

**Green Industry Research Consortium (S1021) Meeting
Hilton Garden Inn Hotel, Austin, Texas, Feb 15, 2008**

Meeting was call to order at 8:40 AM. Present were Alan Hodges, Charlie Hall, Randy Little, Patricia McAleer, Jennifer Dennis, Chengyan Yue, Susan Barton, Roger Hinson, Ben Posadas, Marc Tefteau, and Marco Palma.

Hinson motioned to accept the minutes from last year, Hall second. Minutes were approved. Chairman Hodges started by making introductions.

Hodges asked the group to send the NIMSS reports to compile the general report from the chair. He also noted the declined participation of horticulturalists, and ask participant to invite horticulturalists to join the group, there is no limitations in the number of people.

Administrative Advisor's Report: Nessler was not present.

USDA/CSREES Advisor's Report (Patricia Mc Aleer)

She provided handouts and went through it. She talked about selected program activities, including Sustainable Agriculture Research and Education, Science and Education of Land Use, Outdoor Recreation Strategic Plan, Two new multi-state committees, outdoor recreation and urban forestry, Risk Management Education, Hispanic farming and ranching across the US and Extension. She reviewed the CSREES budget. Some of the funding opportunities include Sustainable Agriculture Research and Education Program (SARE), Risk Management Education (RME), National Research Initiative (NRI), and Small Business Innovation Research (SBIR).

There was a brief discussion about NASS data collection. Norman Bennet or Bob Bass were suggested as contacts. The number of States was reduced to 17 for the Nursery Industry and 15 for the Floriculture industry. Advisory committee on Ag Statistics meets in Louisville, KY on 25-26 February. Open to the public. Hodges called for a sub-committee meeting for the NASS Ag statistics.

Update on S1021 website. Hall reported that the website has been transferred to the Texas A&M server; it looks the same and has the same address, www.s1021.org

Update on Hall blog – emphasizing the demand side – differentiation – please subscribe – please respond to the blogs – there are different ways to access blogs

HRI Update, Tefteau. HRI has \$11 million endowment. \$425,000 for research in horticulture related projects. Applications are due in May of each year. There is a 3 tier process; first the proposals are ranked in terms of relevance to the industry. He described the funding selection process. They are in the process of renovating their website. Also, he encouraged people to publish in their journal, the journal of environmental horticulture.

Floriculture and Nursery Research Initiative funds \$6.1 million.

Discussions of ongoing studies.

Invasive Plants. Barton reported on the invasive species sub committee. She reported a proposal submitted to HRI to adopt the Delaware model was not funded. She reported that some voluntary programs are developing, and that it would be interesting to compile a list of some initiatives for individual states. Every state has an invasive species council, if there was a list available, an alternative would be to survey each state representative.

Sub committee members included John Haydu, P J VanBlockLand, Behe; Hodges suggested contacting Edward Evans at Univ. Fla.

Nursery Mechanization. Posadas reported on the progress of the mechanization initiative, which will cover 9 of the 12 southern states. They are in the process of collecting data from several states. Several articles are, and will be submitted for publication addressing issues of socio economic effects of mechanization/automation on the green industry.

Organic/ Sustainable. Dennis reported working with a colleague Roberto Lopez on a study about growers' willingness to adopt organic/sustainable production, and also consumer's willingness to pay for these products funded through a Purdue grant (\$25,000). She wants to expand this project regionally. Dennis encouraged participation on the marketing and economics committee of ASHS.

Lunch Break at 12:07 PM.

Meeting back at 1:20 PM.

Enterprise Budgets. Hinson handed out a document "enterprise budgets for ornamental crops produced in hardiness zones 8 and 9". Hodges and Little agreed to review the paper within the next 2 months.

Regional Analysis of National Nursery Survey

Hodges commented the new survey will be done next January to collect data for 2007. Last survey gathered data from 44 states. The data from last survey was used to draft two publications on production practices and marketing practices and channels. Hodges commented on some of the results of the production practices work in progress paper with Hall. Dennis reported the progress on the marketing and channels paper with Behe. Hinson reported a paper he is working on to update some marketing and channels.

Future Studies

Chengyan talked about a project she is working on willingness to pay for native plants.

National Nursery Survey. Discussed earlier, Hodges will be providing information on this via email.

Teaching Case Studies. Behe was not present.

Discussion on future meeting sites.

Summer 2008: Atlanta, GA August 6-10, 2008.

Winter 2009 – Savannah, GA; Dates: Mid-February to Mid March.

Hall extended our appreciation to Marc and Patricia to get involved and provide insights.

Hodges will provide a summary of the comments, concerns/suggestions to the National Survey meeting in Louisville, KY.

Meeting was adjourned 3:18 PM at with sub-committee meetings scheduled for the rest of the afternoon.

Submitted by Marco Palma, secretary; edited by Alan Hodges, chairman, Feb. 27, 2008.