

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 about the California Spring Trials and houseplants. Here's what they had to say.

With the cancellation of the 2020 California Spring Trials, were you able to learn about the new introductions through alternative means?

**MORE THAN 80%
OF YOU SAID YES!**

The resources you found most helpful were:

1. NEWSLETTERS AND DIGITAL CATALOGS
2. VIRTUAL TOURS/PRESENTATIONS
3. SOCIAL MEDIA POSTS

Turn to page 18 to learn about 2020 California Spring Trials introductions.

If you regularly attend the California Spring Trials, what did you miss most this year?



"Plants, people and sunshine! CAST videos have been great, but seeing plants in person is the best."

"The **contact** with other growers and suppliers."

"Meeting with colleagues, friends and other industry people."

"Speaking face-to-face, after-hours dinners, happy hours where discussions are held and meeting new people with new ideas."

"Personal interaction and more detail on top of a marketing presentation."

"Seeing the plants live – no picture can show you how they really look."

Do you grow houseplants?

MORE THAN 35% SAID YES!

If you grow houseplants, which varieties are your top sellers?

- » Spider plants
- » Succulents
- » Ferns
- » Rex begonias
- » Pothos

Read more about houseplants on page 12.

