

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 editor, Jasmina Dolce, at jdolce@greatamericanpublish.com.

This month, we asked growers about hydrangea production, calibrachoa and labor issues. Here's what they had to say.

2020 has been named Year of the Hydrangea by the National Garden Bureau (in the shrubs category). Do you currently grow hydrangea?

NEARLY 45% SAID YES!

For those that do produce hydrangeas, these are some of their top sellers:

Endless Summer

Bobo

Limelight

Little Lime

First Editions
Vanilla Strawberry

Quick Fire

Turn to page 14 to learn more about trends in hydrangea.

Do you have an internship program?

MORE THAN 75% SAID NO!



30% SAID WHEN IT COMES TO HIRING, YOU PLAN TO HIRE MORE WORKERS IN 2020.

What has been your most effective recruitment tool when hiring new employees?

MOST OF YOU SAID:



OTHER TOOLS YOU USE INCLUDE:

- » Employee referrals
- » Local ads
- » Social media

Turn to page 20 for tips on hiring new employees.

Do you grow calibrachoa?

50% SAID YES!

What are some of your top-performing calibrachoa varieties?

- ✿ SUPERBELLS
- ✿ MINIFAMOUS
- ✿ CALLIE
- ✿ CABARET
- ✿ ALOHA KONA

Turn to page 36 for information on calibrachoa trial performers.