**S1065 Multistate Project Meeting**

Lexington, KY

October 13, 2016

Present: Dwayne Ingram, Robin Brumfield, Sue Barton, Alicia Rihn, Ben Campbell, Alan Hodges, Hayk Khachatryan, Ben Posadas, and Bill Graves

Present via phone: Cheryl Boyer, Ariana Torres Bravo

* Meeting was called to order at 9:00 a.m. EST.
* The meeting minutes from the previous meeting were approved.

Discussion of ongoing research projects

* Alan Hodges provided an update on the national nursery survey. A summary report was published in JEH with a follow-up on trade flows (also published in JEH). Alan has completed the data file for the past 4 survey cycles (~20 years) and has a standing open invitation for collaboration on projects. (Note: due to modifications in the questionnaire, several variables are not directly comparable across datasets.). The next survey will be in 2019 (2018 data) and it is time to start thinking about a funding source (previously HRI). At least $30,000 is needed to conduct the survey. A subcommittee needs to be developed in the next year or so to spearhead the proposal. Additionally, the group needs to develop a succession plan for the project (Marco and/or Hayk were mentioned as candidates).
  + Florida, Kentucky, and Minnesota data have been used for publications.
  + Robin Brumfield is working on New Jersey data.
  + Ariana Bravo Torres expressed interest in collaborating on the Indiana data.
  + Cheryl Boyer expressed interest in working on the Kansas data.
  + Hayk Khachatryan suggested developing subgroups with similar interests to cut down on the number of authors. The group discussed that communicating with the group via email is the best method to gauge interest. Whoever is the lead on the idea/paper decides on whom to include.
  + **Ben Campbell** (and Hayk) volunteered to compare the data set and the 2014 data to adjust the survey for 2019.
    - Sue Barton suggested including ‘newspaper’ on the media usage list in future.
    - Alan Hodges suggested considering health insurance and coverage in the industry in the 2019 survey.
  + Ben Campbell proposed working on labor and water use using the previous two data sets. Hayk Khachatryan and Robin Brumfield expressed interest in collaborating.
  + Hayk Khachatryan briefly discussed Marco Palma’s paper on advertising.
* Hayk Khachatryan discussed several ongoing consumer research projects.
  + 5 year USDA SCRI funded pollinator grant conducing a life cycle assessment for supply chain members including growers, consumers and visual merchandising.
  + USDA SCRI downy mildew project planning grant to investigate producer preferences and consumer demand. Ben Campbell is assisting with this project.
  + Residential landscaping project assessing consumer preferences and WTP for different turfgrass/landscape plant ratios, irrigation systems, pollinator friendly attributes, etc. Visual attention will be collected for Florida consumers.
  + A grant proposal was submitted to the National Foliage Foundation to assess consumer shopping behavior at garden centers.

Roundtable discussion of state activities

* Robin Brumfield discussed her grant investigating in-state water recovery and recycling for nurseries. She is also working on an international women farmers project where they train extension agents to use modules to educating women farmers in Turkey, Germany, Spain and Malta.
* Dwayne Ingram discussed several projects he is involved with including the SCRI Water 3 project which emphasizes reducing, recycling and remediating water and how those factors influence carbon footprint, water footprint, capital and variable costs, etc. Charlie Hall is also involved. Other projects include models of plug production, fertilization trials, and an ecosystems services publication. He is currently involved with developing a nursery and landscape website available through the UKY department website.
* Ben Posadas discussed using the national nursery survey data for Mississippi, Alabama and Louisiana and is currently thinking about research questions. His center has a new assistant professor that is using ornamental plant products and converting them to décor items/etc., conducting workshops, and collected consumer data to give producers baseline data on consumer interest and WTP. He also discussed projects working on irrigation systems in greenhouses, why operators/owners of nurseries/greenhouses are decreasing in the state, and H2A/H2B information and how it can be used to predict demand for workers in the industry (Ben Campbell expressed interest in collaborating on the labor project).
* Alan Hodges analyzed the national survey data for Florida and submitted the report to the Florida Nursery, Growers and Landscape Association (FNGLA). He also conducted an economic analysis on the industry showing Florida’s landscape industry is coming back strong from the recession. UF has hired an economist specializing in regional science who will likely take over his program after retirement. Alan plans on introducing her to the group next year.
* Alicia Rihn discussed a USDA FSMIP grant that she submitted investigating grower and consumer interest in local hop production in Florida. The project was not funded.
* Sue Barton shared ASHS’s Seed Your Future program and their video. The project is funded by Ball See and Longwood Gardens with the goal of promoting horticulture as a career to middle school students. Her and Bridget’s paper on internet, QR codes, loyalty programs, and social network usage among horticultural firms is submitted for review at HortTechnology. She has another paper that has been accepted at HortTechnology investigating online versus live master gardener training. She also discussed a session she lead at ASHS looking at technology in cooperative extension education (Cheryl Boyer was one of the presenters). They wrote a proceedings paper on the topic based on the presenters’ contributions (target journal HortTechnology).
* Cheryl Boyer discussed her USDA FSMIP grant focusing on understanding how garden centers use social median. She also discussed her involvement with a website (ruralengagement.org) that highlights the types of social media messages consumers respond to. She received an internal Kansas State grant to start a social media boot camp because they learned that the biggest barrier to social media marketing is perceptions that it is complicated, frustrating, or time consuming. At the conference they will provide participants with the time, tools and guidance to improve their social media presence.
* Ben Campbell informed the group that Ball has a newsletter and they are always looking for content. Also, that Perishable Pundit is a good source for information about things happening in the food/perishables industry.
* **The group would like to extend a big thank you to Dwayne (and Pat) Ingram for hosting the S1065 meeting and organizing the amazing tours/activities.**
* Selection of future meeting sites:
  + Alan and Hayk proposed meeting in Miami, FL, from February 15-17, 2017. Sue Barton contacted a previous student who works at The Moorings Village and Spa (IsleMarada) for potential tours involving agrotourism (hotel gardens and food-producing gardens for those hotels). The dates are as follows: travel day 2/15, tours on 2/16, and the meeting on 2/17.
  + The group is considering Oregon, San Diego or possibly meeting at ASHS in Hawaii for summer/fall 2017.
* Meeting adjourned.

Attendee affiliations and research areas

* + Bill Graves, Department of Horticulture, Iowa State University, Professor and Associate Dean of the Graduate College. Main research interests are biopolymers & bio-composites in horticultural production, in addition to the ecology, physiology, propagation, and genetics of rare plants.
  + Robin Brumfield, Professor, Dept. of Agricultural, Food & Resource Economics, Rutgers University. Research areas – Farm management, greenhouse cost accounting.
  + Hayk Khachatryan, Assistant Professor, Food and Resource Economics Department and Mid-Florida Research and Education Center. Research interests – behavioral/experimental economics, consumer marketing.
  + Sue Barton, Associate Professor and Extension Scientist, Plant and Soil Sciences Dept., University of Delaware. Research areas – Sustainable landscapes, roadside vegetation management, water quality and ecosystem services, BMPs.
  + Dewayne Ingram, Professor, Department of Horticulture, University of Kentucky. Research interests – sustainable nursery production systems (carbon footprint lifecycle assessment in nursery crops).
  + Cheryl Boyer, Associate Professor, Horticulture, Forestry and Recreation Resources Department, Kansas State University. Research – nursery crop production, social media marketing – garden centers.
  + Ben Posadas, Associate Professor, Coastal Research & Extension Center, University of Mississippi. Research – economics impact analysis, regional economics, greenhouse and nursery production mechanization and automation.
  + Alan Hodges, Extension Scientist, Food and Resource Economics Department. Research interests – regional economic impact analysis, market survey research, agribusiness management, and biomass energy resource development.
  + Alicia Rihn, Data Management Analyst II, Food and Resource Economics Department and Mid-Florida Research and Education Center. Research interests – consumer behavior, marketing research, and consumer marketing.
  + Ben Campbell, Assistant Professor and Extension Economist, Agricultural and Applied Economics, University of Georgia. Research interests – consumer behavior, consumer marketing, ornamental horticulture, and agribusiness.
  + Andria Torres Bravo, Assistant Professor, Department of Horticulture and Landscape Architecture and Department of Agricultural Economics, Purdue University. Research interests – farmer behavior, business development, and marketing research.