

0:00
the small business owner pivoting to
0:01
plants in the pandemic moved by the
0:04
healing power of all things green and
0:06
now she's sharing that magic with others
0:07
in new england's first black owned plant
0:10
shop
0:11
caring for plants is so beautiful
0:14
because you get to watch them change and
0:16
grow and morph there's nothing like
0:19
taking care of something and watching it
0:21
flourish so emerald city plant shop is
0:23
new england's first black owned plant
0:25
shop and botanical event space we have a
0:28
variety of different plants that we sell
0:30
at our shop we've done movie screenings
0:33
we showed the little shop of horrors for
0:35
halloween weekend we work with a lot of
0:38
local wellness professionals we have
0:40
tons of cool plant gifts for all the
0:42
plant people in your life the look on
0:44
people's faces when they enter the shop
0:46
this is part of the reason why i opened

0:49
my love of plants started way before i
0:51
even knew
0:52
it was a thing when covid hit i was
0:55
furloughed and had no idea what to do
0:57
next just being in isolation over the
0:59
pandemic i deepened my love for plants
1:02
mental health is very much top of mind
1:04
especially now and caring for plants
1:06
really helps you in turn care for
1:08
yourself have you watered your plants
1:09
today well have you drank any water
1:11
today you know are you getting enough
1:13
sunlight we're just complicated house
1:15
plants that's really what got me through
1:17
kovit especially as you know a person
1:18
living alone i started my business q
1:21
made it specializing at the time in
1:23
vinyl record crafts but i had a pop-up
1:25
opportunity in december of 2020 i took
1:28
that as an opportunity to kind of pivot
1:30
into going into plants because i saw
1:32
just how crazy people were about plants

1:36
and the number one question i got was
1:38
where are you where can we support you
1:40
further and at that point i had no idea
1:42
and so i was like stay stay tuned
1:45
hot and plants
1:47
repotting plants
1:49
business has been amazing i love this
1:53
job because
1:54
it's amazing to be able to spread what
1:57
you love
1:58
and have it catch on and have people
2:00
make it their own it is my personal goal
2:03
to get everyone in my life to have at
2:04
least one plan something so simple as
2:06
like a five dollar plant can just
2:08
sometimes change your day around like a
2:10
year and a half ago would i have thought
2:13
or believed that i'd own new england's
2:15
first black owned plant shop i'd be like
2:18
what
2:18
that's just a testament to doing
2:21
something you love

2:22
authentically and passionately and never
2:24
giving up on it it's amazing what you
2:26
can do when you kind of don't take no
2:28
for an answer
2:31
we were just talking about tj's green
2:32
thumb
2:34
i have a plan apparently you tell me you
2:35
can't kill it he said a snake plant i'm
2:37
like yeah you pretty much cannot kill it
2:38
it's a smart first plant owner's plant
2:41
smart first plant okay it's doing i will
2:43
water it today though he said he hasn't
2:45
watered it in three months but it's
2:46
still green it looks can't kill it okay
2:50
well hey there gma fans robin roberts
2:52
here thanks for checking out our youtube
2:54
channel lots of great stuff here so go
2:57
on click the subscribe button right over
2:59
right over here to get more of awesome
3:02
videos and content from gma every day
3:05
anytime we thank you for watching and
3:07
we'll see you in the morning on gma

