

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 poinsettia production, greenhouse additions and employee education. Here's what you had to say.

Do you grow/sell poinsettias?

NEARLY
40% SAID
YES!

What is your biggest challenge with poinsettia production?

YOU SAID:



Whiteflies



Timing



Quality of cuttings



Heat

To learn about protecting poinsettias this season, turn to page 20.

25%

of
you added
greenhouse space
in 2020

25%

plan to add
on in 2021!

Turn to page 14 for information on greenhouse structures and systems.

Does your staff continue education via webinars and other online/virtual presentations?



NEARLY
80%
SAID
YES!

Pest management

New plant introductions

Disease prevention

Lighting

What educational subjects are most interesting to you?

Growth regulators

Biological controls

Sales and marketing

Growing techniques