



Garden-Tinder: Website matches garden enthusiasts

Would you like to swap roses for daisies? It is no longer just date-seeking Kiwis who can look for a good match online. Now, a new website makes it easy for flower enthusiasts to find each other and arrange swapping agreements across the country.

New Zealand gardeners have shared and swapped flowers and seeds with friends and family, long before the sharing economy was a new trend. This summer, a new platform [Floragora.kiwi](https://www.floragora.kiwi) for the first time makes it easy for flower loving New Zealanders to find other swapping opportunities than just neighbours, friends and family.

One of the first users is Kultida Smith who lives in Auckland, she says:

‘I planted some Spanish Shawl last year in my yard to stop weeds. It is working as I expected, so now I don't have to keep pulling weeds for an hour a day like before. But now the weeds are gone, I would like to exchange it for some of your interesting looking flowers – and here Floragora.kiwi comes in handy.’

The idea for Floragora.kiwi came to the founder, Thomas Pedersen from Denmark, during the current winter season in his home country:

‘We just managed to launch Floragora.dk in Denmark at the end of our summer. But then the winter came and there is not much gardening going on here at this time of the year in Denmark. So, I thought why not make a version for a place where it is actually summer right now – and then we started making a version of the service tailored to New Zealand,’ he says.

The basic idea came from his own experience after establishing his very first garden – but did not find a good tailored marketplace for plants. He adds:

‘I was surprised. In a world full of new services like Airbnb, Tinder and car sharing services – no good social marketplace for plants existed for those of us who have become hooked on the wonderful hobby of gardening.’

The name Floragora is a mixture of ‘flora’, meaning plants of a particular place, and ‘agora’, which was the market square in the ancient Greek cities. Floragora.kiwi is just that: A digital marketplace where you can meet others interested in flowers and trade with one another. And swapping flowers has shown to be more rewarding than the founder of the site expected:

‘Initially, the idea was to create a purely practical tool. But I have found out that flower swapping is quite rewarding. At the very same time you have the joy of giving and receiving – and that is kind of a double trigger of happiness – so now I am quite hooked myself,’ he says.

On the marketplace, it is free to swap flowers, seeds and plants – just create a swap post and fill out a wishlist. Besides swapping, you can also sell flowers and plants on Floragora.kiwi for a small subscription fee.

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