

Chat ROOM

Editor's Note: Each month, we send out a survey to our readers on a variety of topics and report the results here. Chat Room is a perfect venue to get to know your peers and where you stand on different issues affecting the industry. 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 poinsettia production, Year of the Lavender and marketing plans. Here's what they had to say!

2020 has been named Year of the Lavender (in the perennials category) by the National Garden Bureau.

50% OF YOU SAID YOU GROW LAVENDER!

Which lavender varieties are your top performers?



Turn to page 22 to celebrate Year of the Lavender!

Did you grow poinsettias in 2019?

25% SAID YES!



For those of you who grew poinsettias, what were your top sellers?

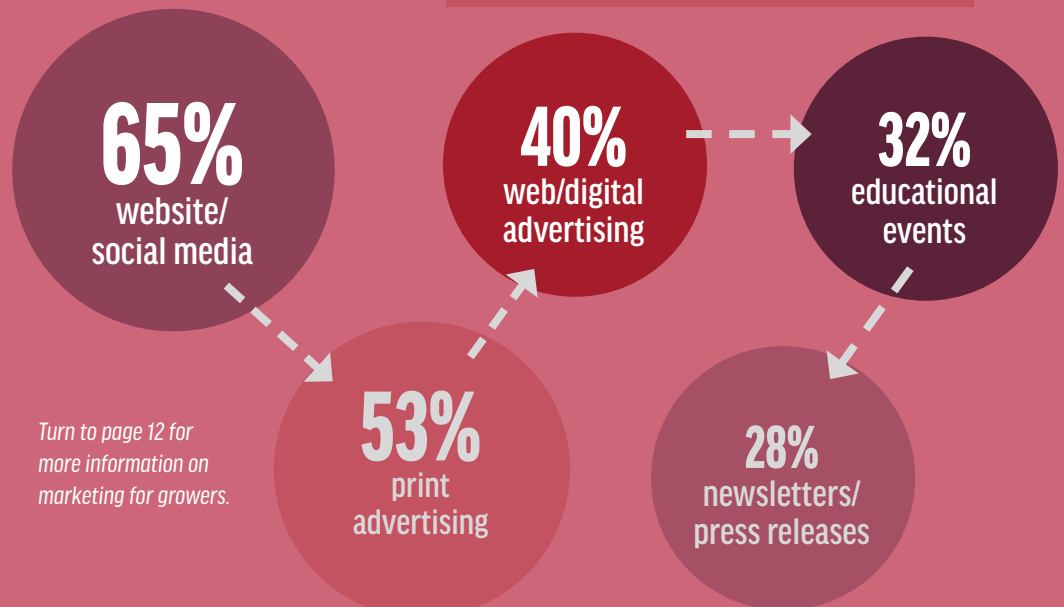
- \$ **Prestige Red**
- \$ **Christmas Spirit**
- \$ **Christmas Beauty Red**
- \$ **Freedom Early Red**
- \$ **Winter Rose**
- \$ **Whitestar**

Turn to page 16 to learn about new poinsettia introductions.

Does your operation have a formal marketing process and/or department in place?

ALMOST 70% OF YOU DO NOT!

What methods do you currently use for marketing?



Turn to page 12 for more information on marketing for growers.