

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 our readers about their plans for hemp production, branding, and managing heat loss as cooler weather approaches. Here's what they had to share.

Does your operation produce any amount of hemp?

less than **10%**
SAID YES!

For those that do produce hemp, some of their biggest challenges are:

- » Quality seed supply
- » Propagation
- » Regulations
- » Marketing



To learn more about hemp production, turn to page 26.

Do you offer any branded programs?

ONE-THIRD
said **YES!**

And nearly **30%**
have created their own
IN-HOUSE BRANDING!

Turn to page 16 for insights into marketing in horticulture.

Those who plan to add hemp to their production plan to do so in...

The next year



Within two years



Three or more years



Cooler months are quickly approaching. How do you manage heat loss in your greenhouses?

56%

Regularly monitoring/repairing leaks

50%

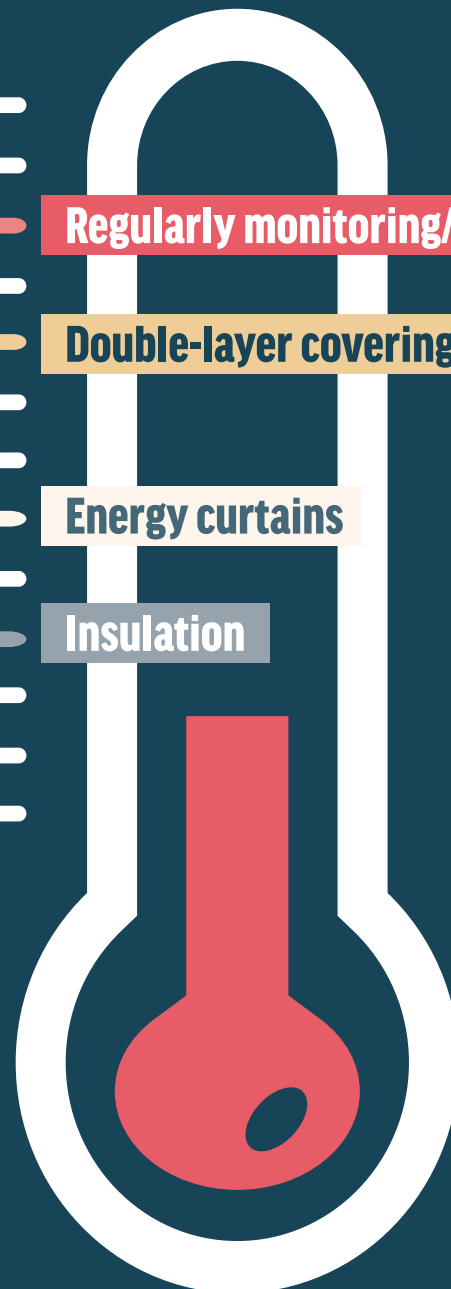
Double-layer coverings

43%

Energy curtains

36%

Insulation



Turn to page 38 to learn more about managing heat loss.