

Green Industry Research Consortium - S1021 Committee
Mountain View, California
February 21, 2006
Winter Meeting

Minutes

Present: Bob McNeil, John Garlisch (graduate student from the University of Illinois), Bridgett Behe, Henry Bahn, Alan Hodges, Craig Nessler, Uva Wen Fei, Jennifer Dennis, Hannah Mathers, Robin Brumfield, Sue Barton, Charlie Hall, and Ron Rainey.

The meeting was called to order at 8:40am and began with a roll call of meeting participants.

Bob discussed changes in the committee's membership since the last meeting. Charlie commented on the committee's website listing of project participants. There were several comments about potential new committee members and Charlie overviewed the NIMSS process for inviting participants to the project.

The agenda was presented and approved with a motion by Charlie, seconded by Bridgett. Bridget moved and Robin seconded the approval of the last meeting's minutes as received with one amendment adding the meeting date, June 29th, 2005.

Chair's comments (Bob McNeil):

Bob commented on the tour activities for this meeting summarizing the previous day's tour and discussing the Wednesday tour schedule. Charlie noted appreciation for Bob's efforts arranging a fantastic tour schedule and selection of accommodations.

Administrator's Report (Craig Nessler):

Craig gave an overview of the president's recently released budget discussing some of the changes in formula funds and other funding allocations, specifically noting increases in competitive funds.

He mentioned that the Southern Experiment Station Directors had a conference call and unanimously opposed the Presidents budget. Each of the directors is proposing impact statements to discuss some of the potential impacts. Extension directors are also examining impacts on their state budgets.

Craig commented on the need to examine the reporting systems to ensure that project activities are accurately reflected. He noted the success of this committee's reporting efforts and overall level of activity.

CSREES Report (Henry Bahn):

Bahn began his report by commenting on the president's budget and the changing situation with the budget. He noted that much of the NRI growth has been at the expense

of other programs. He supports the Presidents Budget and stated his belief that the current trends—more competitive and multi-state funding—are likely to continue with additional increases in those areas. Additionally, he highlighted the change in funding focus away from commodities and more toward scientific areas, genomics for example. He noted that there was more money available for integrated funding proposals.

He then began discussions on the importance of the reporting systems. He noted that it is difficult to find relevant data on telling what is being done, specifically in terms of output, outcomes and impacts for CRIS reports. He mentioned the importance of identifying the scope and scale of work areas. He noted that we should be more attentive to discussing the impacts (macro) of our work, for example impacts on management practices, cost changes, revenue changes, etc.

Webpage Update (Charlie Hall):

Hall gave an update of the committee's webpage. The committee will continue to use the www.S290.org registration since we are paid through the summer of 2006 changing to www.S1021.org upon the expiration date. Hall commented on the information available on the website (upcoming meeting information, tour information and pictures, project participants, and publications).

Manuscript reports:

Labor Study - Hannah gave an update of the labor study discussing the activities to date. She commented on the receptiveness of HRI to this type of project, suggesting opportunities for future work addressing labor issues. The project leaders are currently in the process of finalizing the state contact lists. She noted the wide range of labor issues being discussed and talked about the impact that communication or lack of communication plays in labor issues, primarily with Hispanic workers. She suggested the need to further address this area in terms of researching ways to improve communication between workers and employees.

Lastly, Hannah commented on the potential for future research on the impacts of “invasive plants” on the industry. Sue commented on an alternative approach for the committee, looking at viable marketing alternatives for the industry to combat this problem. The committee was supportive of working on the project but including both perspectives in the project. The project would have objectives that examine the costs of invasive plants as well as some alternatives from a marketing perspective. Committee includes Sue, Bridget, Uva, Alan, Jennifer, and Hannah.

Budget - Bob indicated that recent work on the project resulted in 40-60% of inputs costs being updated. Landscapes will be the first budget updated completely. Review team includes Hall, Haydu, Hodges, and Mathers. There will be a re-release of the updated container and field costs as well as a new release of the landscape manuscript. All three will be a Southern Cooperative Series Bulletin.

NRAES – Charlie began discussing our alliance with them. We currently have two 4-color publications listed on their site. The Greenhouse Profitability report was released in

June 2005 with 36 copies sold. Establishing a Garden Center was released in Dec. 02 with 820 copies sold to date. There was discussion of our marketing efforts to assist with publicizing our publications. A publications marketing committee was formed to address this issue. Committee members include: Charlie Hall (chair), Jennifer Dennis, Bridget Behe, and Ron Rainey.

National Survey and Economic Impact Study - Charlie noted recent completion of the 4th national survey (89, 94, 99, 04) which included 44 states and 97% of gross receipts in the U.S.. He then gave an overview of the national economic impact of the green industry on the US economy. He reported the industry output at \$147.8 billion with 1.9 million jobs for the U.S. The report is available online at:

www.utextension.utk.edu/hbin/greenimpact.html.

Hall noted the national exposure that the report has received from national industry publications, newspapers as well as the ANLA legislative conference. The committee is set up to conduct the economic impact in conjunction with the national survey. Allen suggested the idea of listing the report as a Southern Cooperative Series Bulletin which the committee supported. Allen also commented on the difference between the committee reported and NASS estimates. It was noted that there exists a NASS sub-committee which will meet in Washington, D.C. with NASS officials to discuss some of the methodology for the upcoming NASS surveys.

Progress on current studies:

Alan Hodges presented an overview of the online nursery business analysis program that was developed at the University of Florida. Discussion ensued regarding appropriate means of rolling out this methodology on a regional basis. Suggestions for funding included the higher education challenge grants (RFA is next February), SARE in-service grants, HRI, etc. to fund a fully integrated project (research, teaching, and outreach goals). Alan, Wen-fei, Bridget, and Robin volunteered to develop a HRI proposal for this year. Sue, Charlie, and Jennifer are interested in serving as a subcommittee.

Bob reported on the price study. He collected prices on viburnums and junipers and needs someone to work on the study with him.

Robin reported on the status on the cut flower budget project. 10 budgets on cut flowers are underway as part of a RMA grant project. Wen-fei received a grant to do a cut flower study on cut flower production in high tunnels. Jennifer and Bridget also expressed an interest in working in this area. Collaborations were discussed in this subject matter area.

Charlie reported on the status of the cost of production study (climatic zones 7 & 8). A grant pre-proposal to the Southern Region Risk Management Education Center was approved and the committee was invited to submit a full proposal for consideration for funding. If funded, Mississippi State University will update the budget generator to accommodate nursery crop budgets.

Bridget reported on 2 manuscripts in progress on a project looking at (1) differences in consumer purchases by ethnicity and satisfaction/regret associated with such purchases, and (2) a study looking at the cognitive and emotional drivers of repeat purchases (loyalty) in terms of delight and perceived value which is being submitted to the Journal of Marketing Research.

Future meeting sites:

Summer meeting – Atlanta, Georgia

Winter meeting 2007 – Florida (Alan Hodges will make the exact decision where).

Subcommittee meetings on invasive plants, NASS, publications marketing.

Meeting adjourned 4:04 p.m. Appreciation expressed to Drs. Bahn and Nessler for their invaluable contributions to this meeting.

Respectfully submitted
Ronald Rainey