

# 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](mailto:jdolce@greatamericanpublish.com).*

This month we asked our readers about Cultivate Virtual, California Summer Trials, NGB's 2021 "Year of" crops and top-selling varieties this season. Here's what they had to say.

Did you (or someone from your organization) attend Cultivate Virtual?



**45% SAID YES!**

Some of you said:

“Interesting. Informative. Accessible.”

“Great job. I did not know what to expect, but I think this was likely the gold standard for virtual conferences.”

“Not like being there. The seminars were good. Hopefully, we'll be back to the real thing next year.”

“I loved being able to participate in keynote, educational and networking sessions that I don't usually have time to attend. Met new people from various parts of the industry at the networking sessions. I appreciate that there's an option to download information.”

“It was better than expected. However, this format will never replace face to face.”

“The coffee chats worked well, but the booths were slow.”

“I found it to be well thought out and done quite nicely. I fully appreciate all the work it took to get it done. It is also difficult for me to sit that long to look at vendors, and there are too many distractions while in my office.”

“I liked the format and saw a few items that would fit into future plantings.”

California Spring Trials will return next year as the California Summer Trials and will take place in late June 2021.

**NEARLY 45%**

of you said this new date is a **POSITIVE** change.

**NEARLY 60%**

would like to attend the new Summer Trials!

The National Garden Bureau has selected its "Year of" crops for 2021. How many of you grow the selected crops?



**48%**  
**SUNFLOWERS**

**44%**  
**MONARDA**



**60%**  
**HARDY HIBISCUS**

Now that the peak of summer is behind us, what were some of your top sellers?

- » Petunias
- » Geraniums
- » Lantana
- » Coleus
- » Begonias
- » Lavender
- » Hibiscus
- » Assorted tropicals

