9000	1	1
17	River City Hydroponics	E Francis Ave, Spokane	(509) 464-0246	1	1
18	Sunflower Sundries Inc.	Colville	(509) 684-2915	1	1