

Chat ROOM

Editor's Note: Beginning in 2019, GPN will send a survey each month to readers on various topics. Chat Room is a new monthly feature that will report the survey results. This is the perfect venue to get to know your peers and where you stand in different categories. Do you have a question you want us to ask? Contact Managing Editor, Jasmina Dolce, at jdolce@greatamericanpublish.com.

This month we aimed to get to know our readers and asked general questions about their businesses like who their customers are, how old their business is, product categories and more. We also asked about social media use and plans for 2019. Here's what they had to say.

How old is your operation?



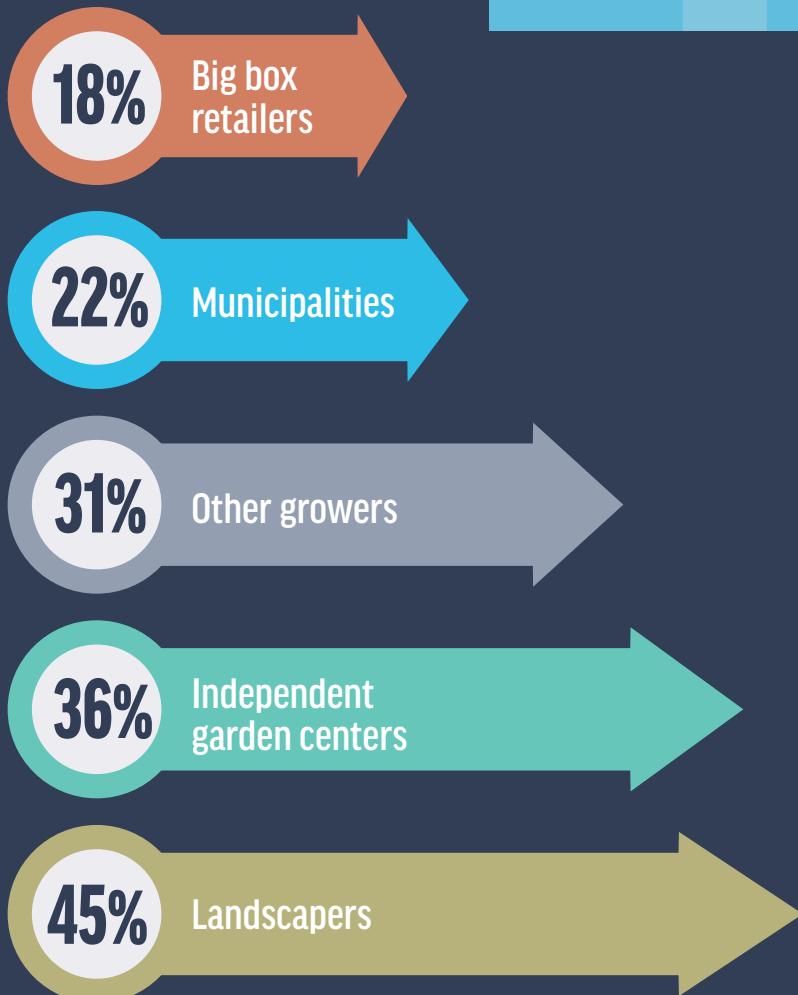
MORE THAN 75% SAID THEY UTILIZE SOCIAL MEDIA FOR THEIR BUSINESSES!

Which platforms do you use?



Who are your customers?

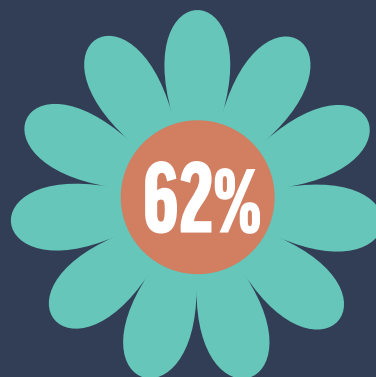
MY OWN RETAIL OPERATION



What is one new plant you plan to add to your production this upcoming season?

We received a ton of interesting responses. Here are some of them:

- “ White blackberry, because it's cool and unusual.
- “ Interspecific geranium Moxie. The plant habit seems amazing!
- “ The new downy mildew resistant impatiens, because EVERYONE wants their impatiens back.
- “ Senecio 'Angel Wings'. It is strikingly beautiful and great in combos.
- “ Wasabi. It is a high-value crop that is not grown locally.
- “ Tattoo vinca. It is very well publicized and a nice-looking plant.
- “ Cactus, because of good sales numbers on houseplants this year.
- “ Catharanthus Soiree Kawaii. It is heat tolerant with a unique flower.
- “ More lantana and plants that can fill the transition of spring to summer.
- “ Amazel Basil. It boasts better performance and downy mildew resistance.



PERENNIALS

What types of plants do you grow?

Annuals	52%
Vegetables/fruits/herbs.....	51%
Potted plants.....	40%
Succulents	33%
Shrubs/woody ornamentals.....	25%
Tropicals.....	24%
Bulbs.....	18%