

# 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 poinsettia production and sales, social media use, and sanitation protocols. Here's what they had to say.



Did you grow/sell poinsettias in 2020?

**NEARLY 45% SAID YES!**

*Turn to page 18 to learn about new poinsettia varieties.*

For those that said yes, **MORE THAN HALF** reported sales were either up or about the same compared to 2019. And more than **30% were able to increase prices in 2020!**

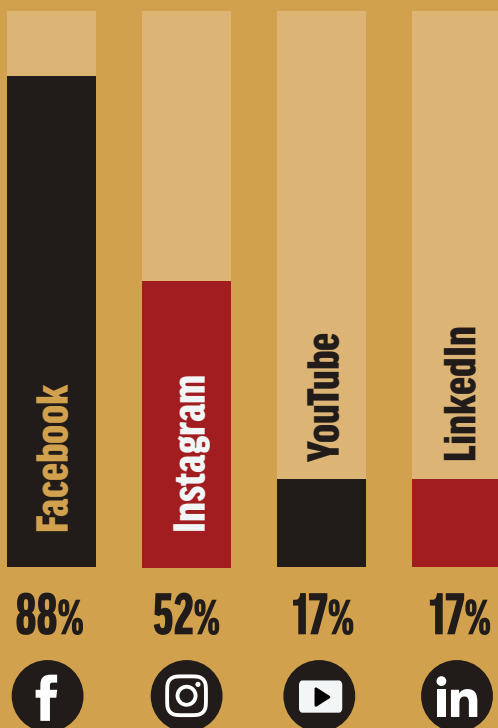
Did you increase or make adjustments to sanitation protocols in 2020?

**MORE THAN 70% SAID YES!**

Some changes you made:

Do you use social media applications for business purposes?

**MORE THAN 80% SAID YES!**



“Disinfecting planting areas, **alternating lunches** in order to clean between them.”

“More **frequent** and broader applications.”

“Have employees **check temperatures** regularly.”

“Constant wipe downs of common surfaces, **closed one day a week for sanitation.**”

“**Increased** the number of times all equipment and handles are **disinfected.**”

“Keeping PPE more **readily** available.”

“Coordinating **safe** delivery times.”

“**Better flushing and maintenance** of our water system.”

*Turn to page 42 for more information about sanitation.*