S1087 Meeting, Sep 2024

**Location**: Lehua Suite, Hilton Hawaiian Village Waikiki Beach Resort, HI

**Date**: Sep 22, 2024

**Time**: 8am—11am

## **Attendance**

* Melinda Knuth (Chair)
* Daniel Tregeagle (Secretary) - Online
* Ben Campbell (UGA)
* Julie Campbell (UGA)
* Charlie Hall (TAMU) - Online
* Hayk Khachatryan (UF)
* Alicia Rihn (UT-K)
* Ariana Torres (Purdue)
* Xuan Wei (U Maryland) - Online
* Shouli Zhao (UK)

## **Call to order and introductions**

Each member in attendance introduced themselves.

## **Approval of agenda and minutes of previous meeting**

Discussion of edit to Spring 2024 minutes. Regarding the green industry survey conducted by the group every 5 years:

* Clearly state procedures
* Clearly articulate procedures to maintain consistency between survey waves.

Motion to approve the edit:

* Hayk moved. Alicia seconded.
* Approved unanamiously

Motion to approve minutes:

* Shuoli moved. Julie seconded.
* Approved unanimously

## **Administrative Advisor Comments**

They were not present. The group had not received comments from the advisors between the current and previous meeting.

## **Discussion of the 2024 national survey distribution and report preparation**

### **Updates on current status of distribution**

NCSU (Melinda and Daniel) have been coordinating the mail distribution.

Mailing list development – 20% of nurseryman state lists, randomly selected.

Approx 11,000 receipients.

Recieved 646 complete responses.

Online - 175 responses received.

About 800 responses so far between the two methods.

About 200 responses indicated they are no longer in business.

A subgroup of respondents indicated they didn't want to participate.

Around 1000 responses received, but ~400 not informative

In addition to the direct distribution of the online survey to potential respondents' email addresses, HRI shared the survey with their mailing list, but did not lead to many responses.

Charlie, Hayk, and Melinda presented on the survey at Cultivate and encouraged participants to complete the survey. This led to a notable number of additional responses.

### **Discussion of increasing the number of responses.**

Previous rounds of the survey have had around 2000 responses.

The idea of promoting the survey was discussed, but eventually dismissed because it differed from the method employed by previous surveys. There was concern that this would lead to the responses becoming a convenience sample.

**Action**: We will send another 40% sample to try and generate another 1200 responses

* All agree to this course of action

**Action**: Try online (personal emails) again

* Send follow-up emails to people who did not open or did not complete the first time
* Add some language about "last chance", or "we are in the final stages of…"
* All agree to this course of action

### **Discussion of IMPLAN analysis**

Alan Hodges has agreed to help with the IMPLAN analysis.

Alan and Melinda will work together to create a SOP document to help future iterations of the survey. It will also help by creating a record of the methods used to analyze the survey in previous iterations.

**Action**: Future discussion of our sampling strategy? How do we adapt?

* Meeting virtually (before? at?) the next meeting to discuss?
* Send out doodle poll for methodology discussion in October
* IMPLAN SOP discussion in 2nd week of Dec

Melinda notes that she has learned Python to identify fuzzy duplicates in the responses to identify possible duplicates. Could be very useful in the data cleaning stage.

## **Roundtable discussion of state activities and ongoing/proposed projects**

### **Shuoli**

Working with her postdoc using scanner data to analyze flower boquets and garden expenditures. Using a 2 stage regression to look at expenditure trends and climate factors explaining purchases.

She received a specialty crop block grant and has hired an additional postdoc. They are studying consumer preferences for floral arrangements and happiness from gifting and receiving these products.

### **Hayk**

Continuing work on crop budgets.

He is conducting a statewide survey to measure homeowner knowledge of local ordinances.

He is working with horticultural extension agents to study the effects of the expanding population in southern counties of Florida.

### **Ben**

Continuing research on roses.

He is conducting a state of Georgia agricultural extension project, looking at all commodities and especially nursery greenhouse. He notes that many crop producers are struggling, with an average 65% debt to asset ratio in ag crops.

Ben is extension coordinator for his department at UGA. This role includes monthly updates on the state of ag, amongst other responsiblities.

### **Julie**

Currenly conducting research on Ambrosia beetles, new garderners, and battery vs. gas powered lawn equipment.

### **Ariana**

She will be going on sabbatical next year.

Her current research includes looking at the ROI of online marketing of ornamental crops. With Alicia, she is studying how consumers perceive plant attributes by region, such as 'showy', 'compact' etc.

She received a cut-flower grant to create a risk management curriculum for growers in the state. This project has a substantial extension component.

### **Alicia**

Her current projects include research on Ambrosia beetle, marketing native plants, a cut-flower grant studying TN markets with eye trackers, and automation and mechanization in nursery operations, focused on employee well-being. She currently has a student looking for PhD role with strong econometric skills.

### **Melinda**

She is collaborating with Shouli and Alicia on some of the projects they mention.

She is lead researcher for the sustaniBLOOM program, which investigates how to encourage sustainability for floriculture firms, and the barriers to implementation.

She is reaserching diversity in horticulture, identifying the different types of consumers in Horticulture, with a particular focus on the purchasing habits of non-white consumers.

She is coordinating the national green industry survey (discussed above), and a similar survey focused on NC State specificially.

### **Daniel**

Working with Melinda to coordinate and distribute the national survey and the NC-focused green industry survey.

### **Xuan**

She has recently started a 100% extension position in urban farm and agribusiness management at the University of Maryland. Her current research includes studying producer willingness to switch to controlled environment agricultural systems.

## **Update on Cultivate presentation**

The PIs for the national survey (Melinda, Hayk, Charlie, Daniel) were asked to present at the Summer Cultivate meeting in Ohio. Daniel was unavailable.

They presented a summary of the types of data collected and expected analysis, which was met with enthusiasm from the industry members.

**Action** Melinda: Send a list of questions to the board and ask their feedback on priorities for research on the 2024 dataset.

## **Update on HRI website hosting**

Jennifer Grey at the last meeting agreed to host the materials from previous years. She is not present at this meeting. Melinda will follow up on this project after the meeting.

## **50th anniversary of S1087?**

Melinda proposes interviewing group members to create an news article telling the story of the group. This could be shared by members' universities.

Hayk: Intereview retiered/senior professors.

Charlie could tell some of that story.

HRI could do a press release.

Multistate award? Did not get submitted. Melinda to revive.

There is material from the award proposal in the group folder which could be used for generating some of the materials above.

## **Update on graduate student involvement initiative**

Still no updates. Item will be removed from future agendas.

**Other items**

Re-application due Fall 2025.

**Action** Check process with NIFA rep.

## **Proposed next meeting locations**

Upcoming

* Spring 2025 – Southern CA
  + Jennifer said she would be willing to connect us with firms in SoCal.
  + **Action** Melinda to connect with Jennifer on making this happen and for other recommendations
  + **Action**: Melinda will send a Doodle poll for avaialble times.
  + Probably in Feb, 2025
* Fall 2025 – Alaska?
* Spring 2026 – TBD?
* Fall 2026 – Charlotte NC

## **Adjourn general meeting**

Alicia moved to adjourn the meeting. Julie seconded. The meeting was adjourned.