

Chat ROOM

Editor's Note: In January, we began sending out a monthly survey to our readers on a variety of topics. Chat Room is the new monthly feature that reports those survey results. This is a 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 asked growers about perennial production, the cannabis market and labor. Here's what they had to say.

Do you grow perennials?

65% said **YES!**

What are your top-selling perennials?

Heuchera
Salvia
Echinacea
Hosta
Rudbeckia

Turn to page 42 to learn more about top-performing perennial varieties.



59%

of the survey respondents say **THEY OPERATE IN A STATE WHERE CANNABIS IS LEGAL.**



OF THOSE THAT DO NOT,

45%

said they would **CONSIDER GROWING CANNABIS** if it becomes legal.

Turn to page 32 for more information about cannabis production.

Cultivate'19, our industry's premier event, will take place July 13-16, in Columbus, Ohio.

If you are planning to attend Cultivate'19, what is your main objective for the four-day event?



Capturing the younger generation is crucial to our industry's future. How do you recruit young talent to your organization?

“ Recruiting at local colleges and posting ads on job boards.

“ Advertise job openings on social media and reach out to local college horticulture programs.

“ We don't have a problem finding young talent. We offer competitive rates, flexible schedules and give them a lot of freedom once they're ready.

“ We donate plant starts to local community events and schools to increase interest and awareness of our work.

“ By utilizing social media marketing and keeping up with trends.

“ Work closely with FFA and 4H Clubs.

Turn to page 14 to learn about the 2019 Class of GPN's 40 Under 40!