

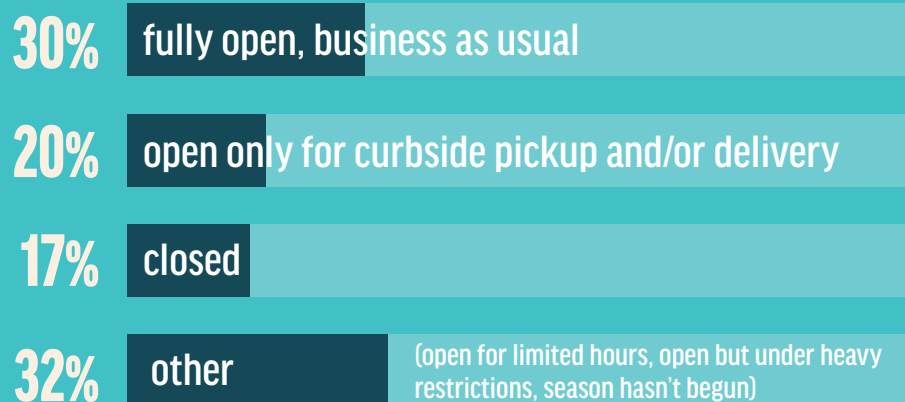
Chat ROOM

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 readers how they are dealing with the COVID-19 situation and what adjustments they are making to their businesses to move forward. As this is a quickly evolving situation, keep in mind these survey responses were submitted between April 3 and 11.

NEARLY 95% OF RESPONDENTS ARE LOCATED IN AN AREA UNDER A STAY-AT-HOME ORDER.

Respondents told us their businesses are:



What steps have you taken to ensure employee/product safety?

YOU SAID:

- Face masks and spacing of greenhouse workers
- Limiting number of employees at one time
- Frequent hand washing
- Disinfecting all surfaces and tools
- Working from home when possible
- Increased sanitation measures for plants
- Meetings conducted virtually
- Only one phone/computer assigned per employee
- Daily morning meeting to evaluate employees' health

The government is offering loans, grants and other relief options for small businesses. Do you plan to use any of these available resources?

NEARLY **40%** SAID YES!
WHILE **25%** ARE STILL UNDECIDED



MORE THAN 25% of you said your sales are equal to or increased from last year! While 45% said sales have decreased by more than 25%.

Any words of encouragement you'd like to offer your peers during this difficult time?

“This may not be a record-breaking season for many of us, but people are still eager to buy plants, beautify their surroundings and have home-grown veggies.”

“Look at this as a chance to learn to be flexible and creative. Be kind in what you are doing and the services you offer; it may open doors up to new customers who are just happy to buy something green!”

“If you are closed now, think of new practices and ways of getting product and services known when you are back to open again.”

“Our hope is that all of us hold one another up in our thoughts and deeds, and are there for each other. Encourage one another; we will get through this. Learn valuable lessons so that in the future we can be more prepared.”

“Do what you can to have an online presence.”

“If anything good can come from this it is all the new gardeners and how we can set them up right for continued success year after year.”

“If we ever needed the stress-reducing benefits of gardening, it's now!”

“We are so thankful to be part of the green industry during this crazy time. We have banded together as a family to figure this out, and we are optimistic that people will get out into their yards this month and next month.”

“Our customers are the ones who are so encouraging and nice. Everyone is thoughtful, safe and understanding of the situation. We as a company are also making sure everyone is safe and well taken care of. We know with patience and faith that we will endure.”

“Be in constant communication with laid-off employees and clients. We are all interconnected, so caring for each other is the only way to reach the other side.”