

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 Mother's Day weekend, growing multi-liner combos and technology investments. Here's what they had to say.

How was Mother's Day this year?

47% OF YOU SAID **YOUR SALES WERE UP COMPARED TO LAST YEAR!**

"Challenging, but with people shut in there was **more emphasis on annuals and decorative plantings** so they could spend time in their backyards."

"Sales were solid; only 15% of our sales are sold to retail independent garden centers."

"Better than expected."

"As high as last year; unusual freeze of 26 degrees versus normal frost in forecast for Midwest postponed some sales to the following weekend."

"Almost double sales."

"EXCELLENT! It was strong despite two nights of frost and 2 inches Thursday, Friday and Saturday before the holiday."

"A bit slower than usual due to the cold temperatures we had that weekend."

"On a scale of 1-10, it was a 20!"

"Excellent, extremely busy, record breaking."

"It was OK, considering we had **snow the day before Mother's Day** but melted shortly after."

"We had a slow start, but once business got going it was exceptional."

Do you grow multi-liner combination recipes provided from the breeders?

NEARLY 50% SAID YES!

Some of the top sellers are:

- Confetti Garden
- Trixi
- Proven Winners Bundles
- Kwik Kombos



To learn more about top-performing combinations, turn to page 36.

Do you create your own recipes?

NEARLY 70% SAID YES!

Some of your more successful recipes feature:

Petunia, verbena and bidens

Geraniums and verbena

SunPatiens and coleus

Angelonia, lantana and scaevola

Have you invested in artificial intelligence (AI) or automated technology for your operation?

LESS THAN 20% SAID YES!

Technology you have invested in includes:

- » Automated flat filler
- » Transplanter
- » Robotic sticking machines
- » Spacing robots
- » Bale buster



Turn to page 32 to read up on artificial intelligence.