

# 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 readers about the upcoming year, e-commerce and biological controls. Here's what they had to say.

2021 is here! If you had to come up with a New Year's resolution for your business for the upcoming year, what would it be?

- “ Have a **full function** e-commerce site.
- “ Be **nimble** to the times and market.
- “ Stay the course, but **always be ready for change**.
- “ Try **new things** — don't be afraid to stretch outside of our comfort zone.
- “ Find a better way to **retain good employees**.
- “ Be **more responsive** to customer care needs.
- “ Preplan for a busy spring, **regardless of COVID**.
- “ Keep **caught up** on the little things.
- “ Attract **new customers**.
- “ Change **certain items** that customers are demanding and less of others that haven't sold as well.

What will be your #1 area of focus for 2021?

- 1** Plant health strategies
- 2** Growing/selling a new crop category
- 3** Adding/updating structures

Does your operation sell through e-commerce channels?

**MORE THAN 30% SAID YES!**

Out of those that do not sell online, **45%** are considering taking the plunge next season.

Do you use biological control agents as part of your plant health strategy?

**MORE THAN 60% SAID YES!**

What is a challenge you have experienced when incorporating biologicals into greenhouse production? **Some of you said:**

- “ Resistances to new generations or new cycles of pests and fungus.
- “ Timing and efficacy.
- “ High cost.
- “ Training staff.