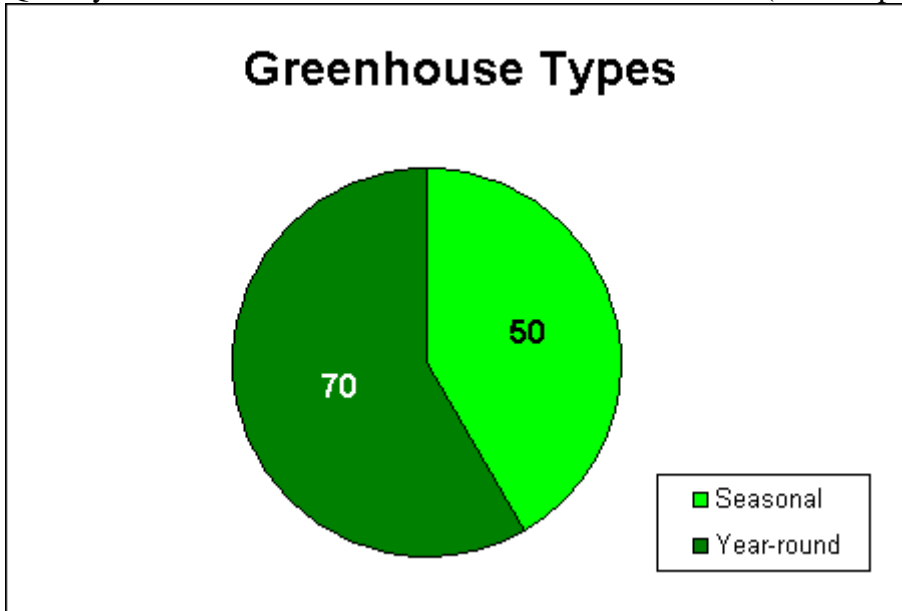
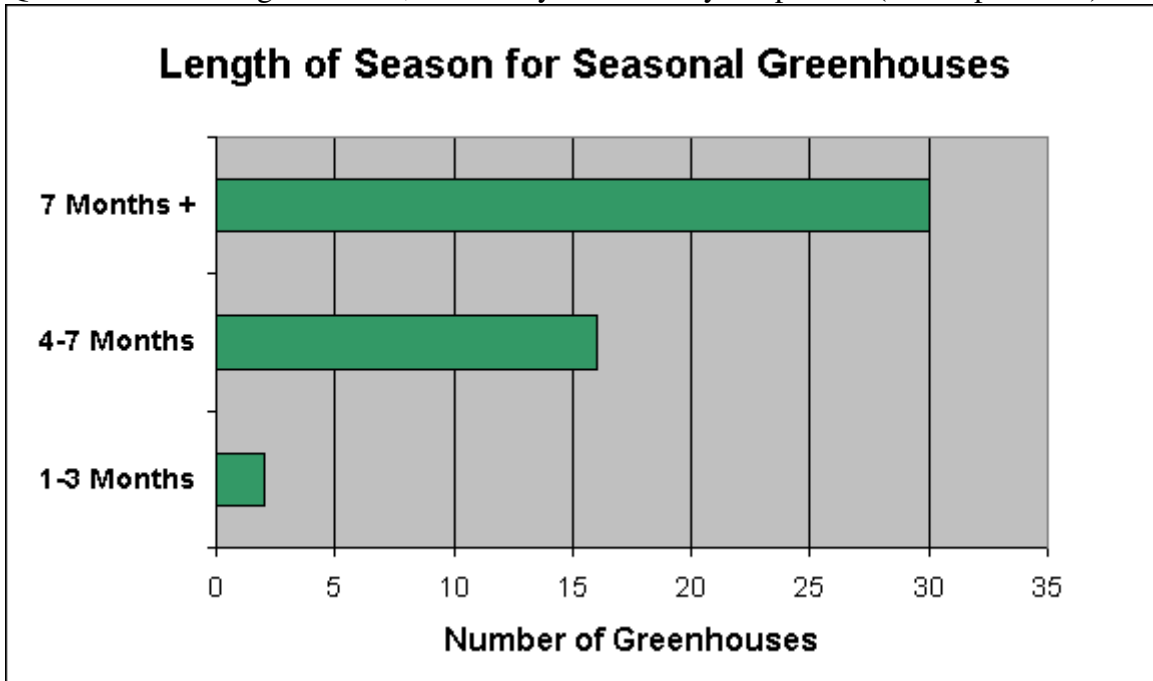


Q1. Is your Greenhouse Business Seasonal or Year-Round (120 Respondents)



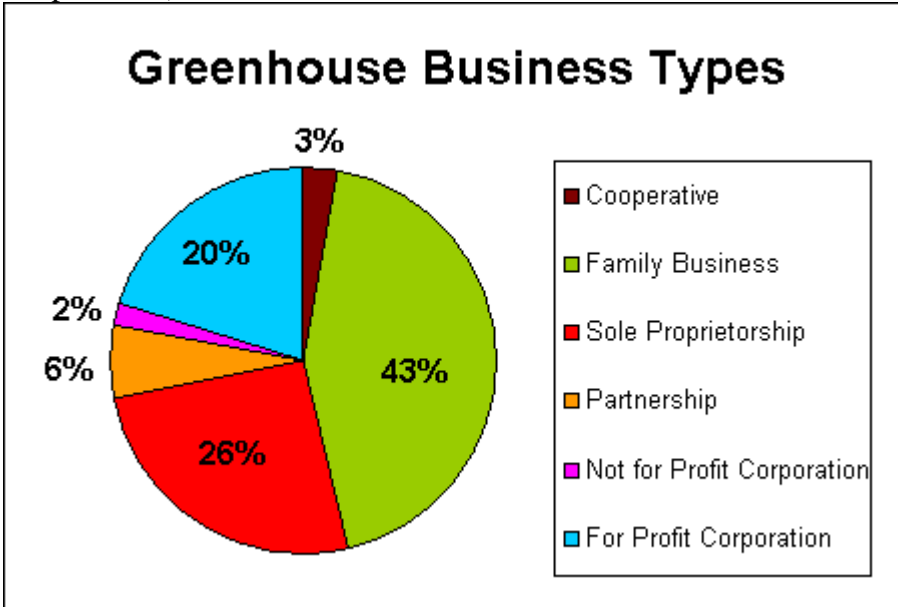
Q1a. As a seasonal greenhouse, how many months do you operate? (49 Respondents)



Q2. Which of the following best describes your business? (119 Respondents)

Locally-owned	117
Regional Chain	0
National Chain	2
Franchise	0

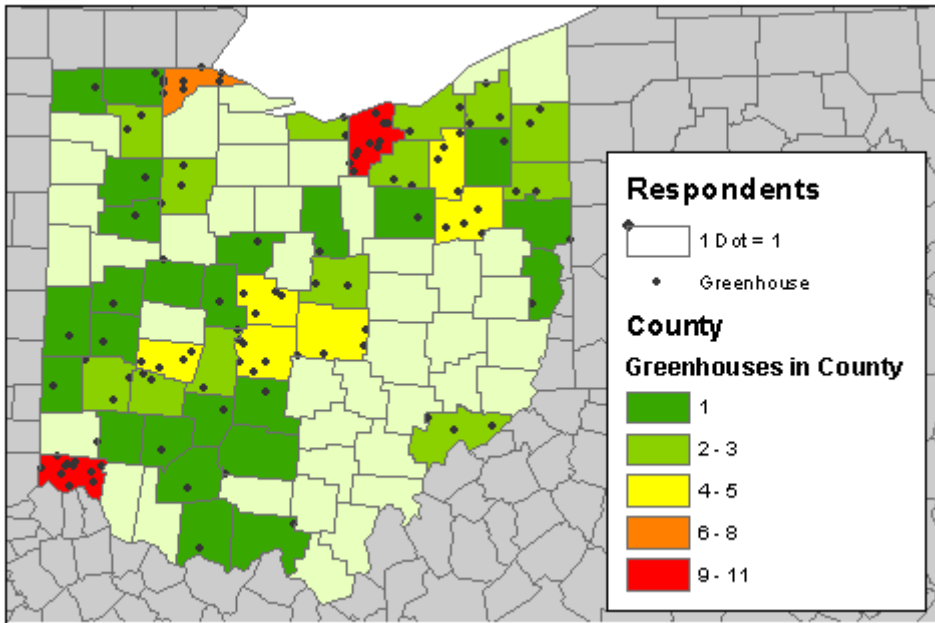
Q2a. As a locally owned and operated greenhouse, select all that apply (116 Respondents)



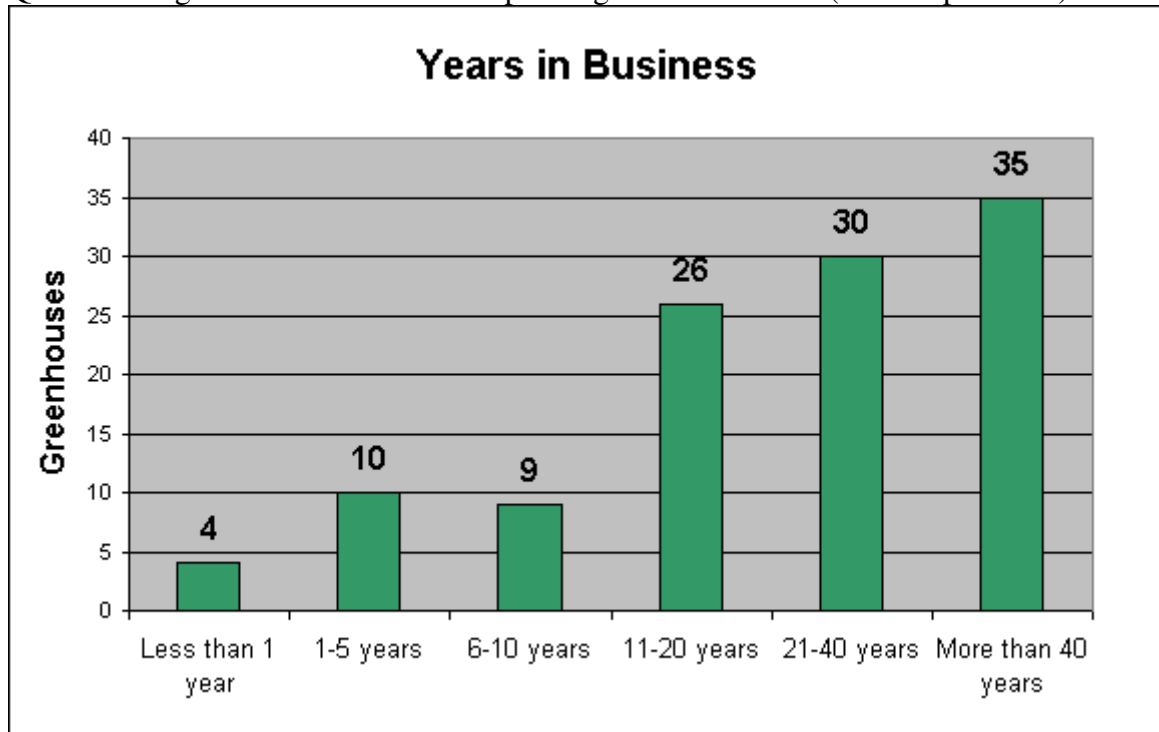
Q3. Do you? (check all the apply) (116 Respondents)

Own this location 104  
 Own other locations 12  
 Lease this location 9  
 Lease other locations 5

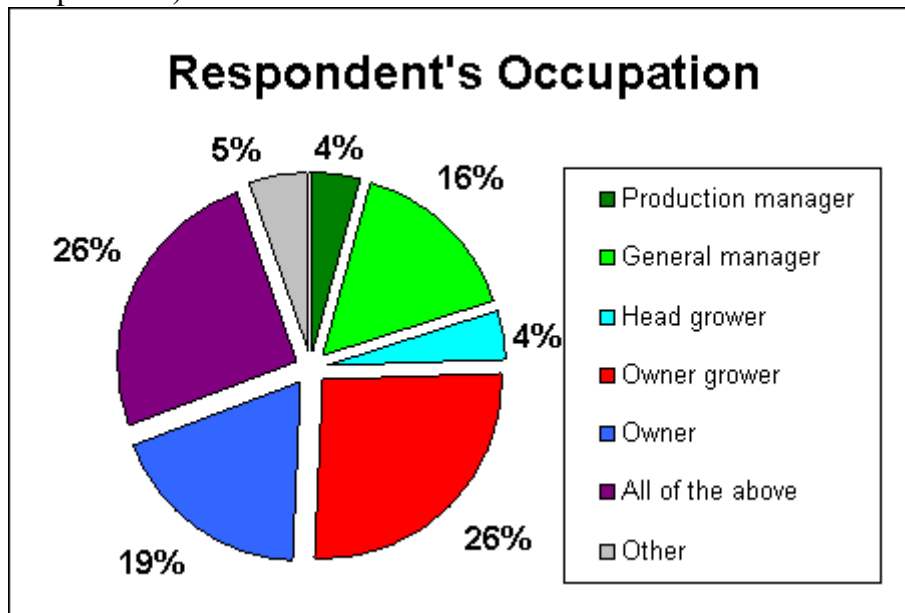
Q4. In which Ohio county is your business located? (112 Respondents)



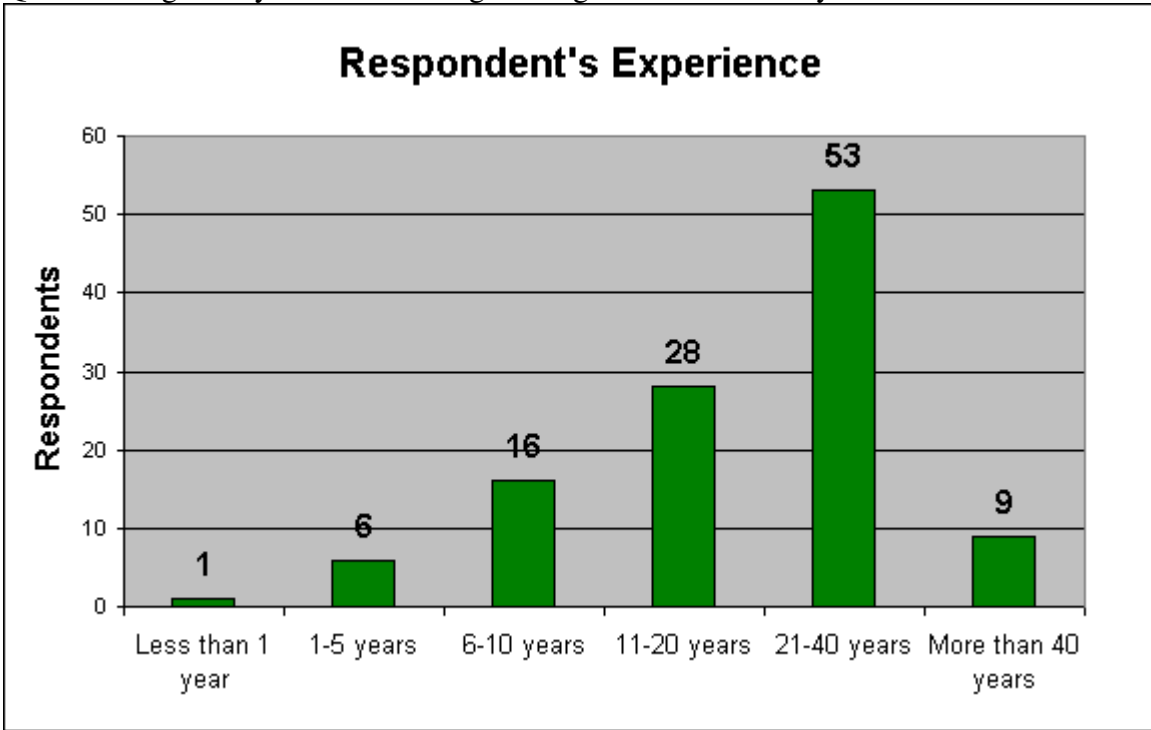
Q5. How long has this business been operating at this location? (114 Respondents)



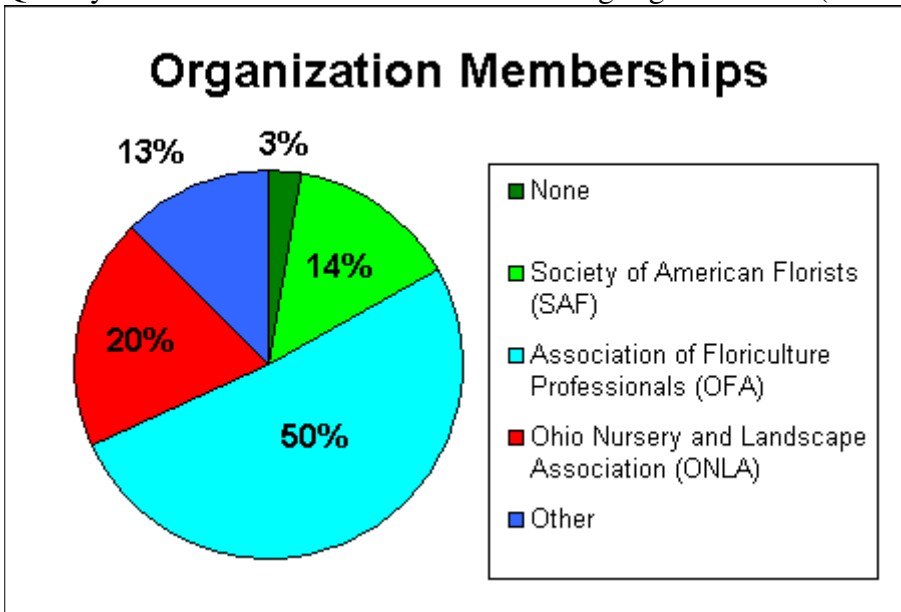
Q6. Indicate the job title that most closely describes your role in your greenhouse (113 Respondents)



Q7. How long have you been working in the greenhouse industry?



Q8. Is your business a member of the following organizations? (114 Respondents)



Q8a. What "other" organizations do you belong to?

Greater Cleveland Growers Association

Greater Cleveland Flower Growers Assoc.

Farm Bureau-Cincinnati Flower Growers, Cincinnati Professional Florist

Cinti Flower Growers Association

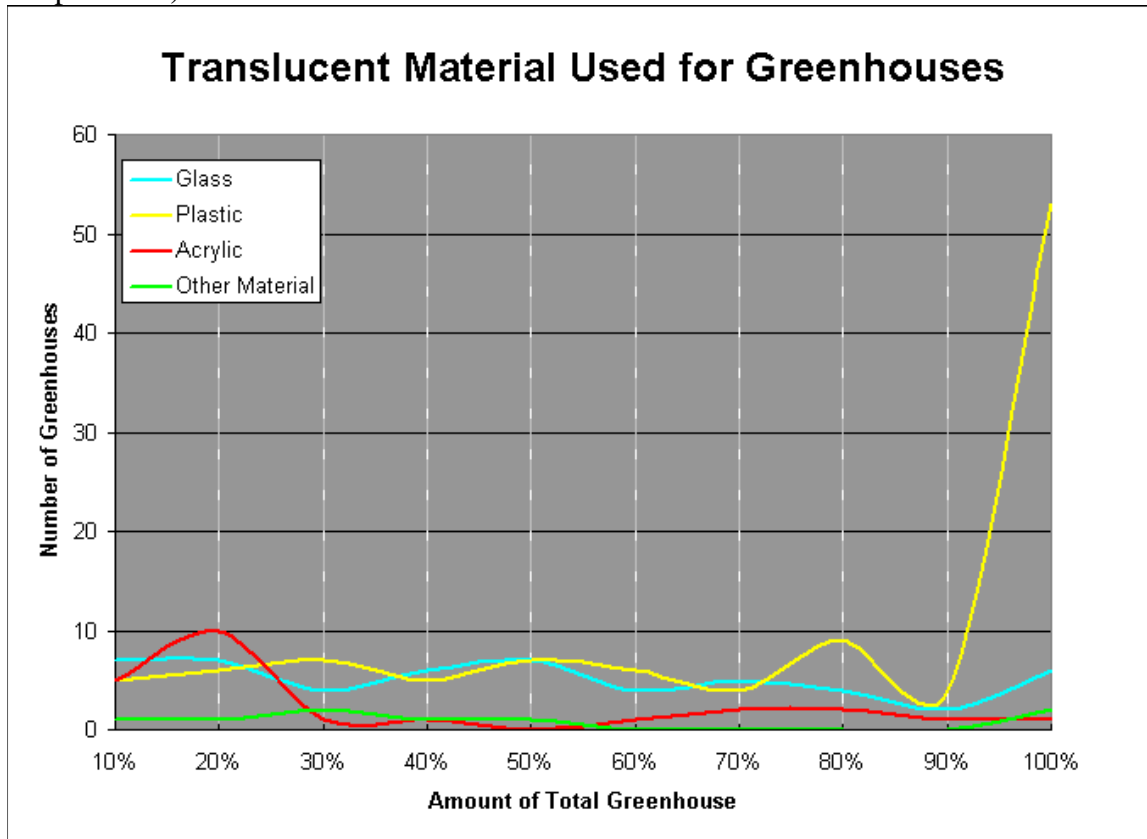
Cinti flower growers

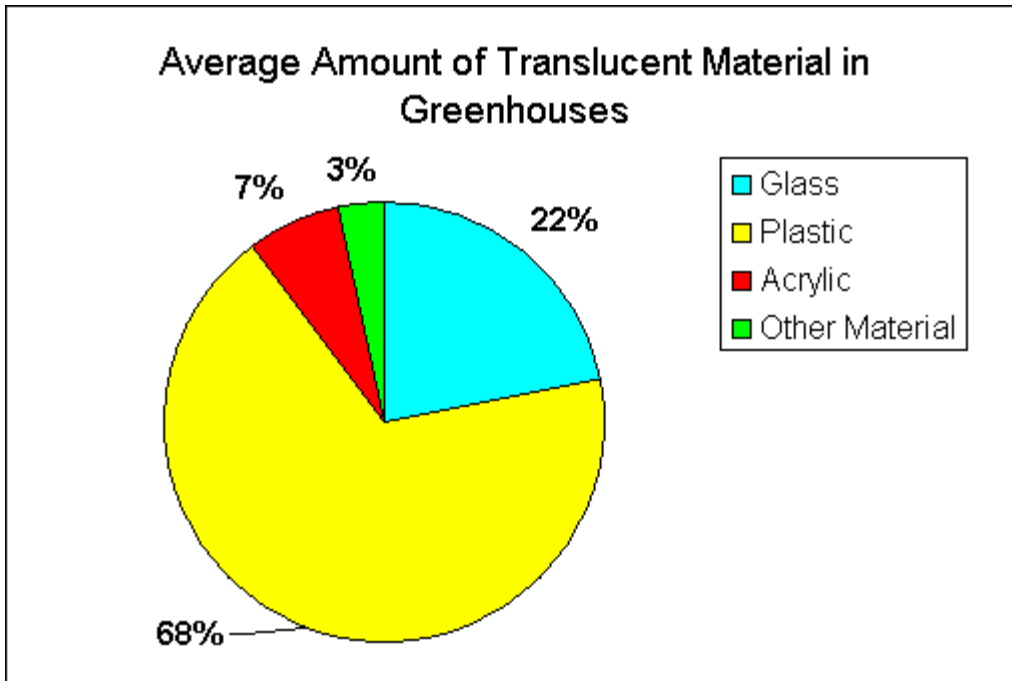
Cincinnati Flower Growers Association  
 Cincinnati Flower Growers  
 Better Business Bureau; Crapemyrtle Society; Am. Hort. Society; Cincinnati Civic Garden Center  
 ANLA  
 American Orchid Society

Q9a. Please describe your "other" educational background (24 Respondents)

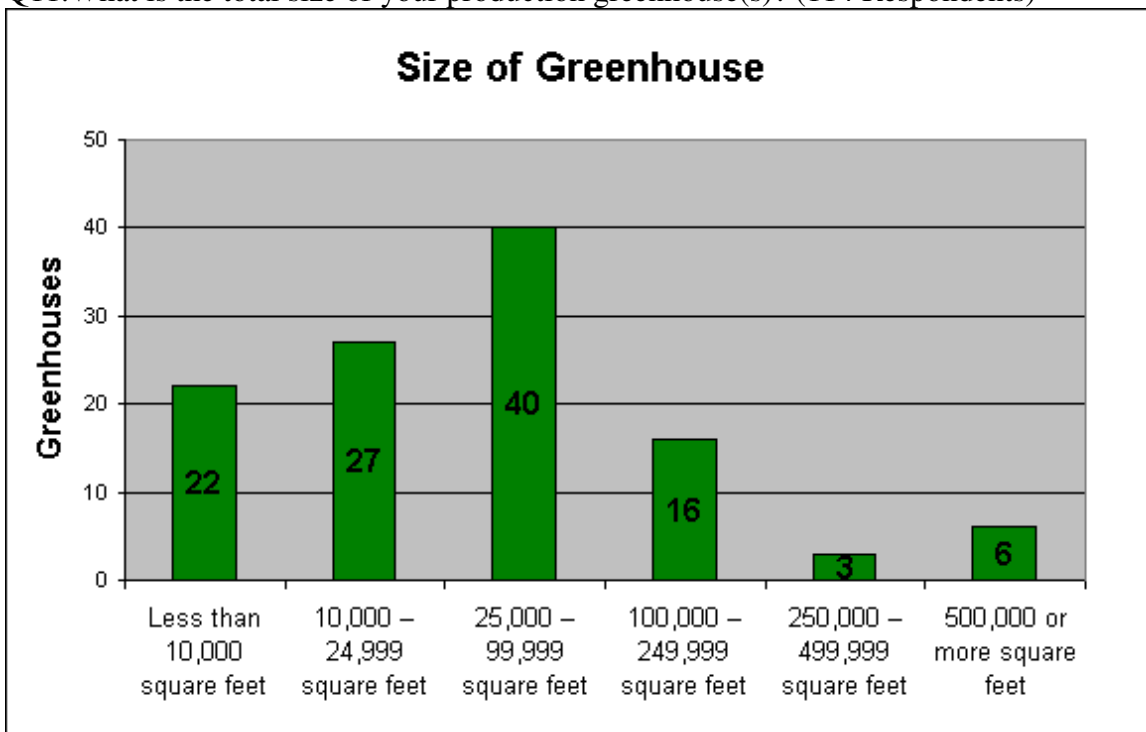
Education	2
General	2
Education w/major in biological science	1
Business, Horticulture, Agriculture	1
BS Electrical Engineering	1
Botany	1
Biology; Horticulture	1
Biology	1
BA	1
B.S. Biology Education	1
All other	12

Q10. What, in percentage (%) of your growing structures, is what material used? (116 Respondents)

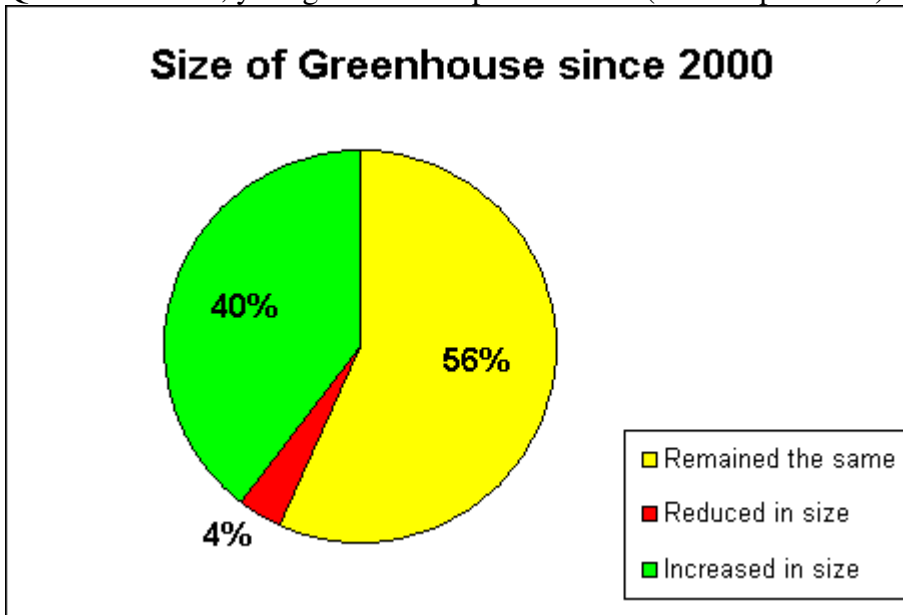




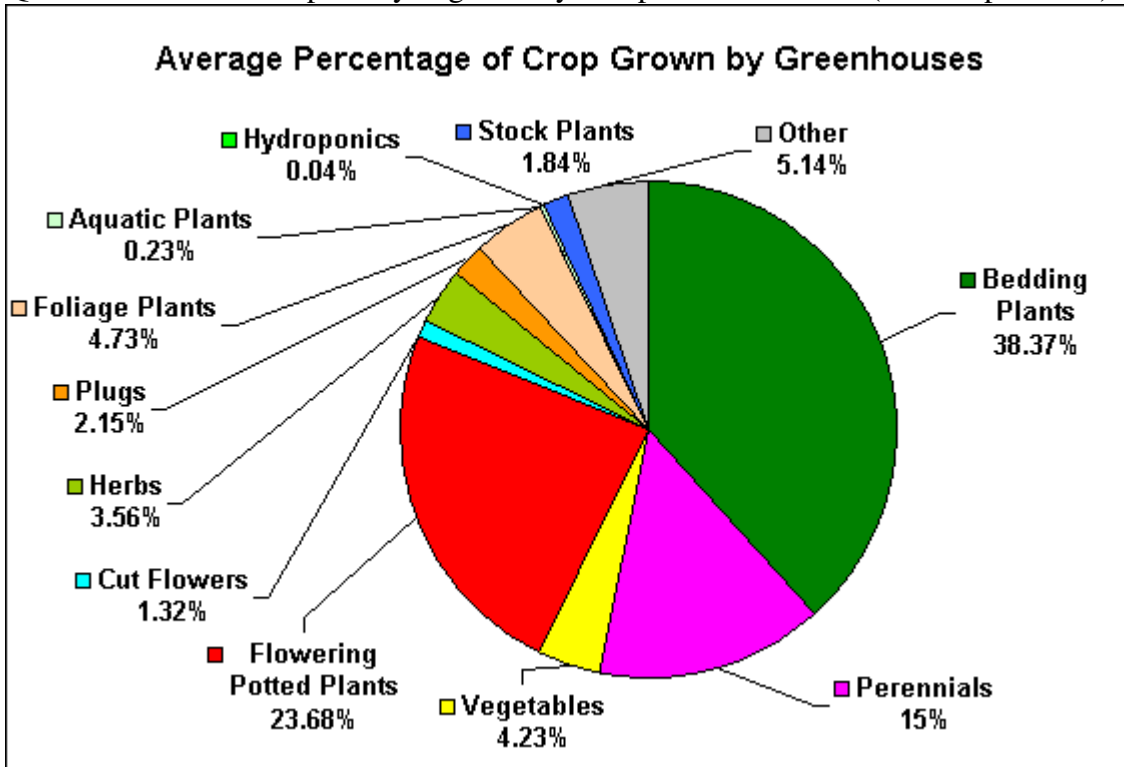
Q11. What is the total size of your production greenhouse(s)? (114 Respondents)



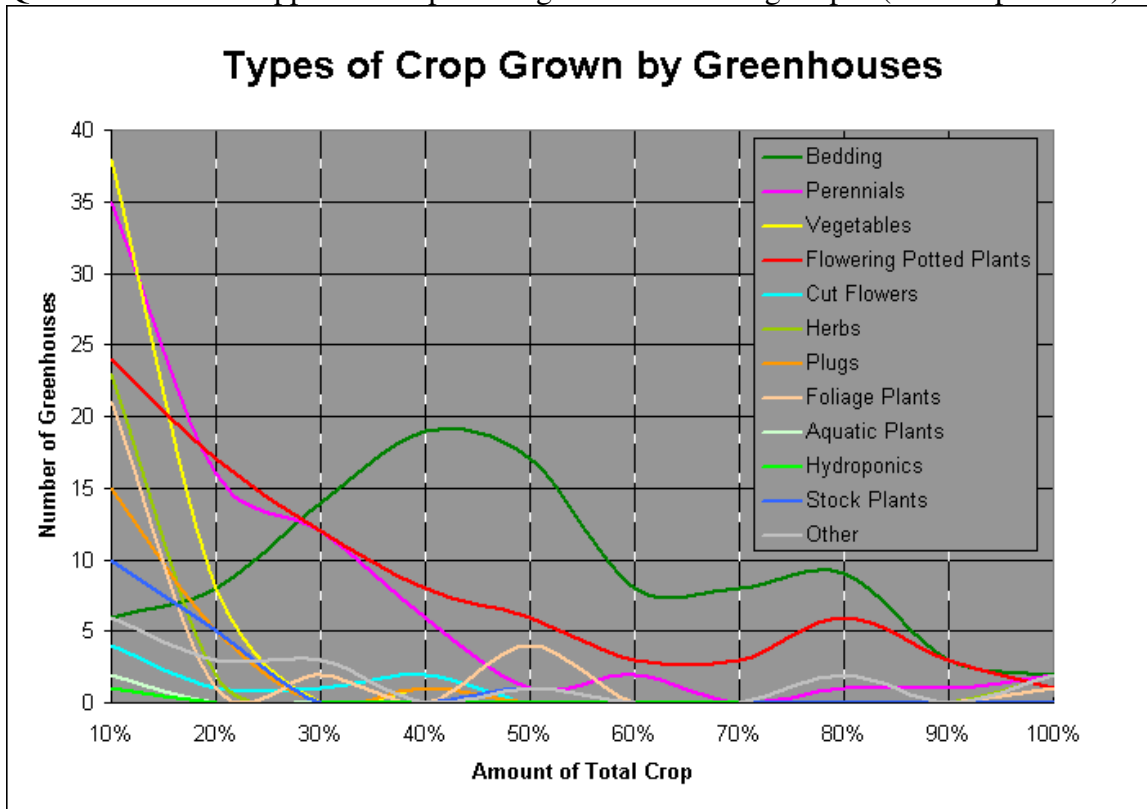
Q12. Since 2000, your greenhouse operation has: (113 Respondents)



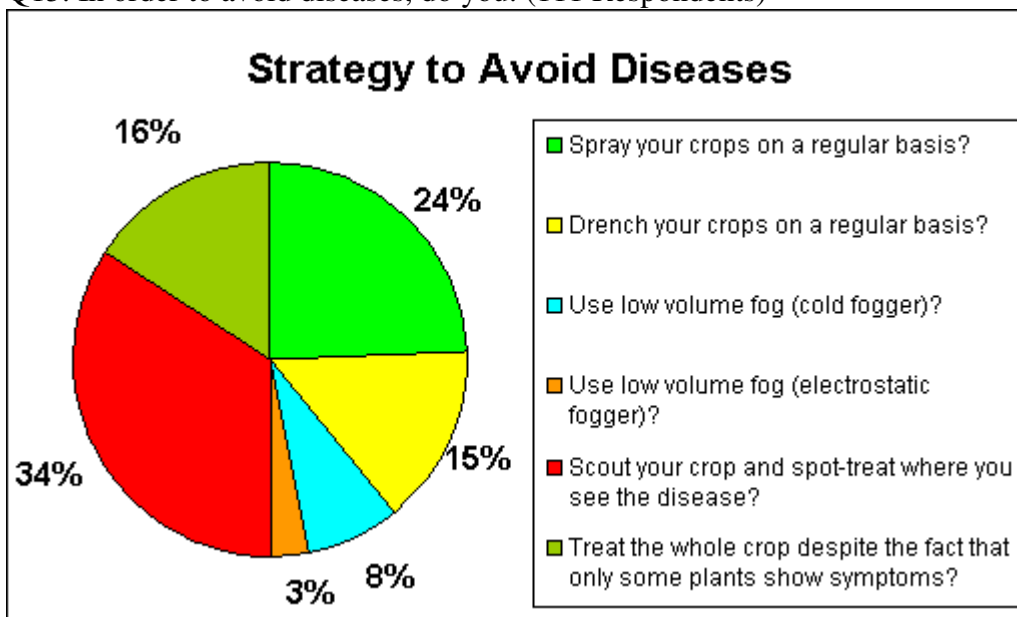
Q13. What kinds of crops did you grow in your operation in 2003? (114 Respondents)



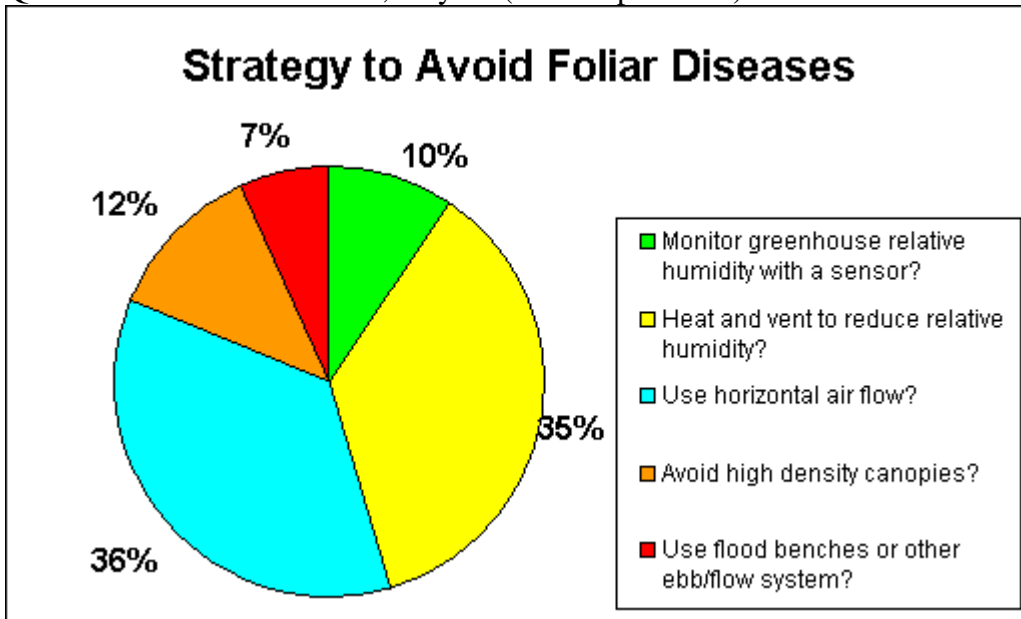
Q14. What was the approximate percentage of the following crops? (114 Respondents)



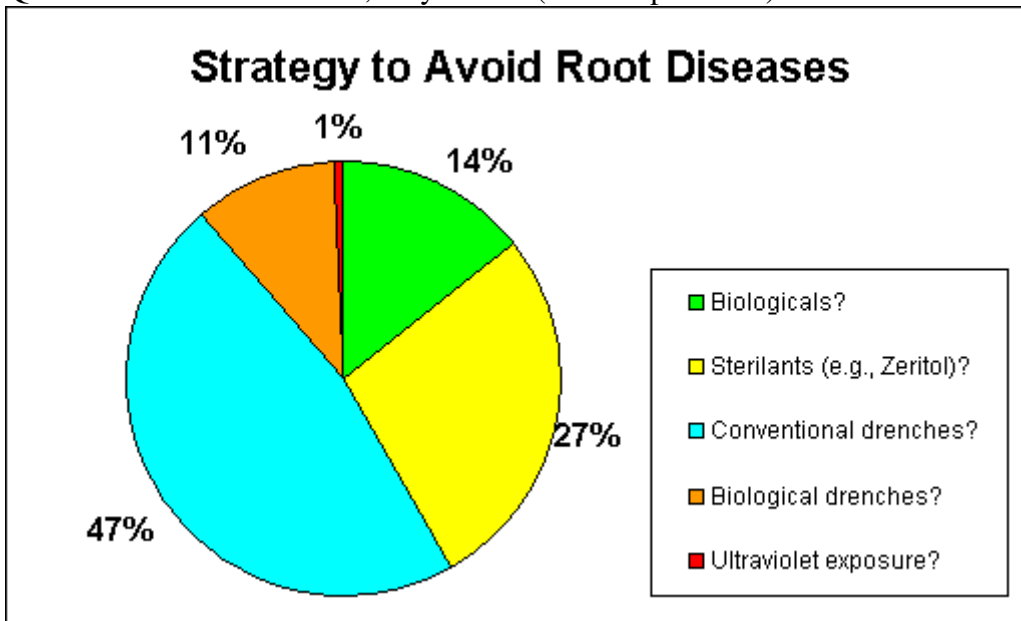
Q15. In order to avoid diseases, do you: (111 Respondents)



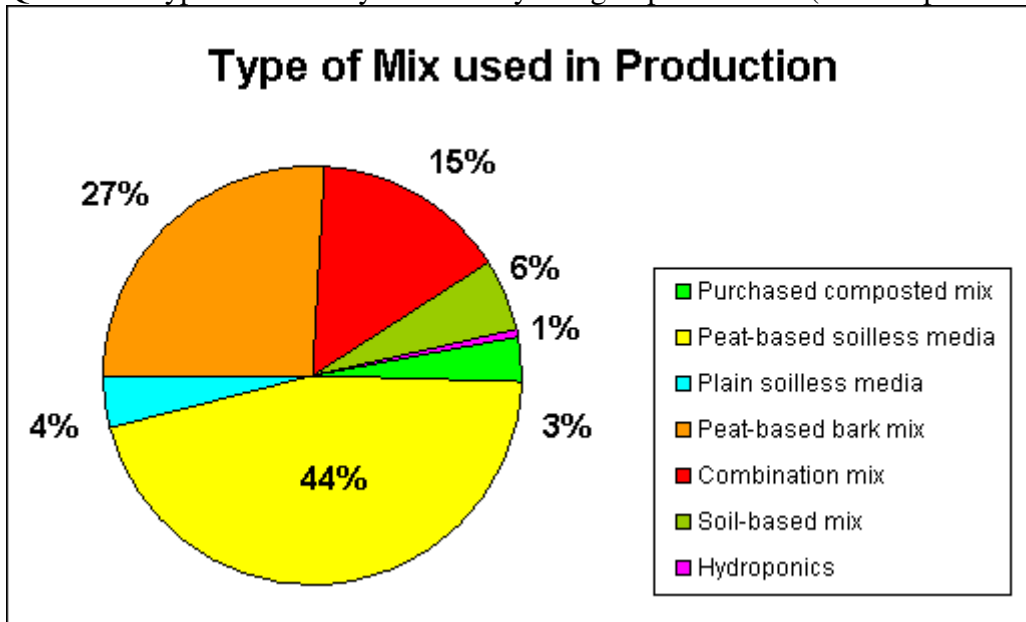
Q16. To avoid foliar diseases, do you: (111 Respondents)



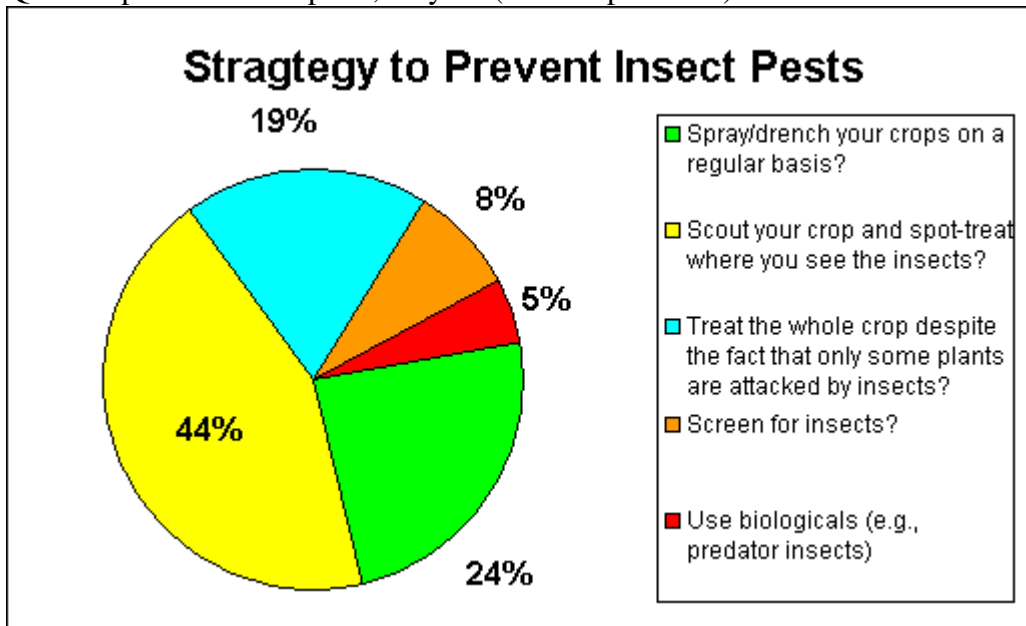
Q17. To avoid root diseases, do you use: (101 Respondents)



Q18. What type of mix are you currently using in production? (112 Respondents)



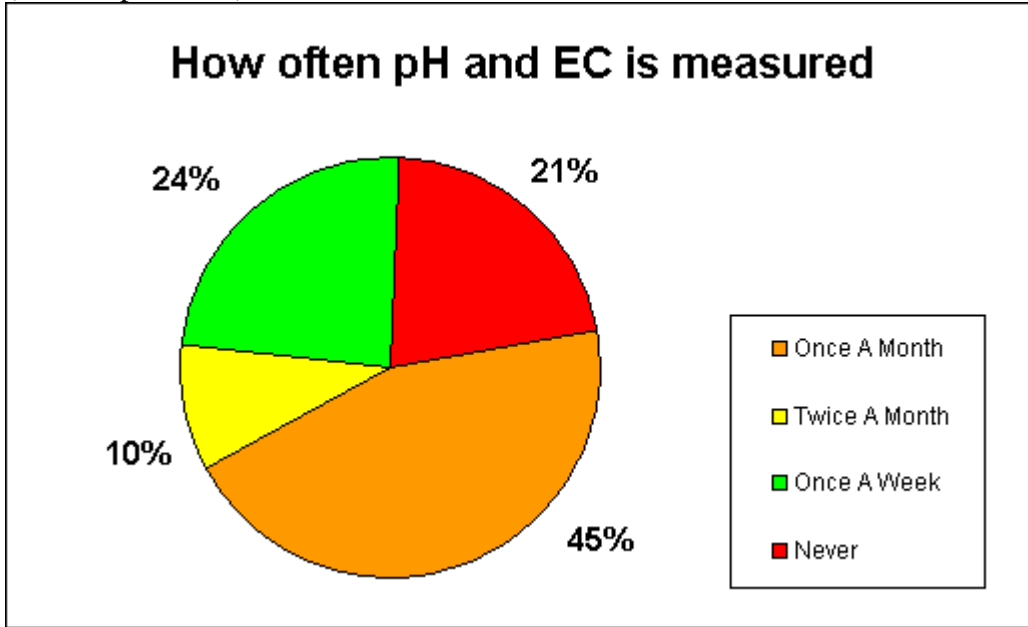
Q19. To prevent insect pests, do you: (113 Respondents)



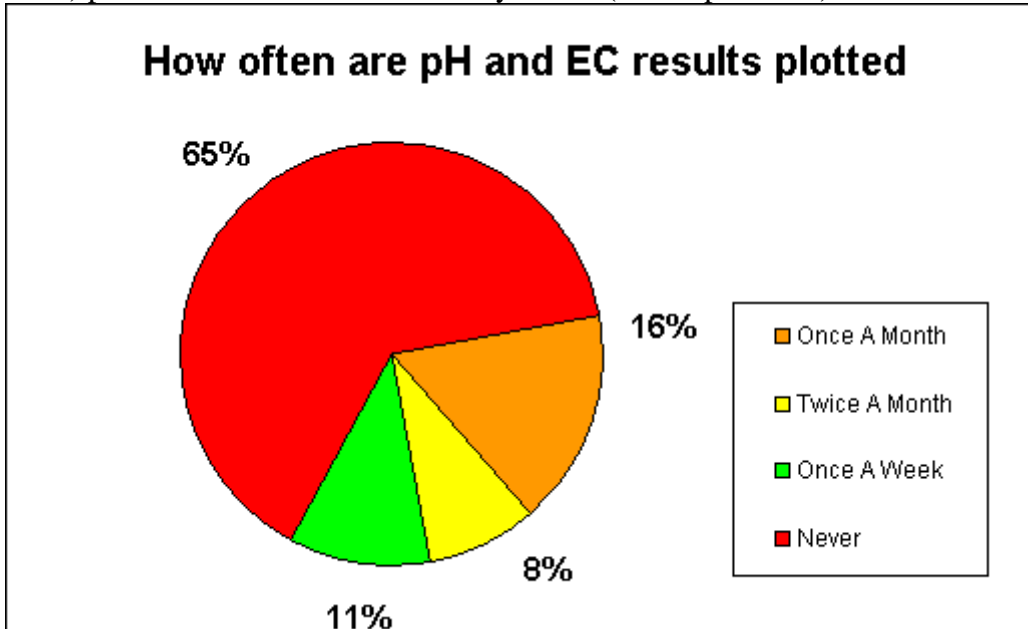
Q20. Do you train workers to recognize the most common insect, disease symptoms, and damage? (112 Respondents)

Yes 74  
No 38

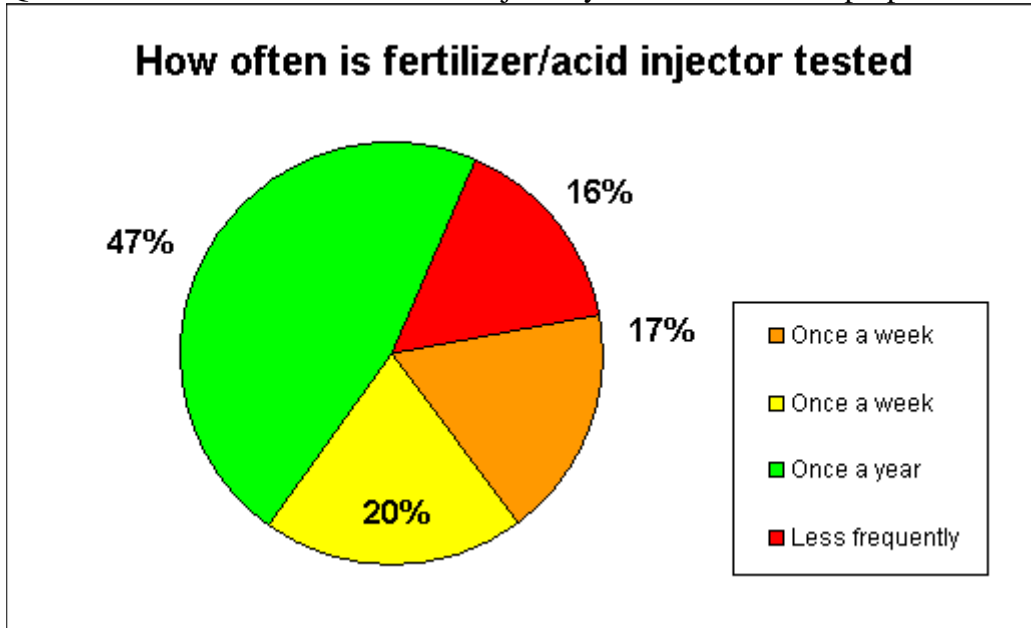
Q21. To assure the proper fertility of your crops, how often do you measure pH and EC (112 Respondents)



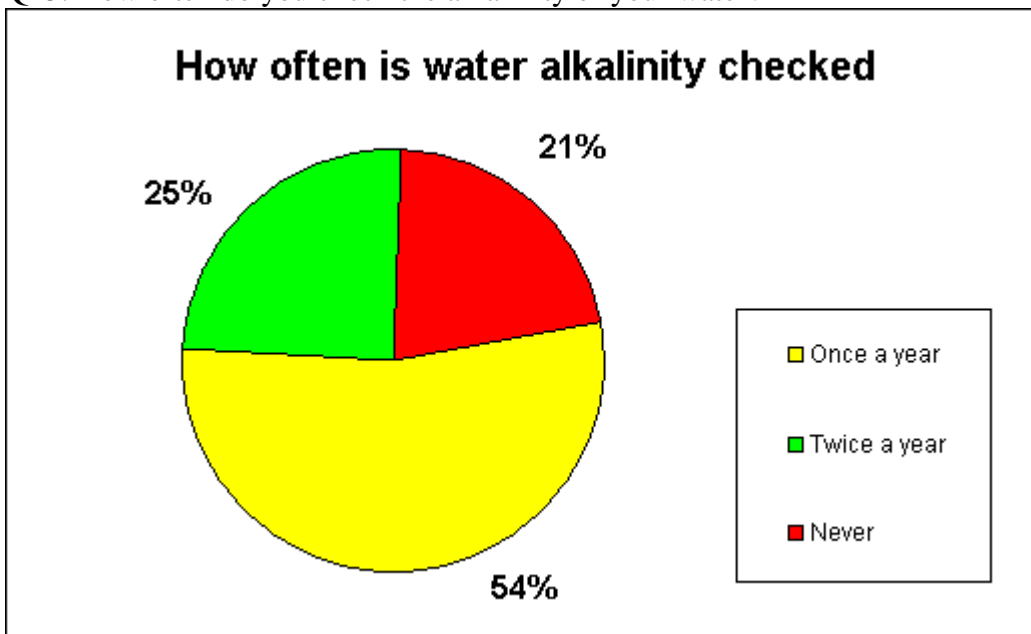
Q21a. To assure the proper fertility of your crops, how often do you Plot (graphically track) pH and EC results to detect early trends (73 Respondents)



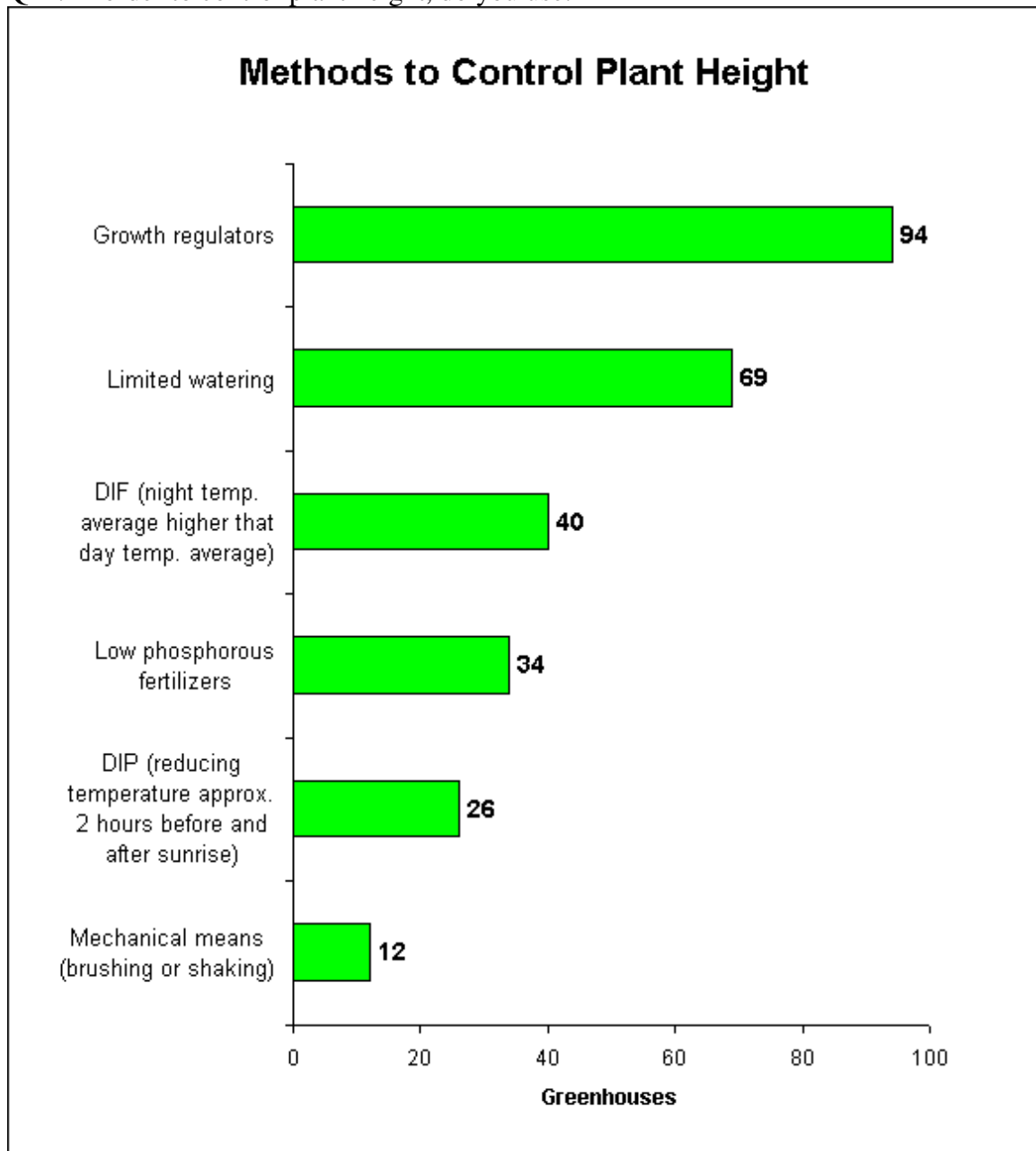
Q22. How often is the fertilizer/acid injector you use tested for proper functioning?



Q23. How often do you check the alkalinity of your water?



Q24. In order to control plant height, do you use:

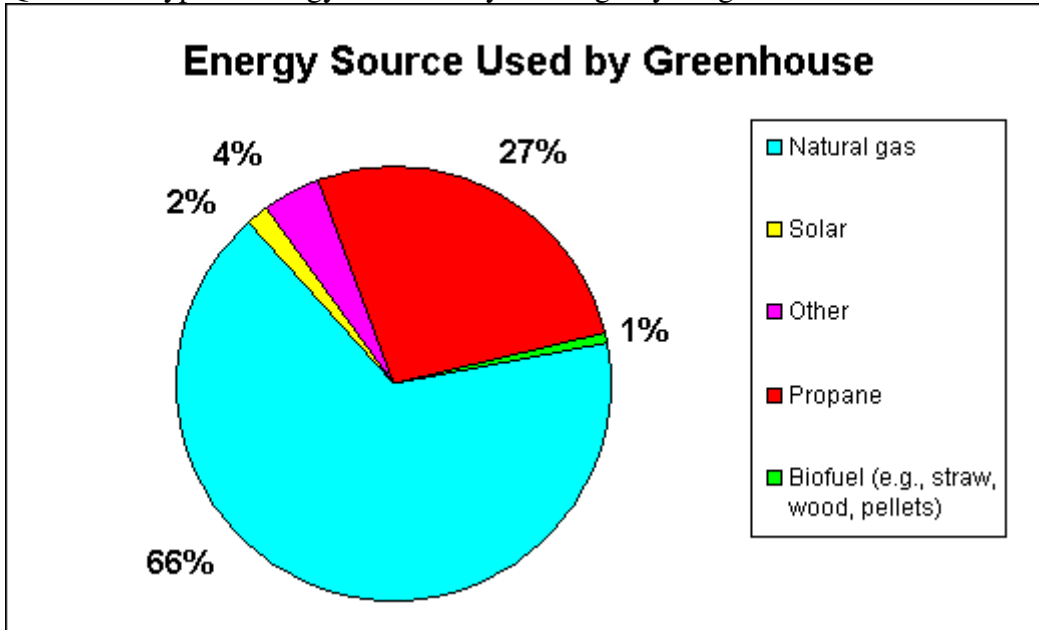


Q25. When you apply a growth regulator as a drench, do you use: (76 Respondents)

A drencher for exact per-plant volume application? 28

A hose and fill the container up to the rim with the solution? 49

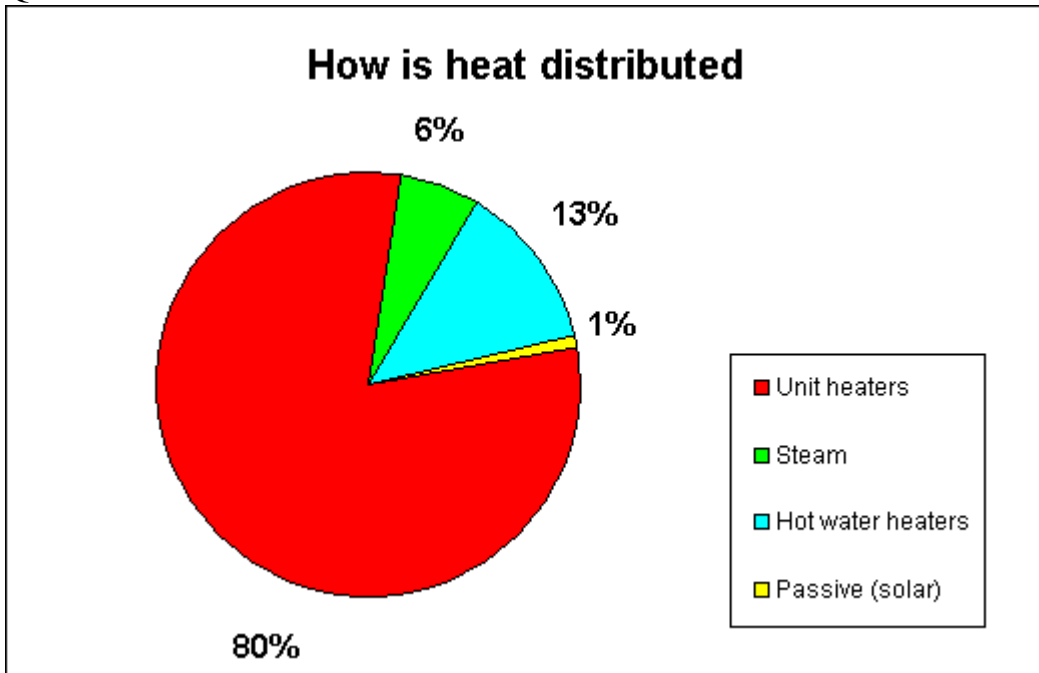
Q26. What type of energy source are you using in your greenhouse?



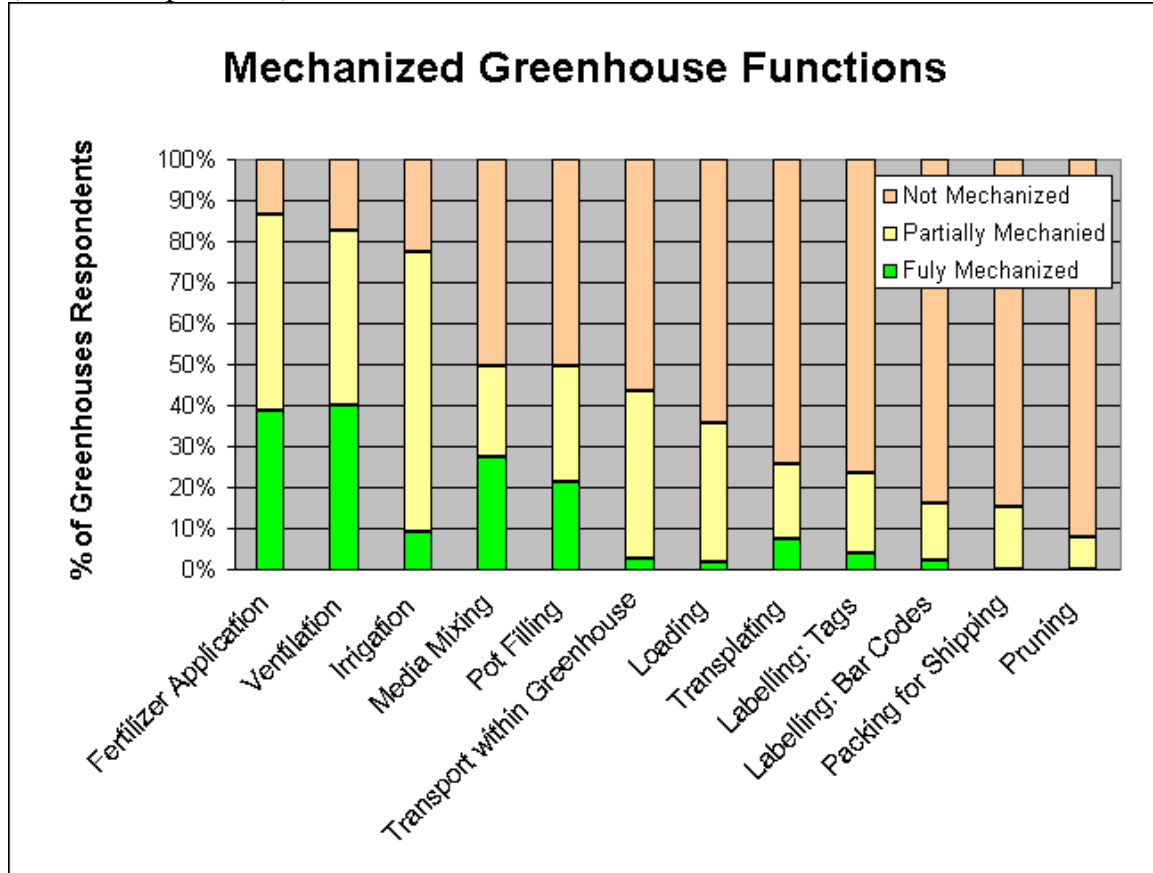
Q26a. You selected "OTHER" fuel type, please specify

- Oil
- Oil-standby
- Fuel oil and gas
- Fuel oil

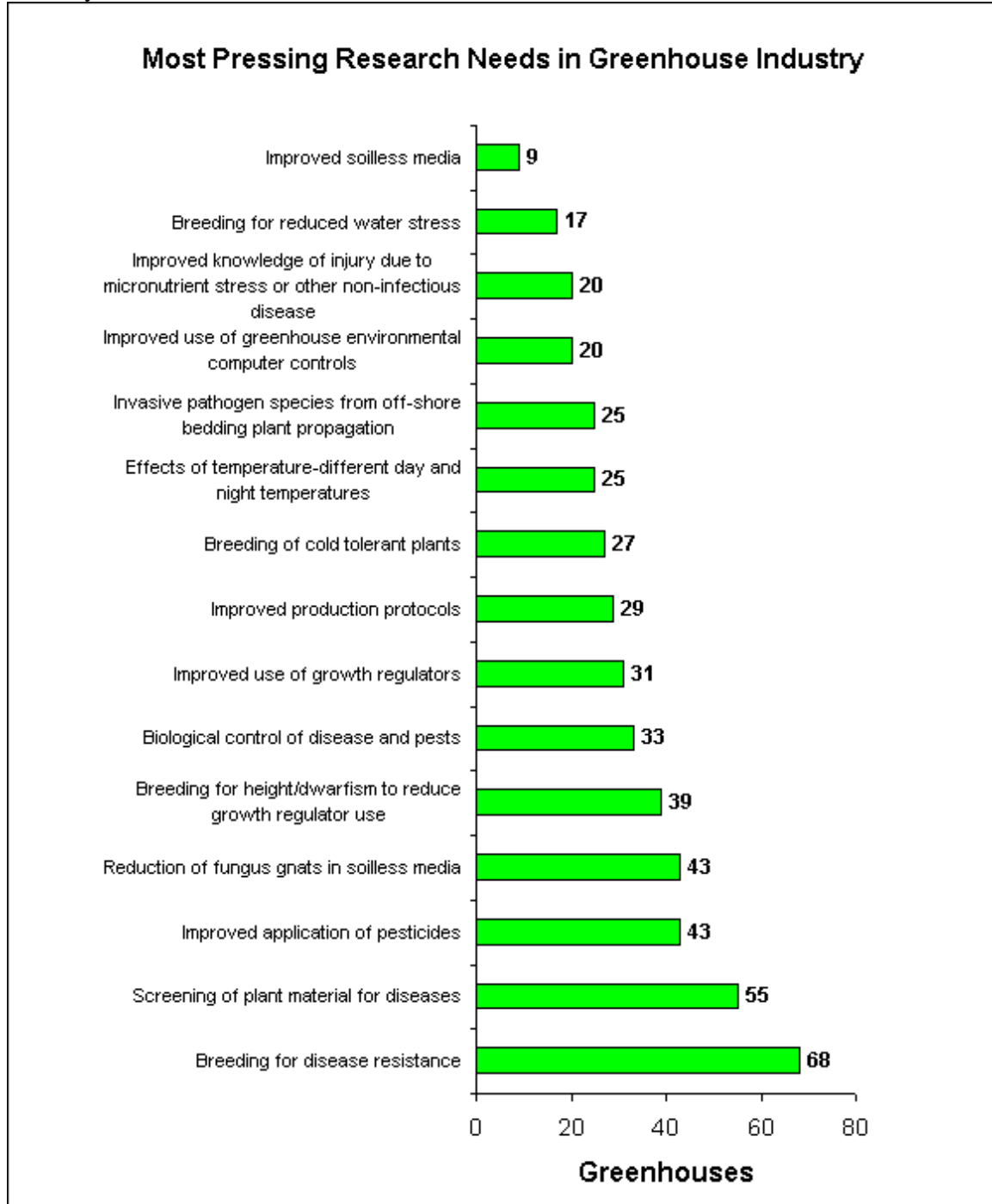
Q27. How is the heat distributed?



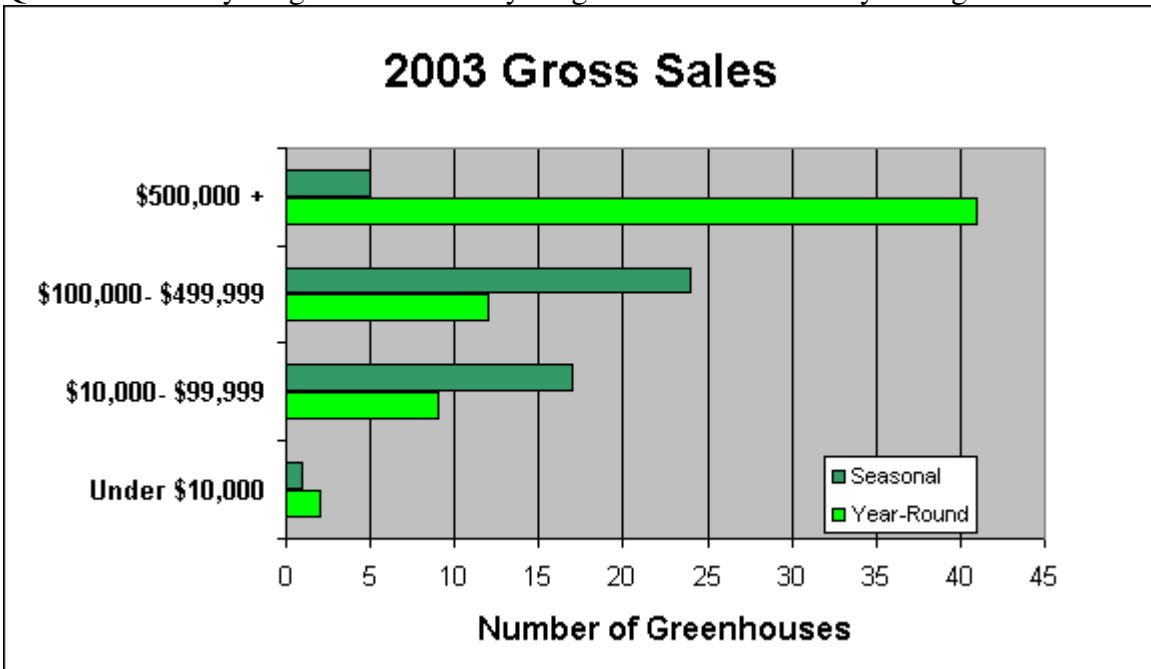
Q28. Please indicate how the following functions are mechanized in your greenhouse.  
(95-111 Respondents)



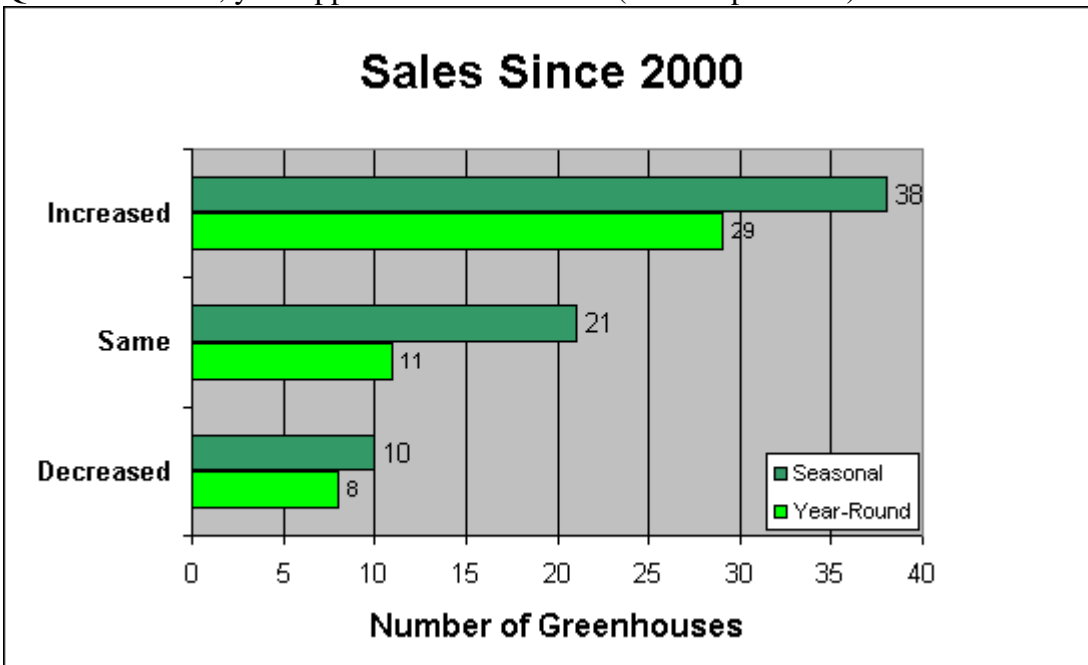
Q29. In your opinion, what are the most pressing research needs of the greenhouse industry?



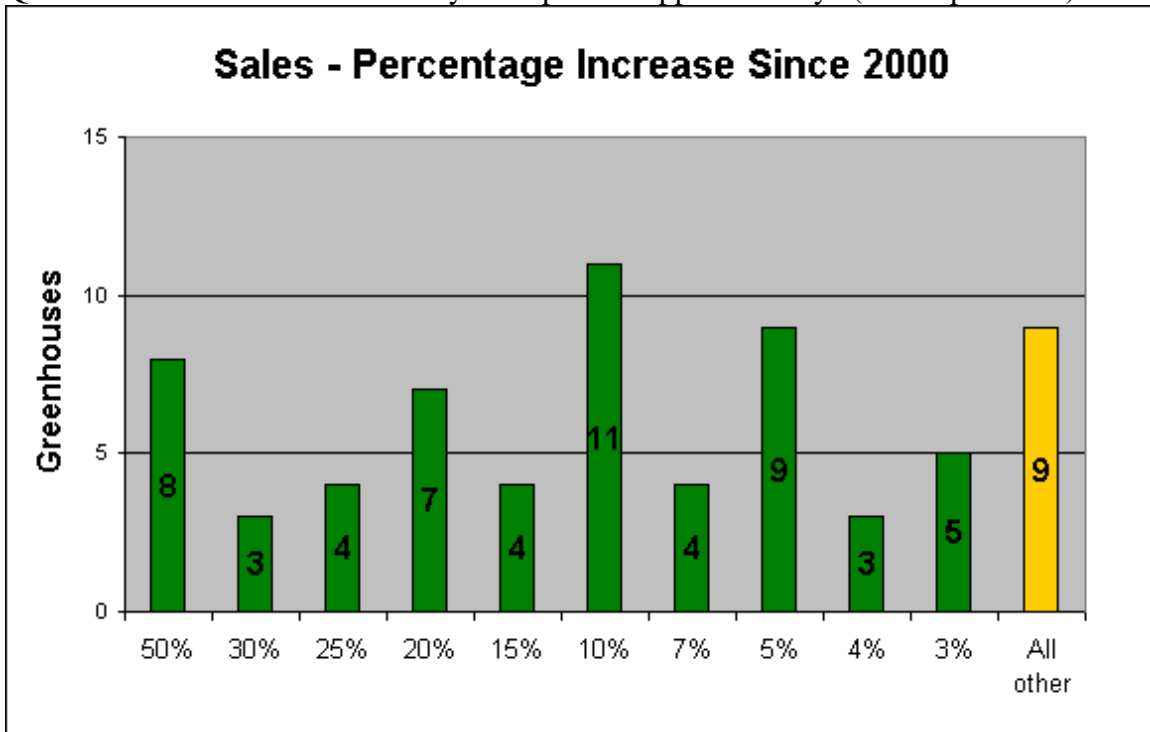
Q30. What were your gross sales from your greenhouse and nursery during 2003?



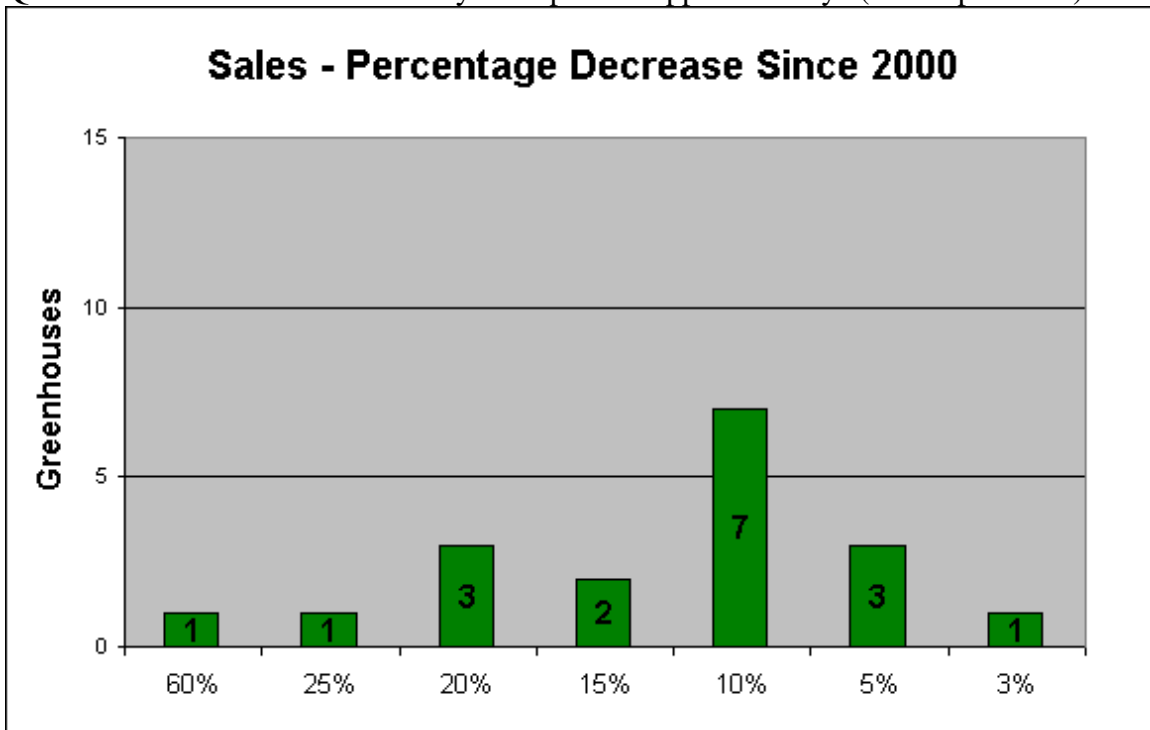
Q31. Since 2000, your approximate sales have: (117 Respondents)



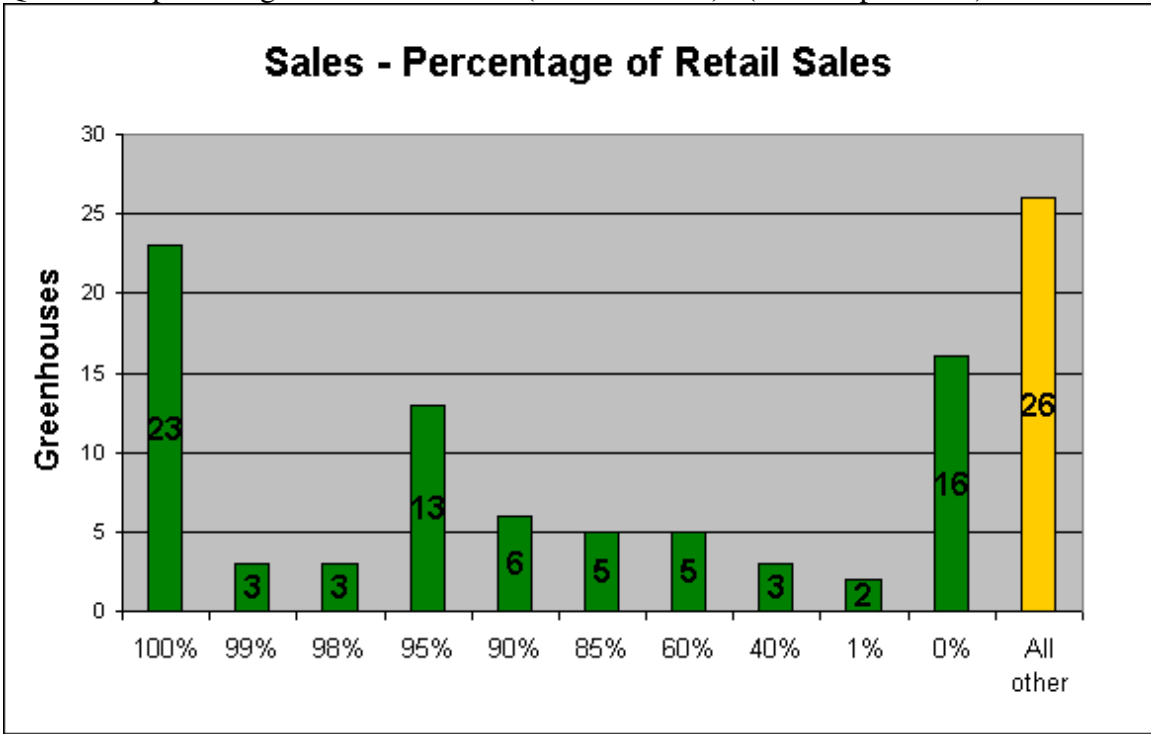
Q31a. Your sales have increased by what percent approximately? (67 Respondents)



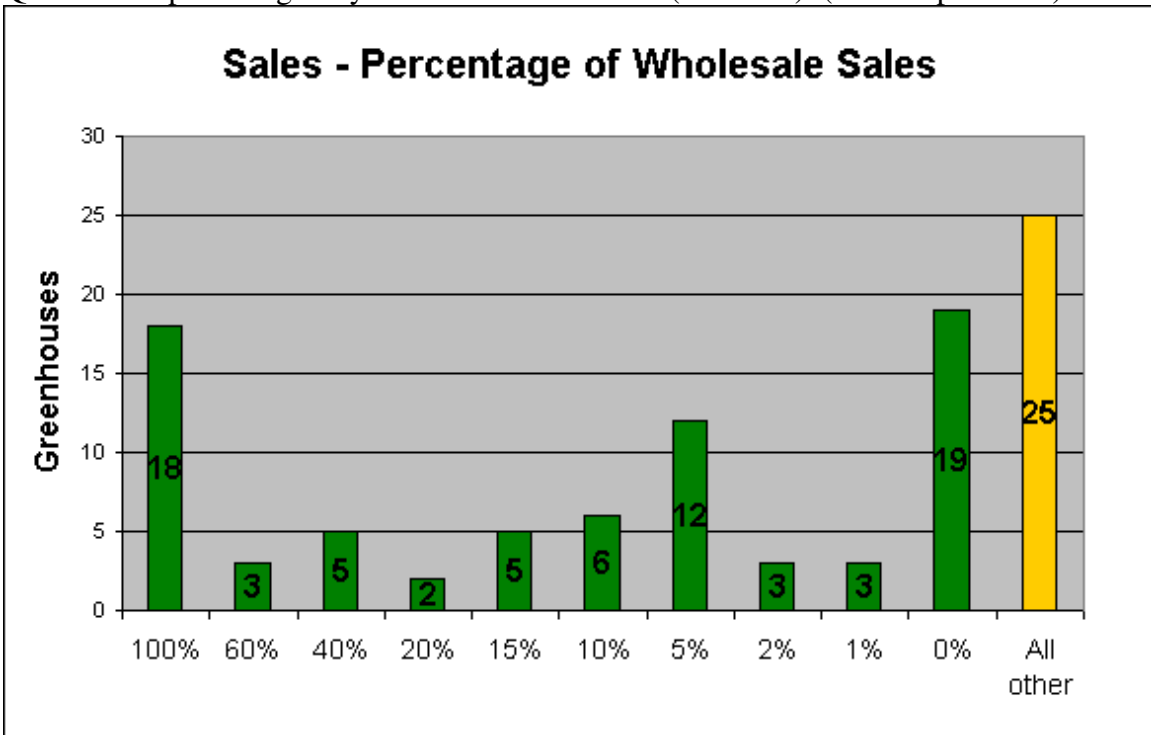
Q31b. Your sales have decreased by what percent approximately? (18 Respondents)



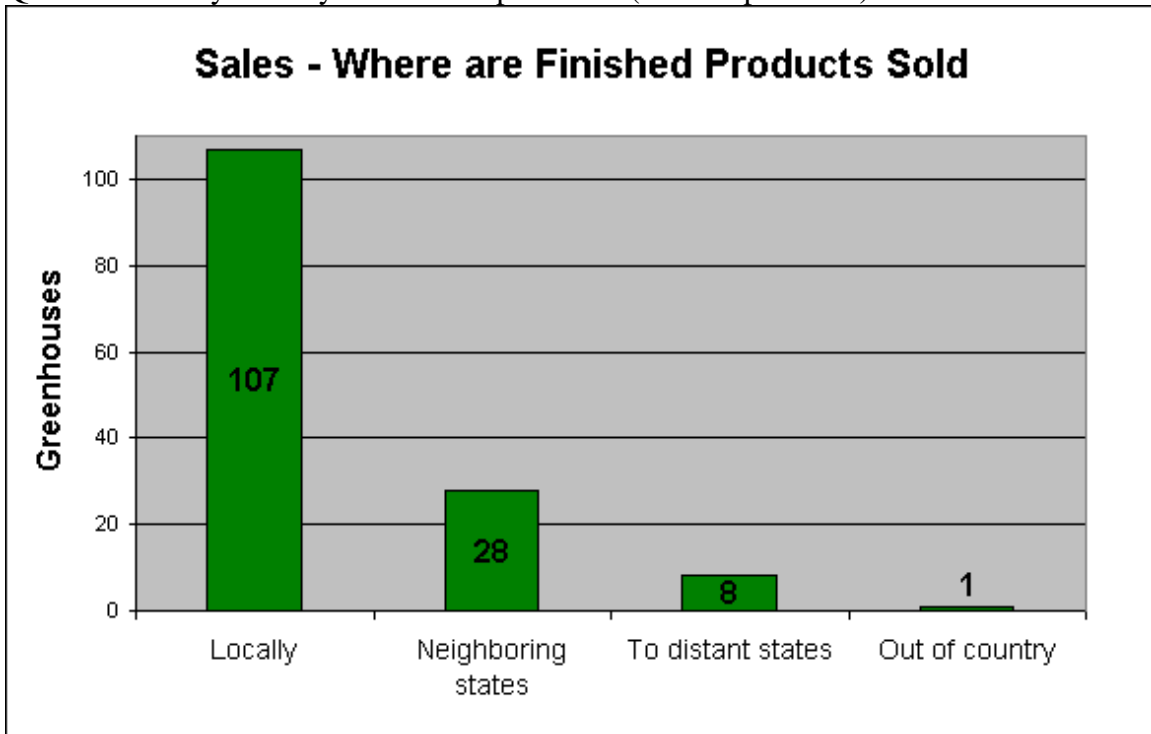
Q32. What percentage of sales are retail (not wholesale)? (105 Respondents)



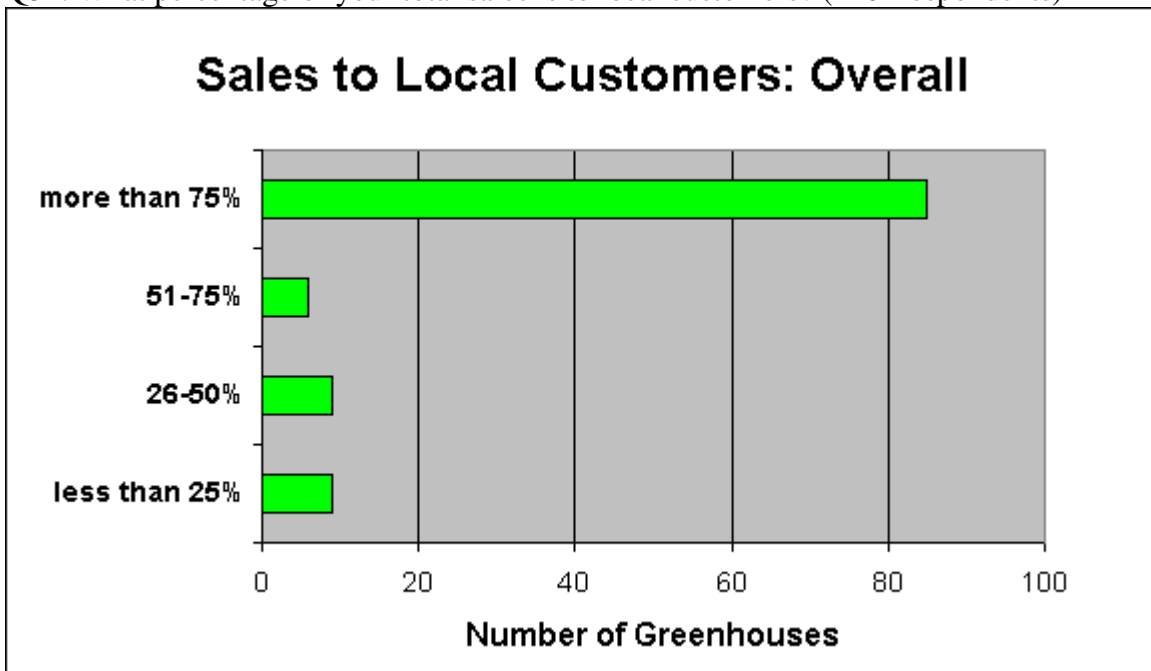
Q32b. What percentage of your sales are wholesale (not retail): (101 Respondents)

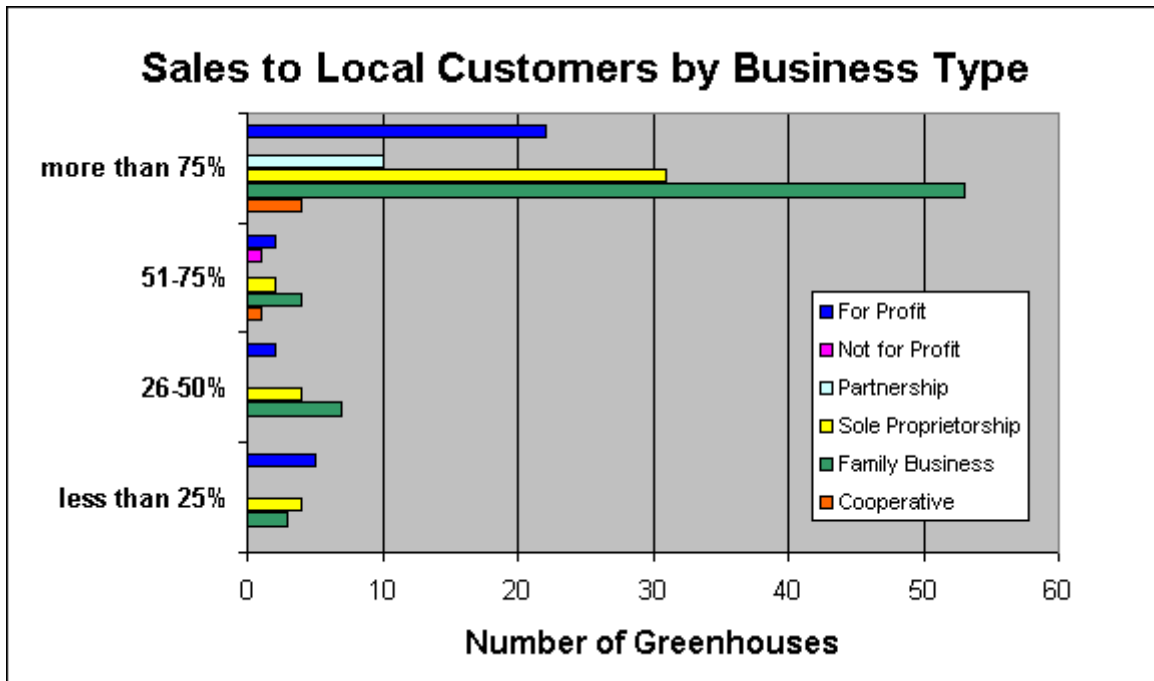


Q33. Where do you sell your finished products? (111 Respondents)

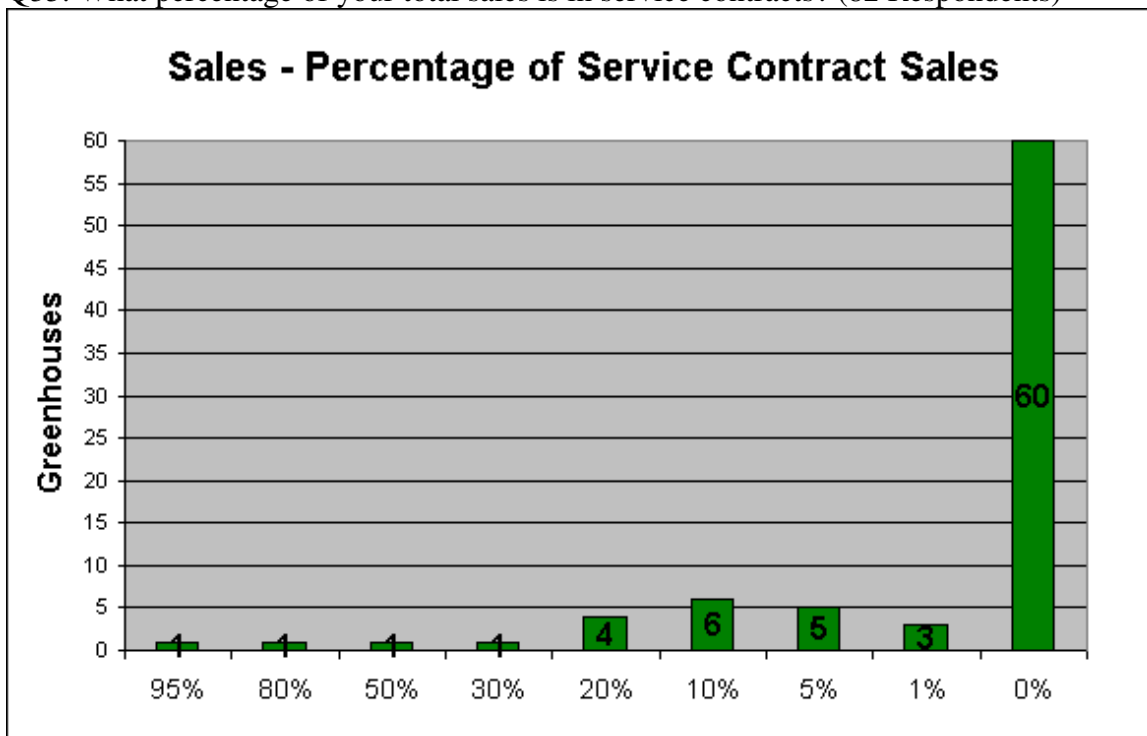


Q34. What percentage of your total sales is to local customers? (110 Respondents)

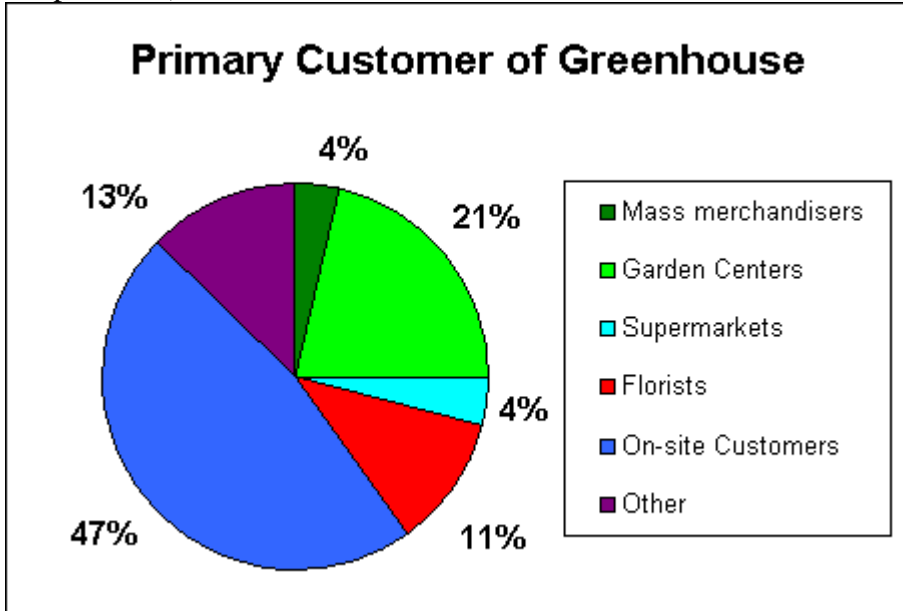




Q35. What percentage of your total sales is in service contracts? (82 Respondents)



Q36. Who do you sell the most (AT LEAST 30%) of your products to? (112 Respondents)



Q36a. You indicate "other" customer type, please explain

Landscape Contractors

Landscapers

Landscapers & Fundraisers

Interiorscapes

Individual growers

Fundraisers, Churches, Organizations

Farmers' market, wholesale auction

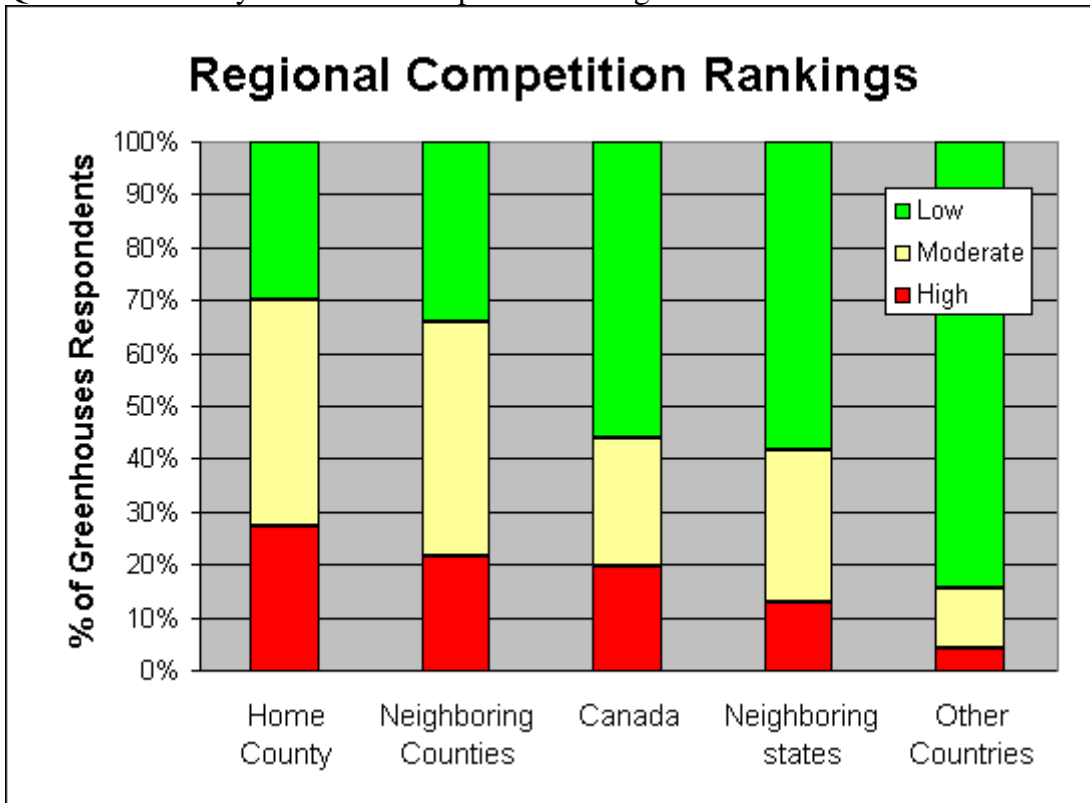
End-consumer

Customers at orchid shows

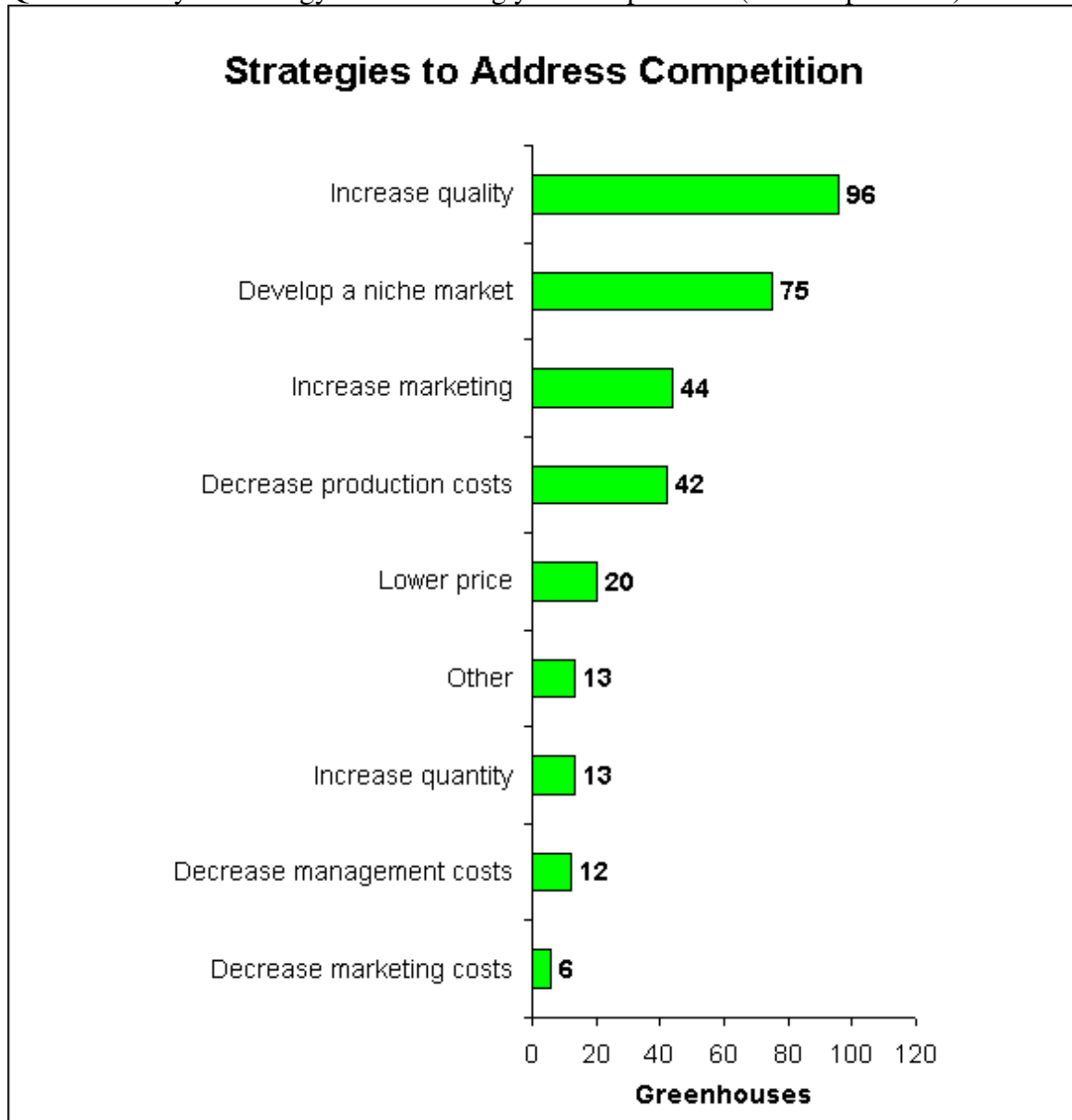
Brokers

All other

Q37. How would you rank the competition from growers located in:



Q38. What is your strategy for addressing your competition? (112 Respondents)



Q38a. You indicate "other" market strategy, please explain.

Service

Have own brand

The Best Service

Service-superior

Better- More responsive on time service (delivery)

Add new products, breeding

Quit

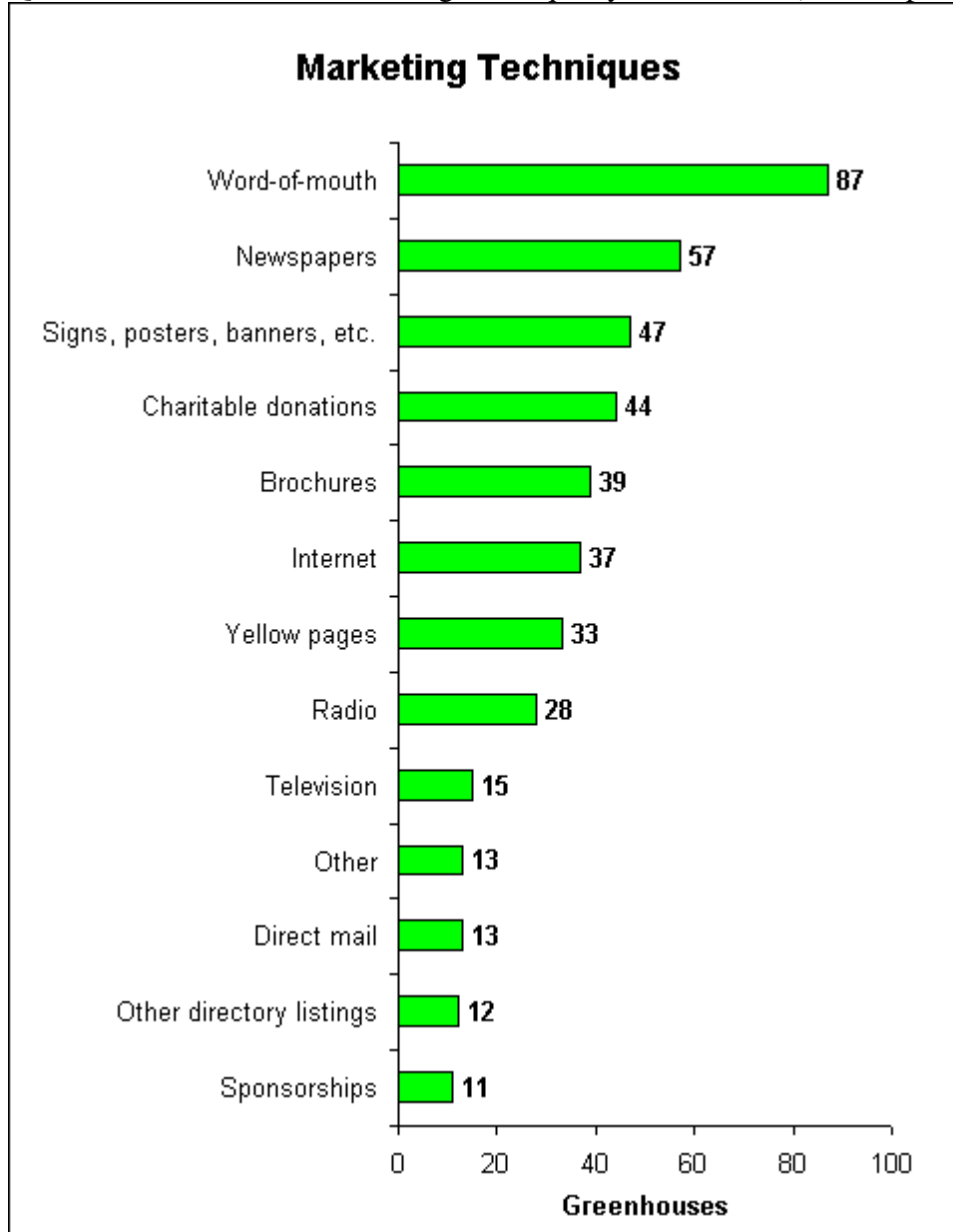
Outstanding customer service

Moderate price with quality and variety

Knowledge and expertise with the plants I grow

All other

Q39. Please indicate the marketing techniques you use most. (111 Respondents)



Q39a. You indicate "other" marketing technique, please explain

Most of my business is a result of my public speaking to garden groups

Mailing of postcards

In store merchandisers

Fund Raisers

Fold up & light up signs, road front preference/landscape/planting

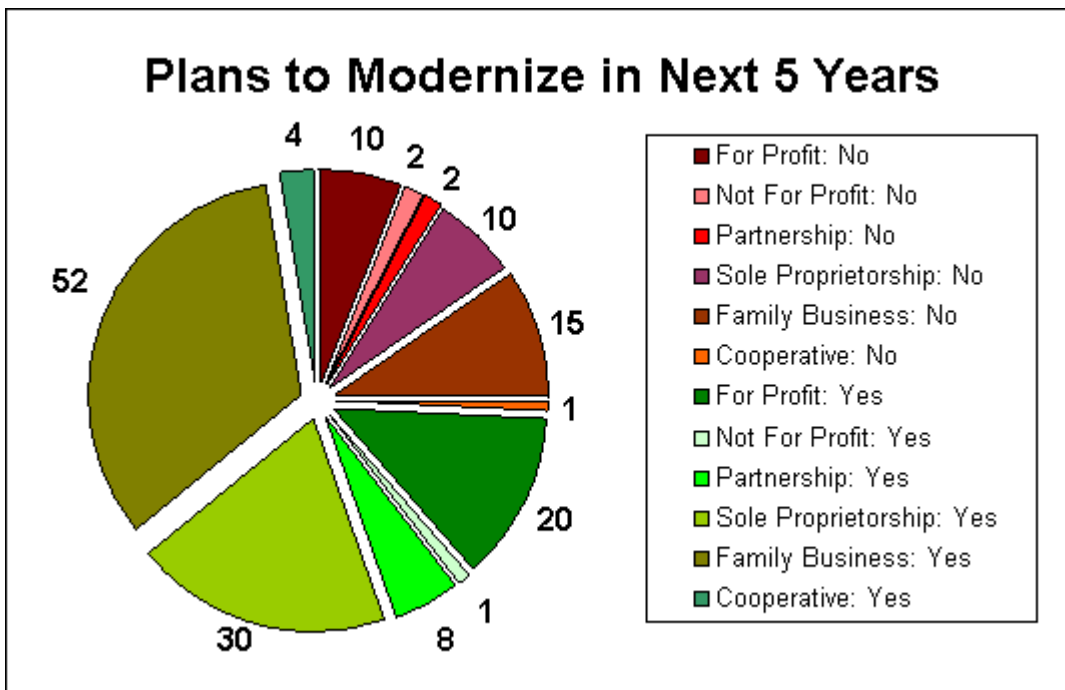
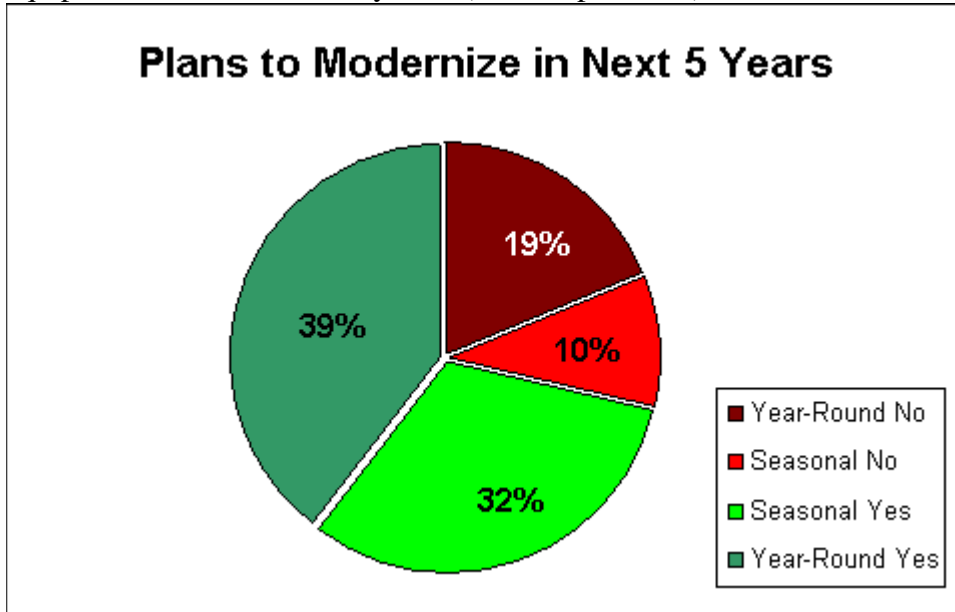
Direct Mailing

Coupons

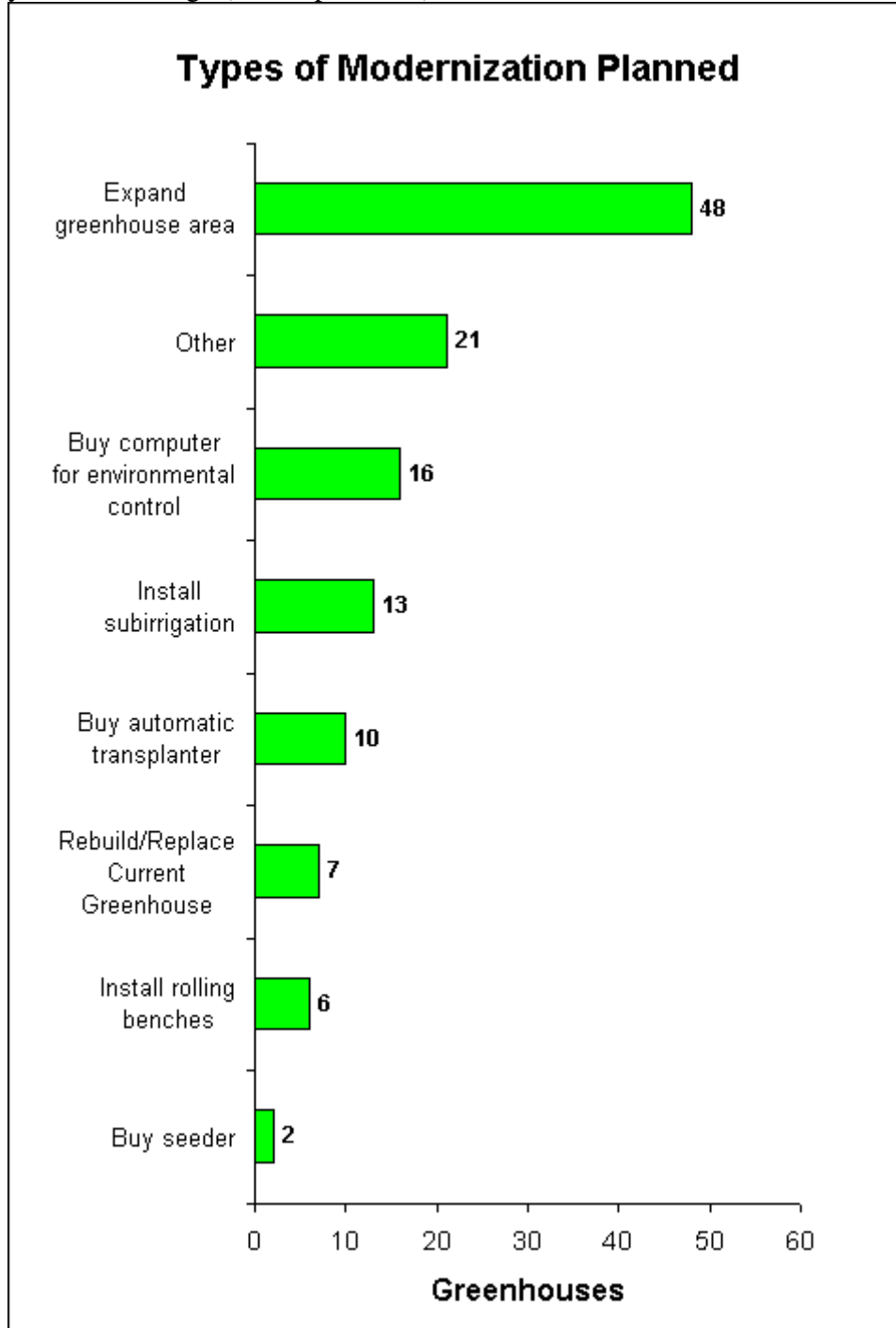
Brokers/distributors, branding programs

Billboards

Q40. Do you have any plans to modernize or expand your present building or equipment within the next 5 years? (111 Respondents)



Q40a. You indicated that you expect to expand or modernize, what kind of changes are you considering? (79 Respondents)



Q40b. You indicate "other" expansion/modernization, please describe.

Install walkways/concrete

Improved Irrigation

Head house/warehouse-exit growing facility

Expand retail area

Expand outdoor growing area

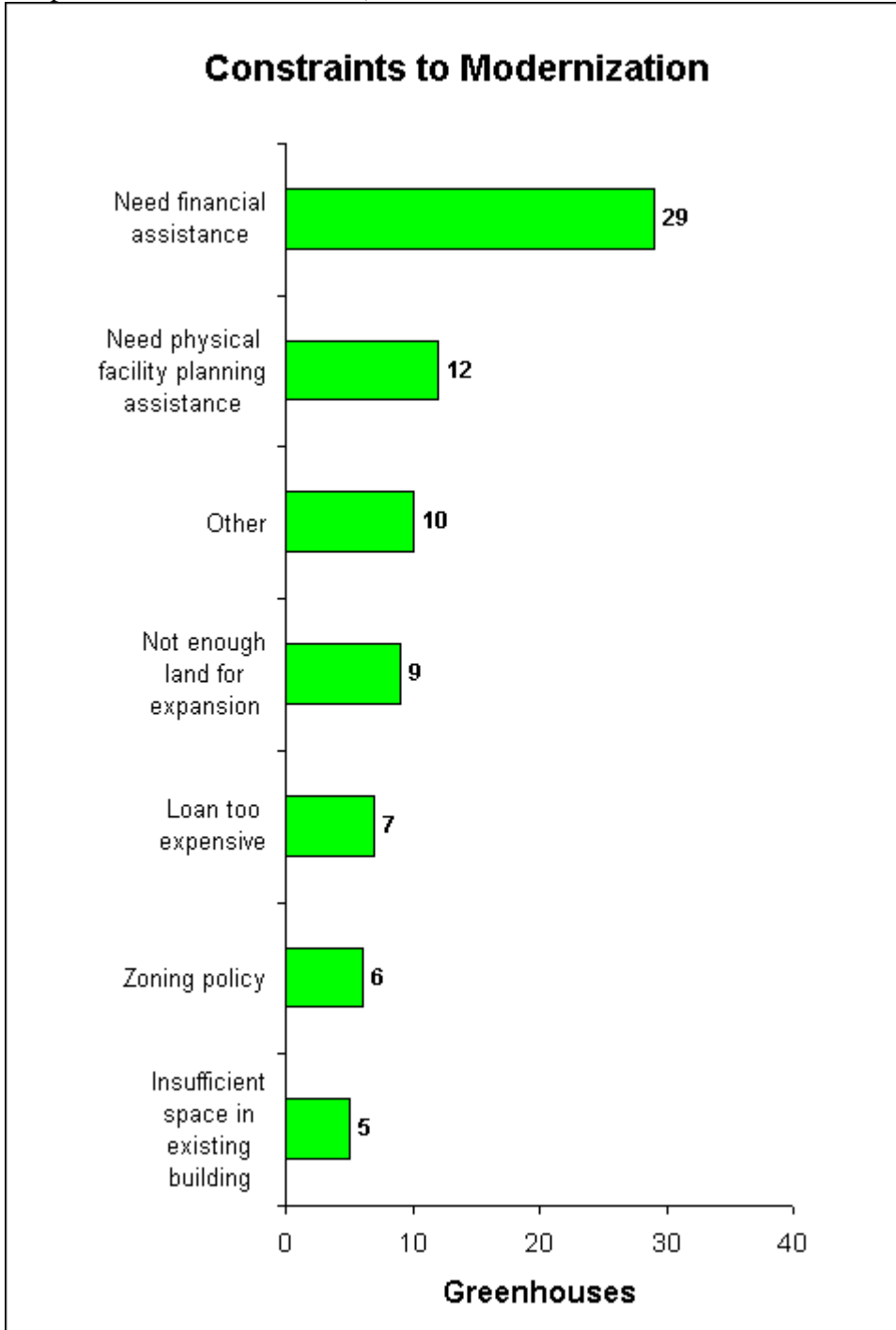
Equipment updates, agritainment

Energy curtain

Echo-veyors, boom rails, more automation

Change layout due to school

Q40c. You indicate planned expansion or modernization, do you face any constraints (78 Respondents with Constraints)



Q40d. You indicate "other" constraints, please describe

Time

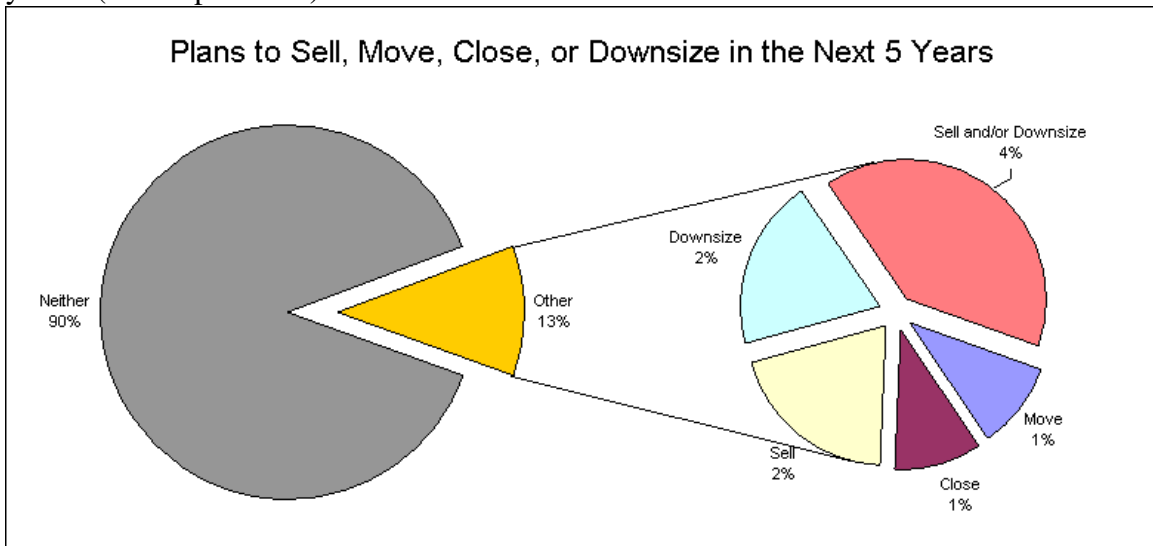
Reglazing with acrylic

Personal

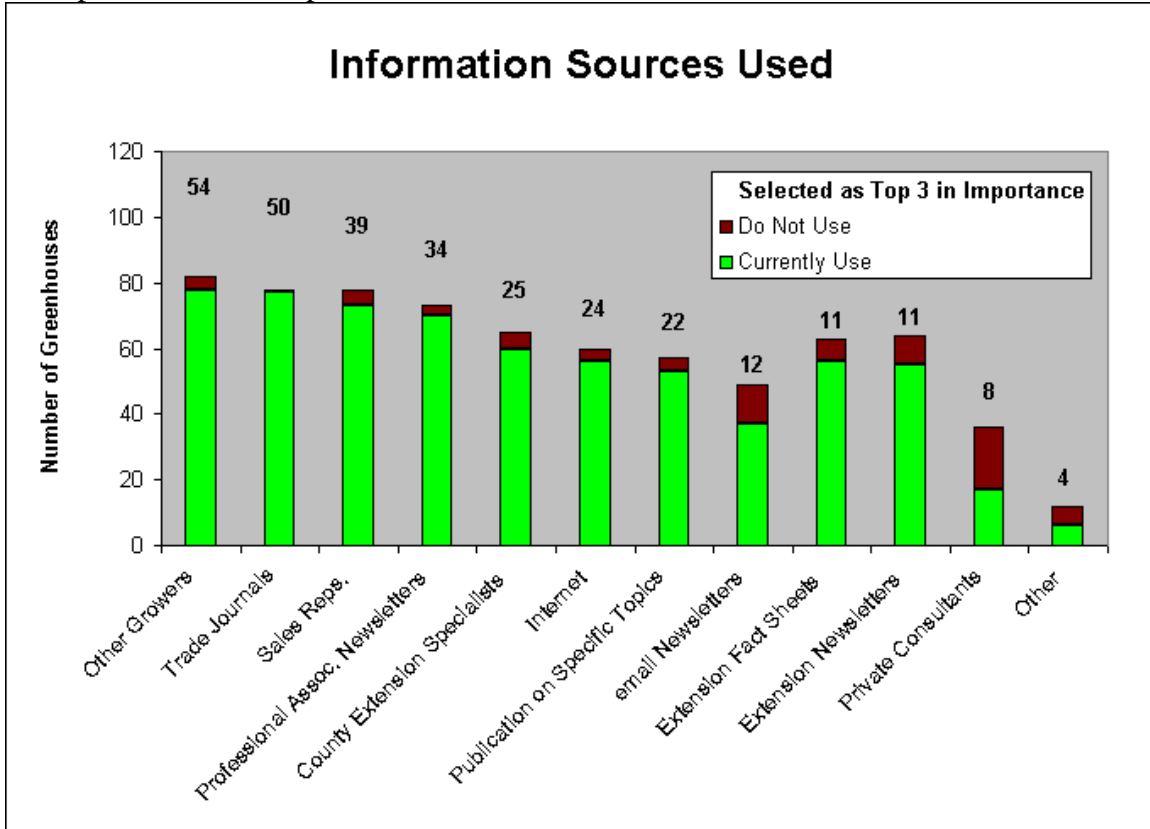
Need to have room for more debt

- Need quality help
- Lower existing debt
- Improved economy
- Do not want to over extend
- Budgeting

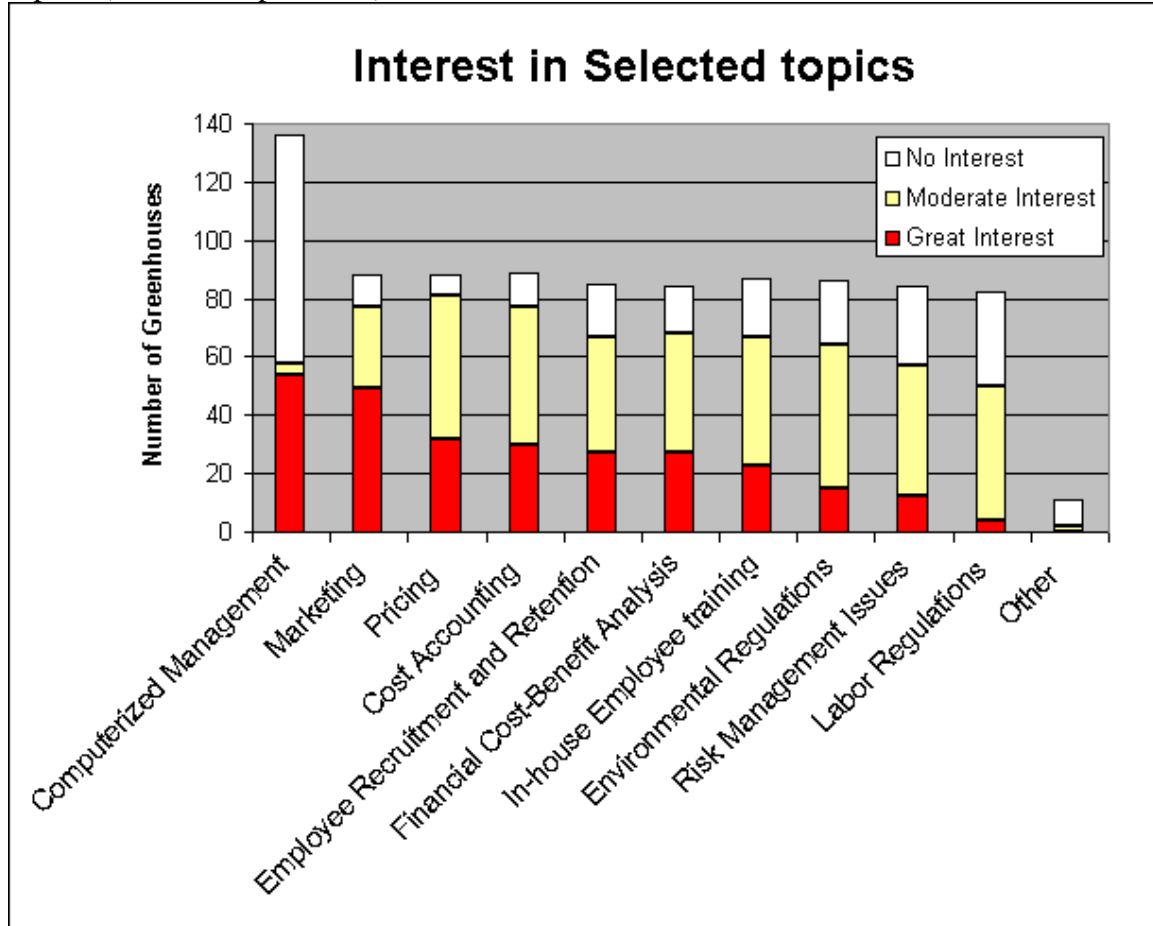
Q41. Are you considering moving, closing, or selling this business within the next 5 years? (89 Respondents)



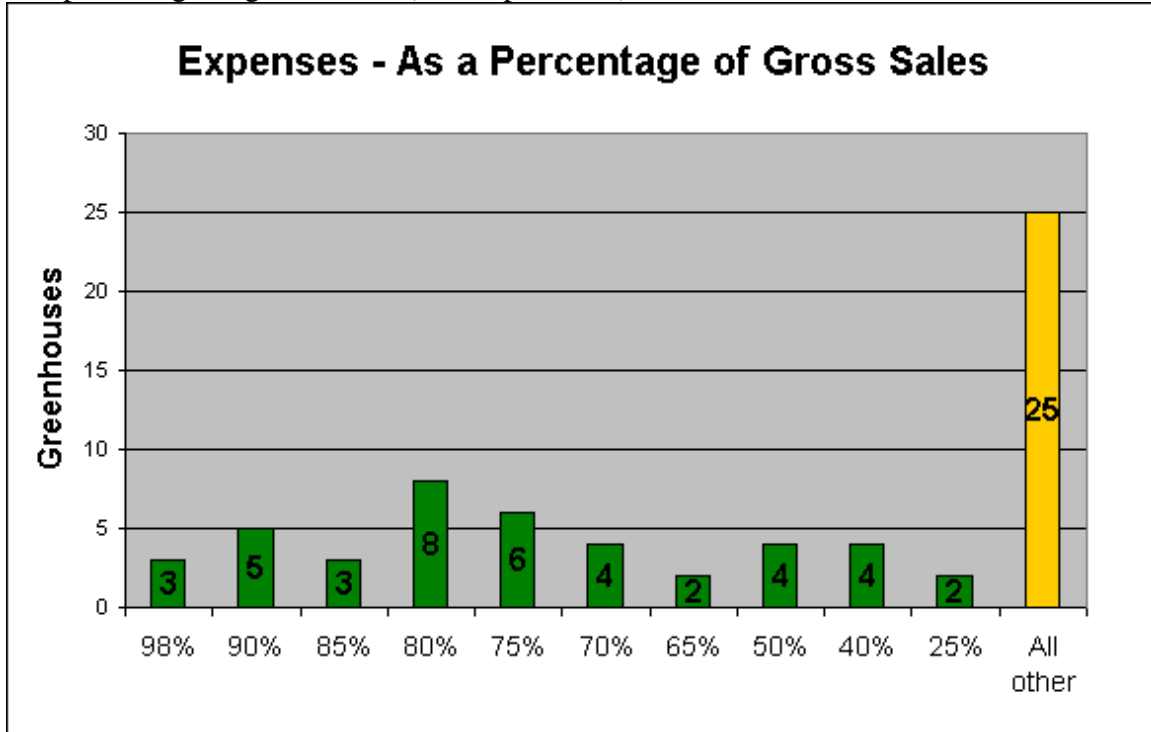
Q42. For the sources of information listed below, please check all you currently use and the top 3 in terms of importance.



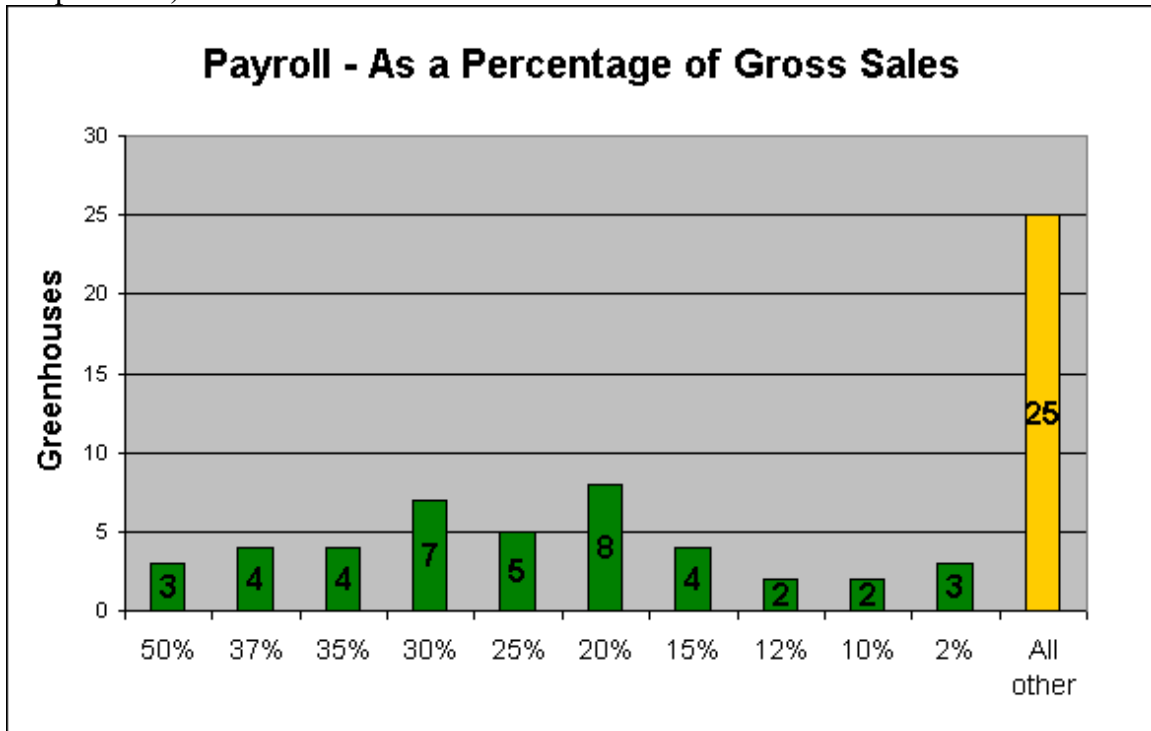
Q43. Please indicate the level of your interest in learning more about the following topics. (11-136 Respondents)



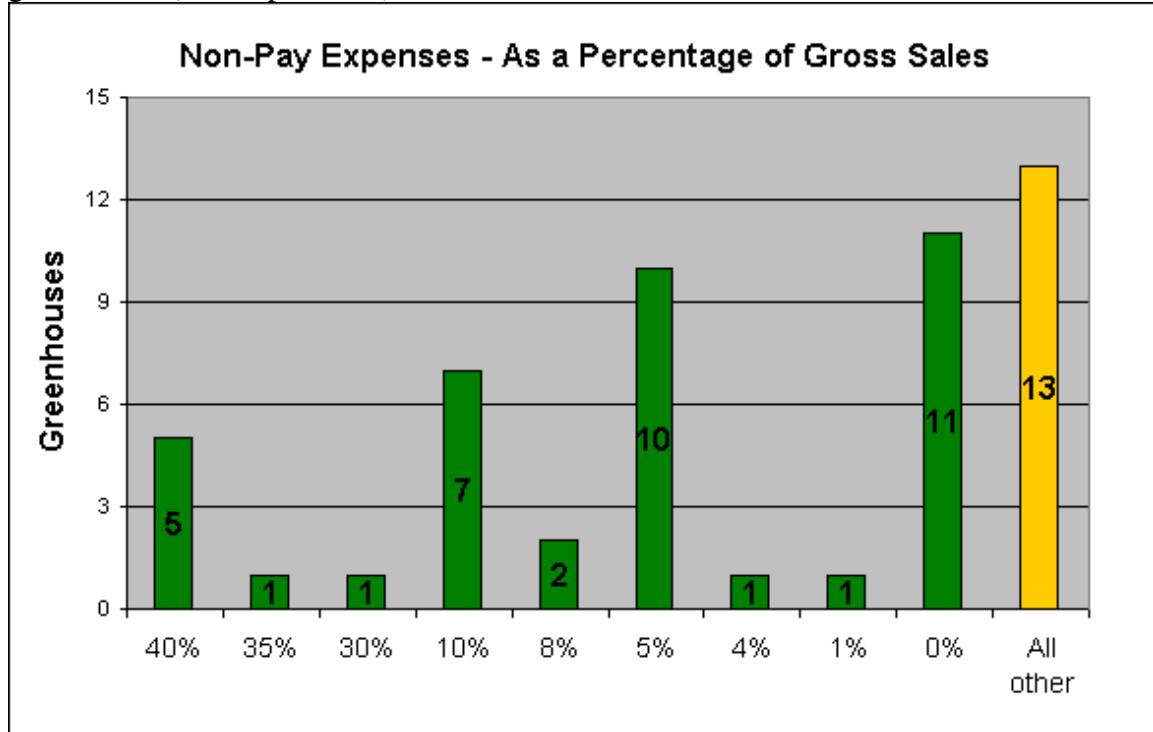
Q44. What were your approximate total expenses (operating and non operating) in 2003 as a percentage of gross sales? (66 Respondents)



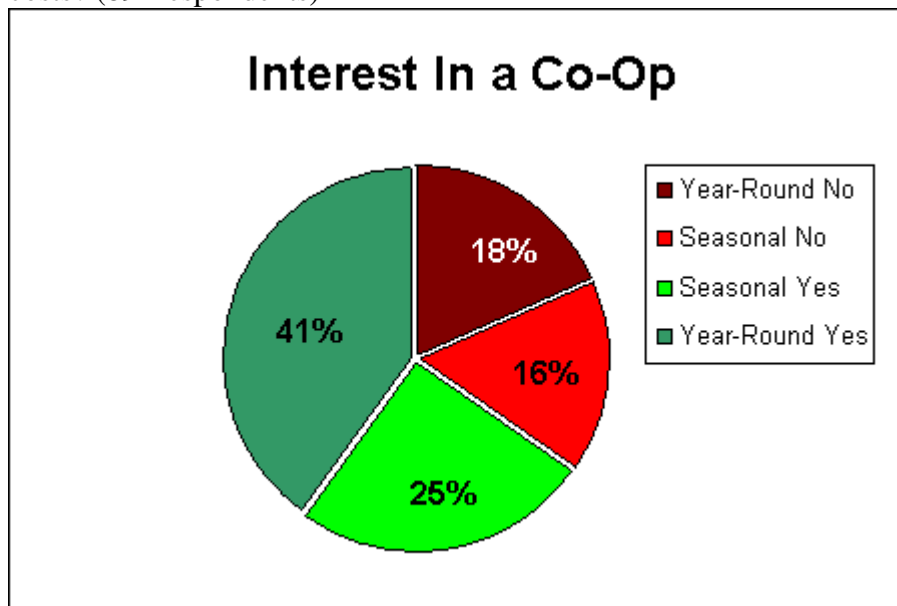
Q45 What was your approximate total payroll, in 2003 as a percentage of gross sales? (67 Respondents)



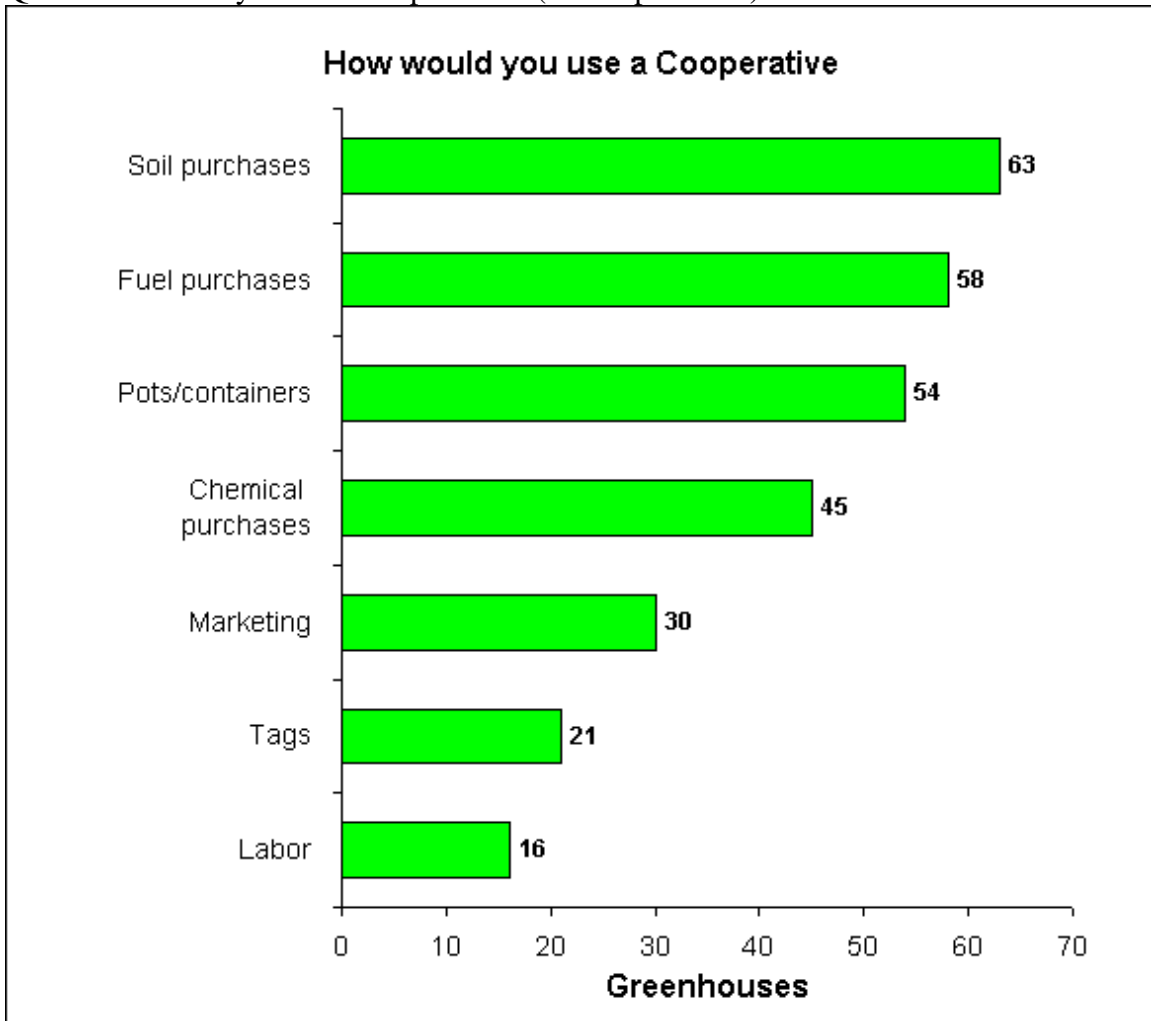
Q46. What were your approximate total non-pay expenses in 2003 as a percentage of gross sales? (52 Respondents)



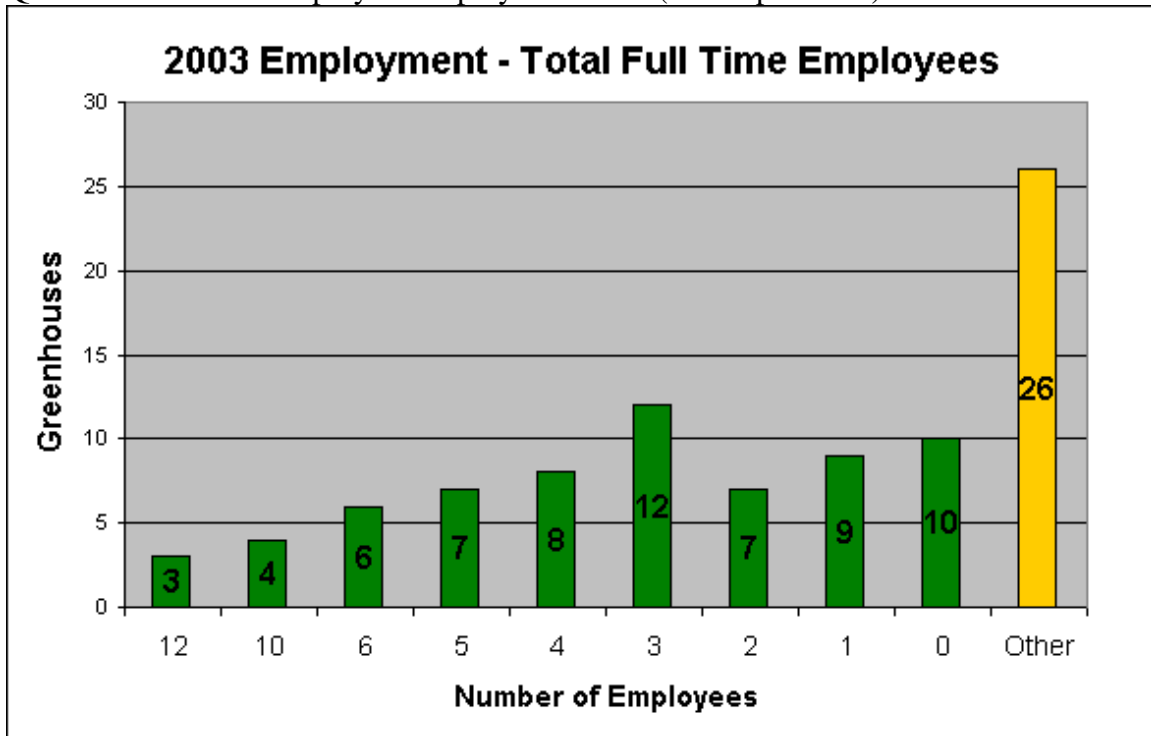
Q47. Would you be interested in creating a coop with growers in your area to reduce costs? (89 Respondents)



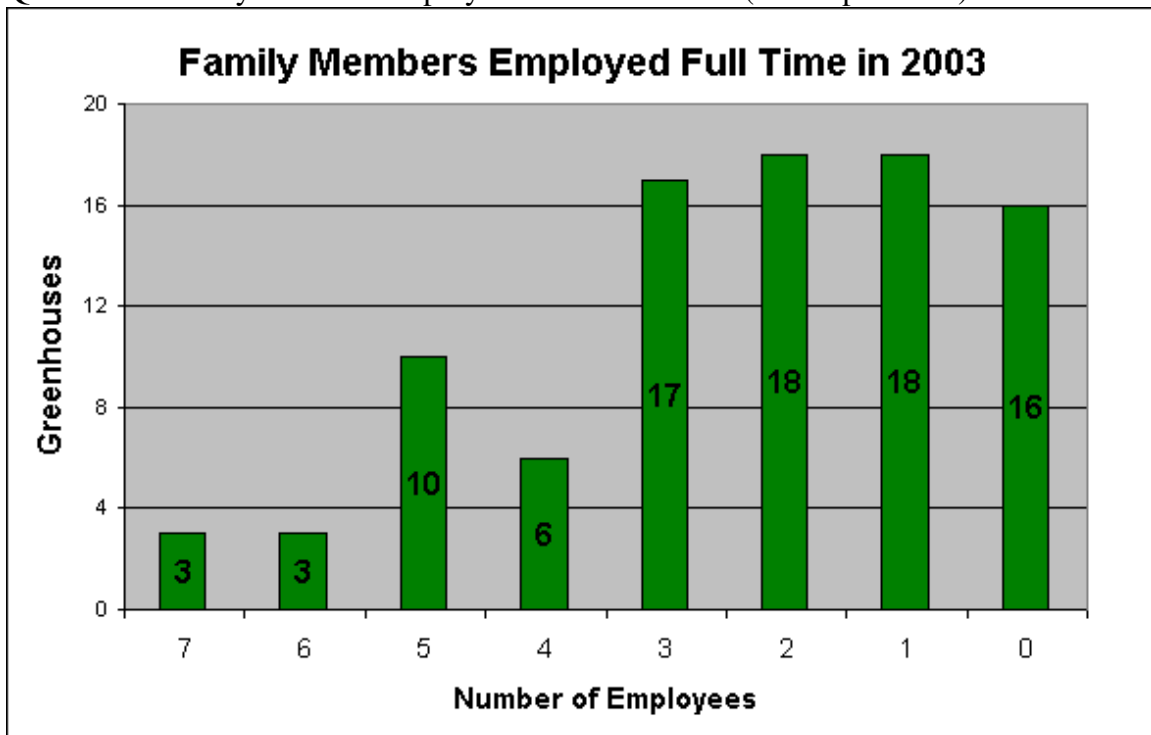
Q48. How would you use a cooperative? (82 Respondents)



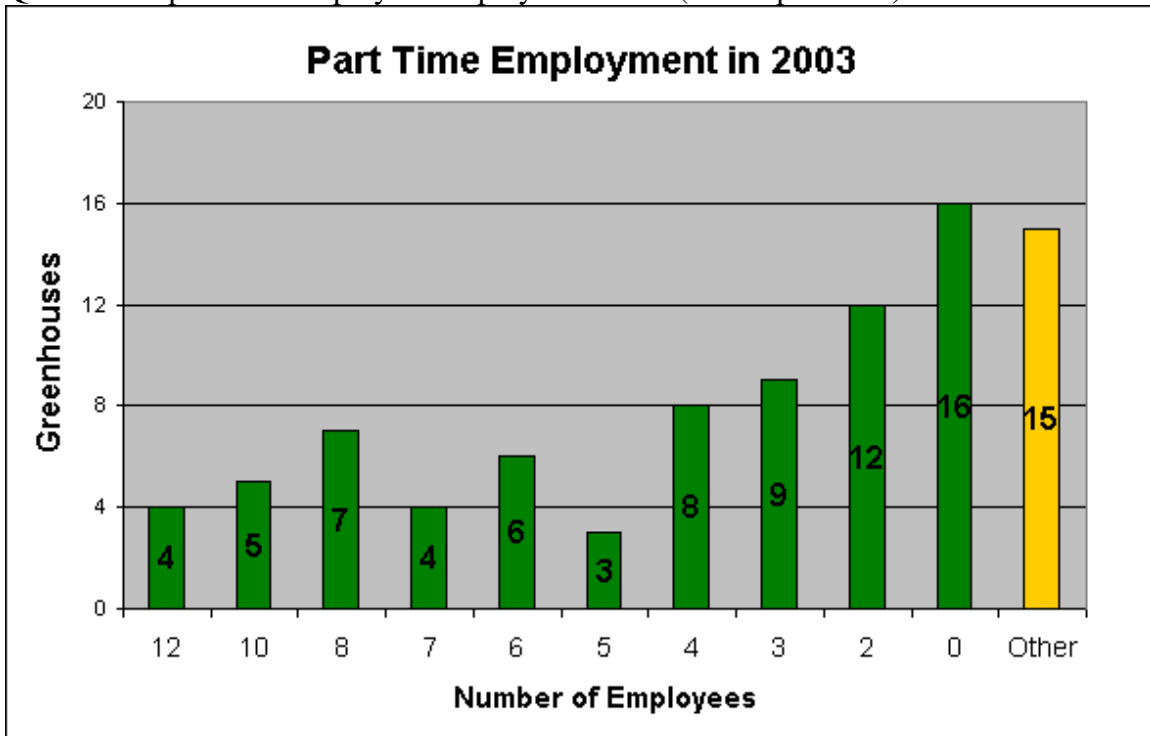
Q51. Total full-time employees employed in 2003 (95 Respondents)



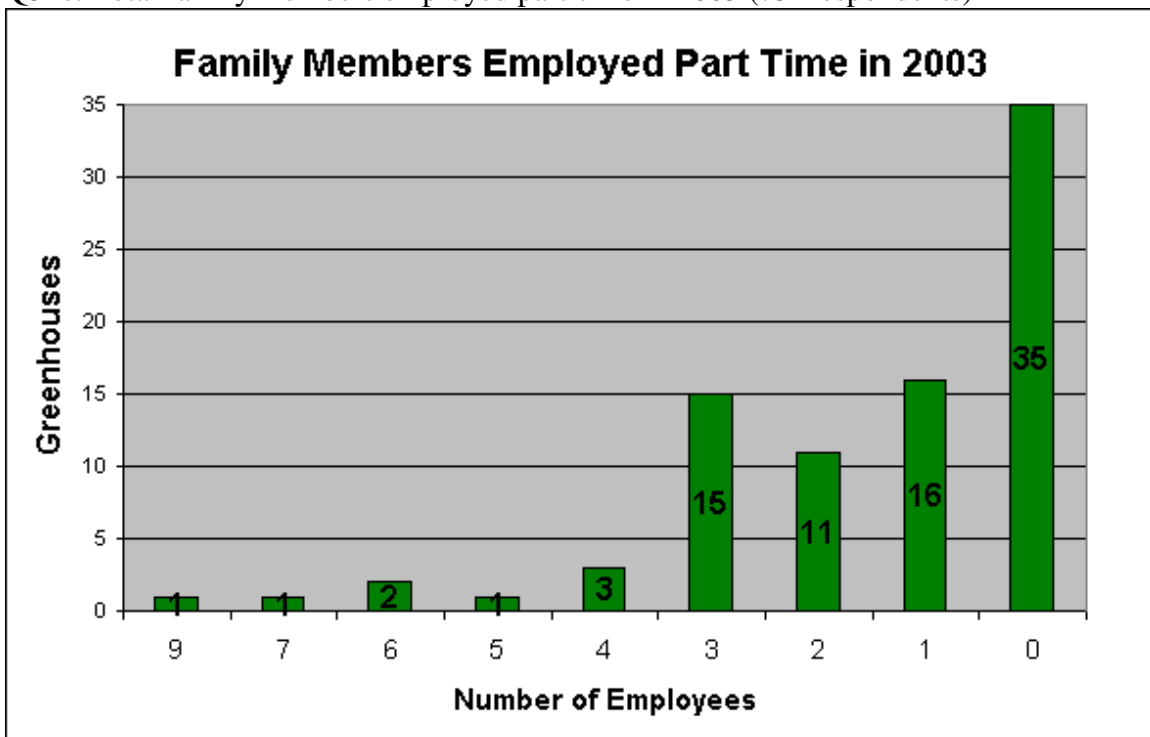
Q51a. Total family members employed full-time in 2003 (91 Respondents)



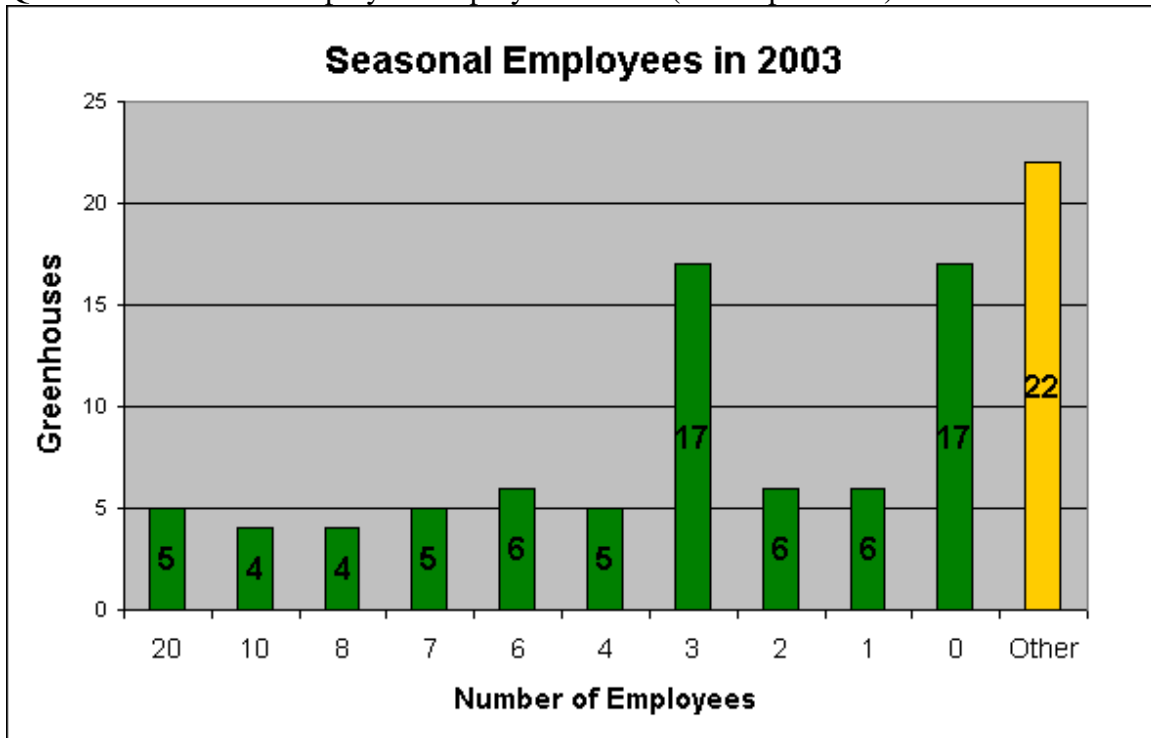
Q51b. Total part-time employees employed in 2003 (89 Respondents)



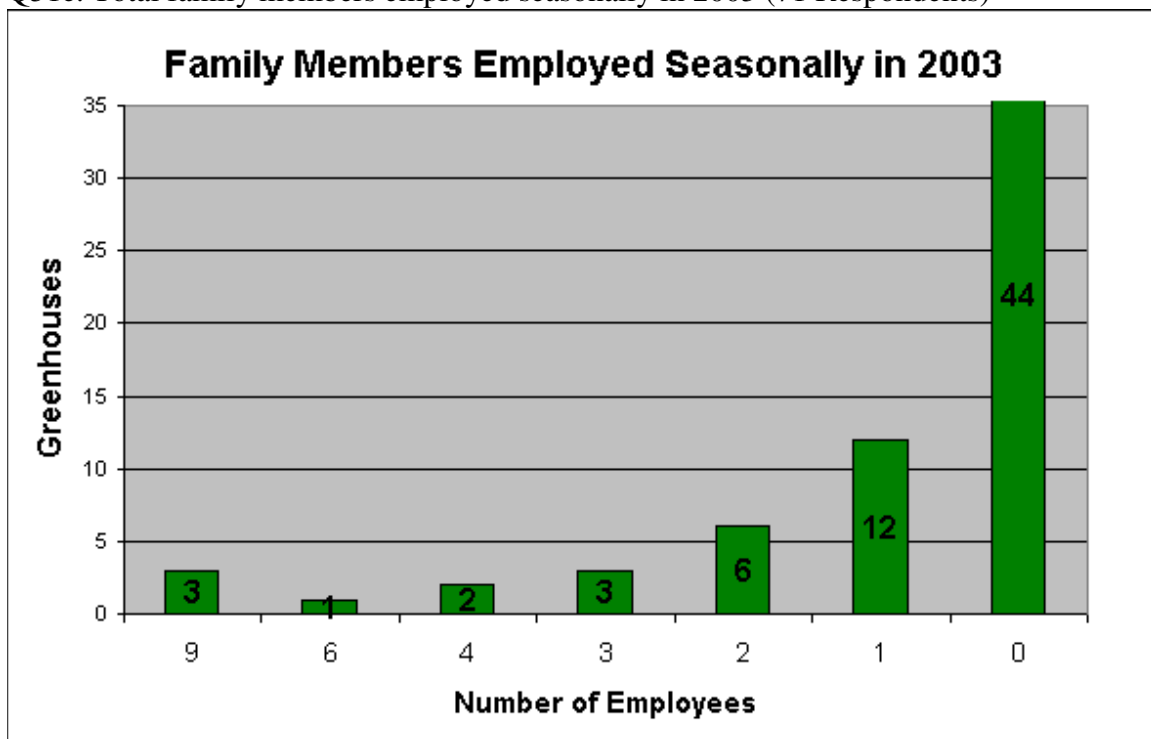
Q51c. Total family members employed part-time in 2003 (75 Respondents)



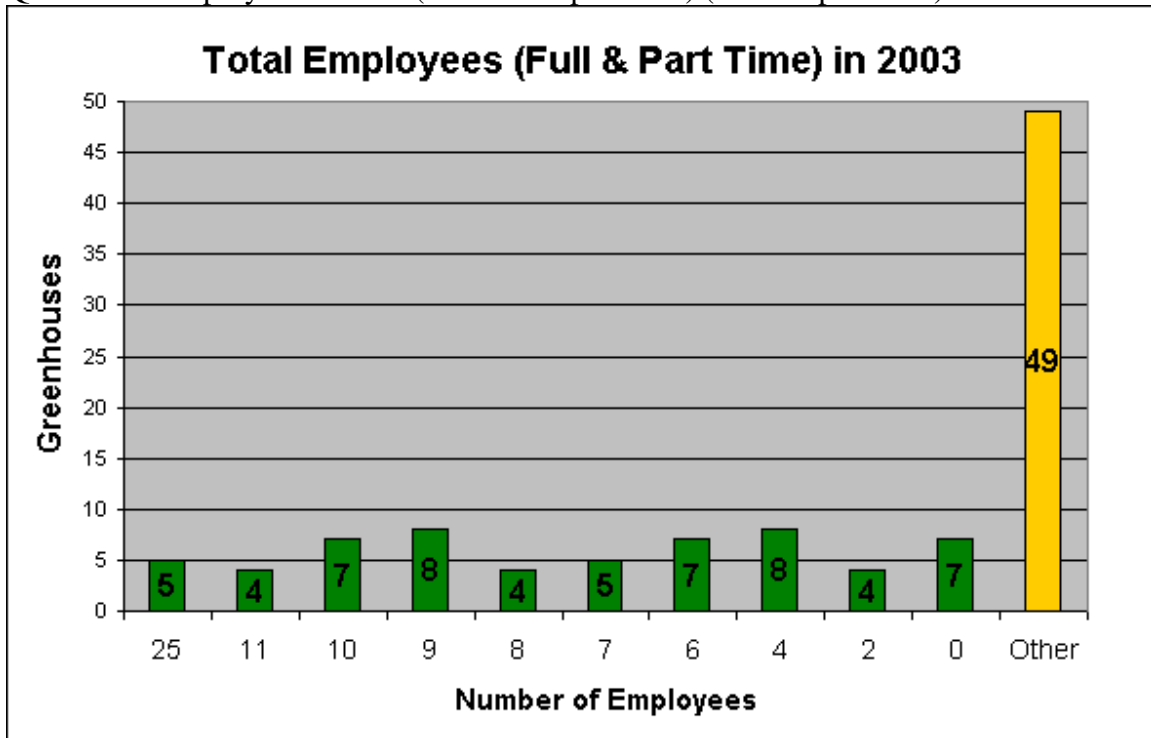
Q51d. Total seasonal employees employed in 2003 (87 Respondents)



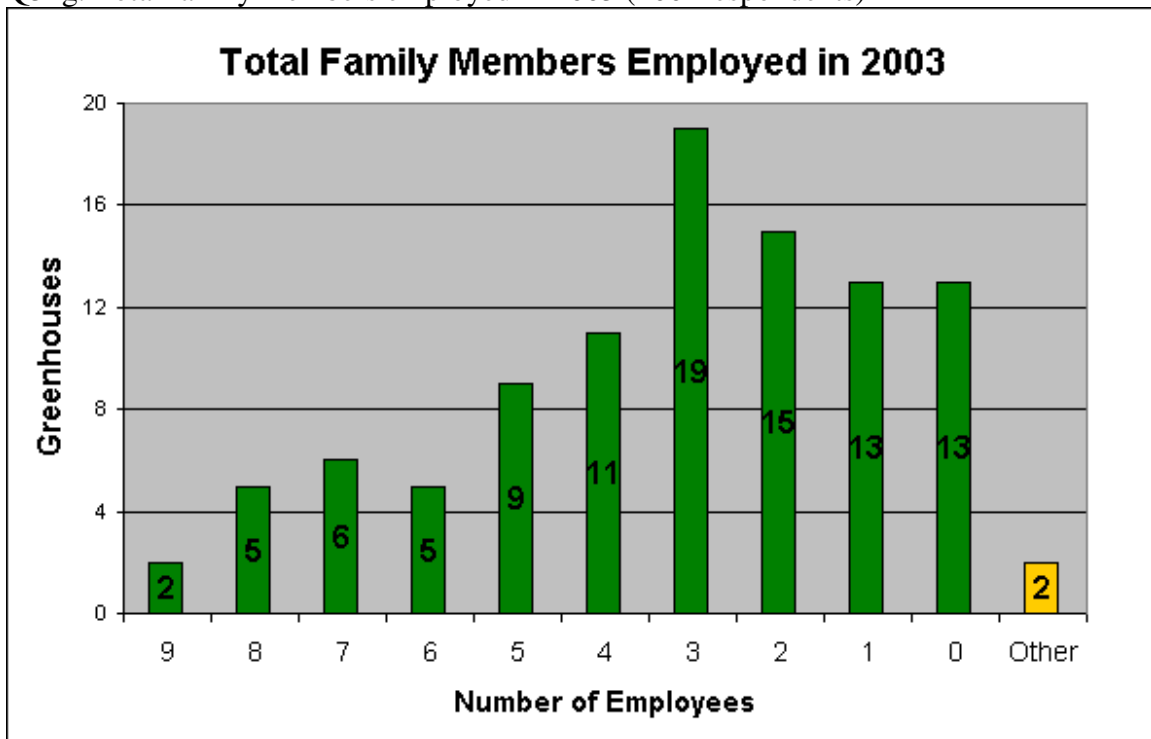
Q51e. Total family members employed seasonally in 2003 (71 Respondents)



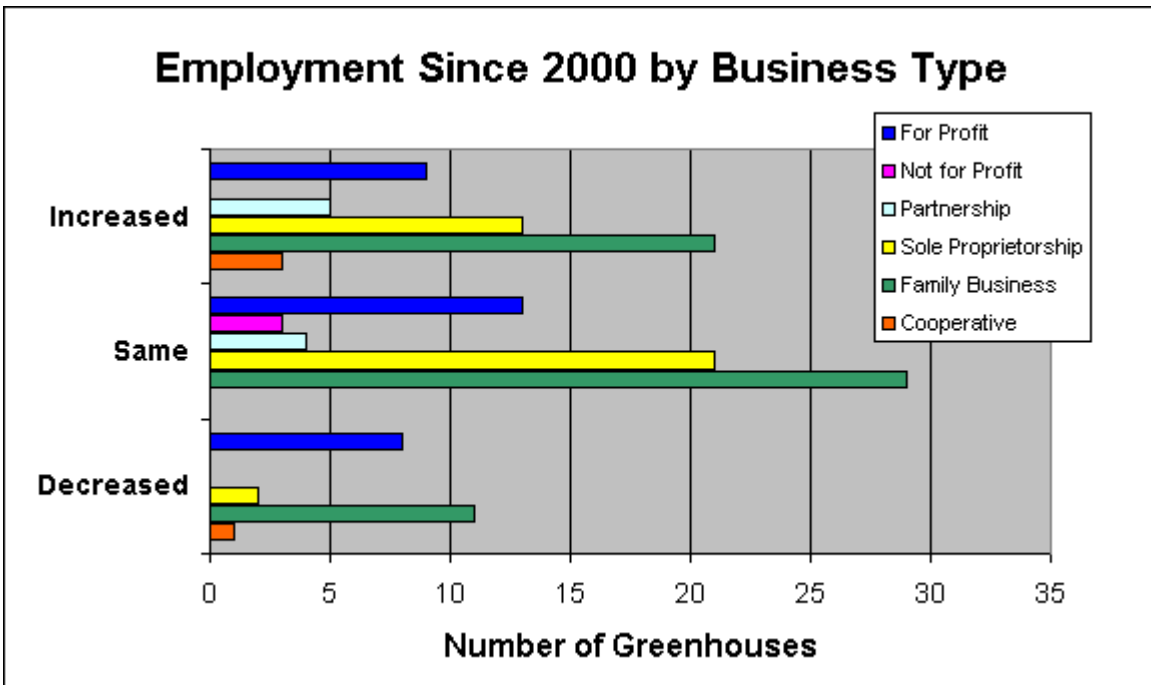
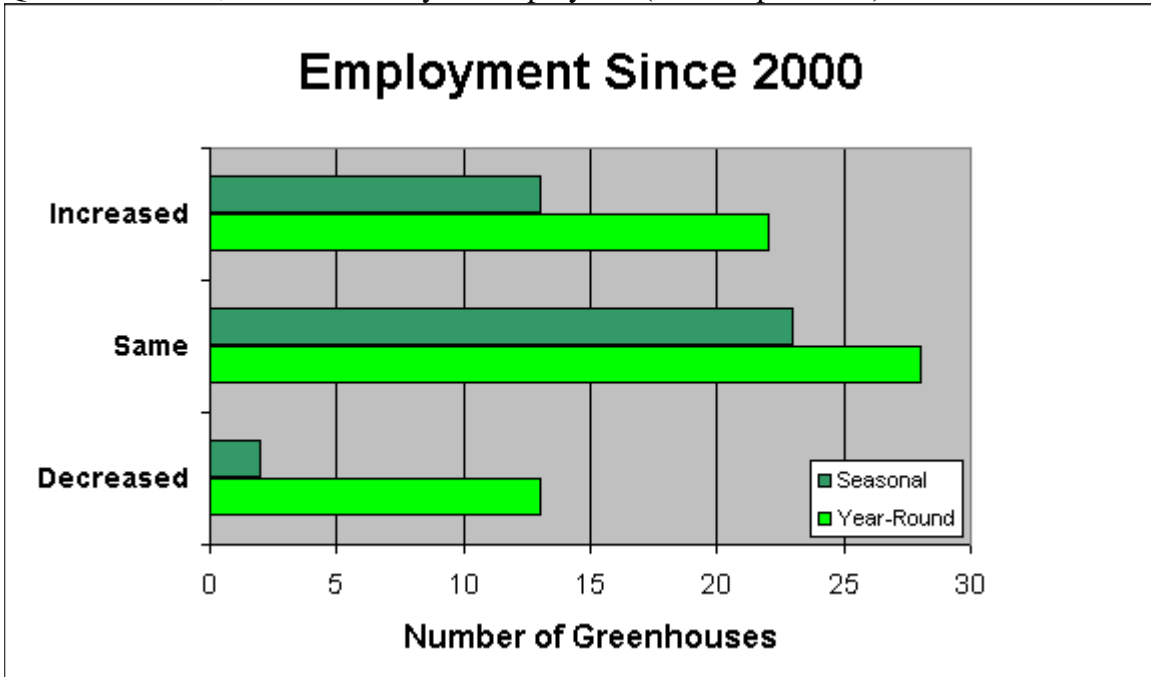
Q51f. Total employees in 2003 (full-time + part time) (108 Respondents)



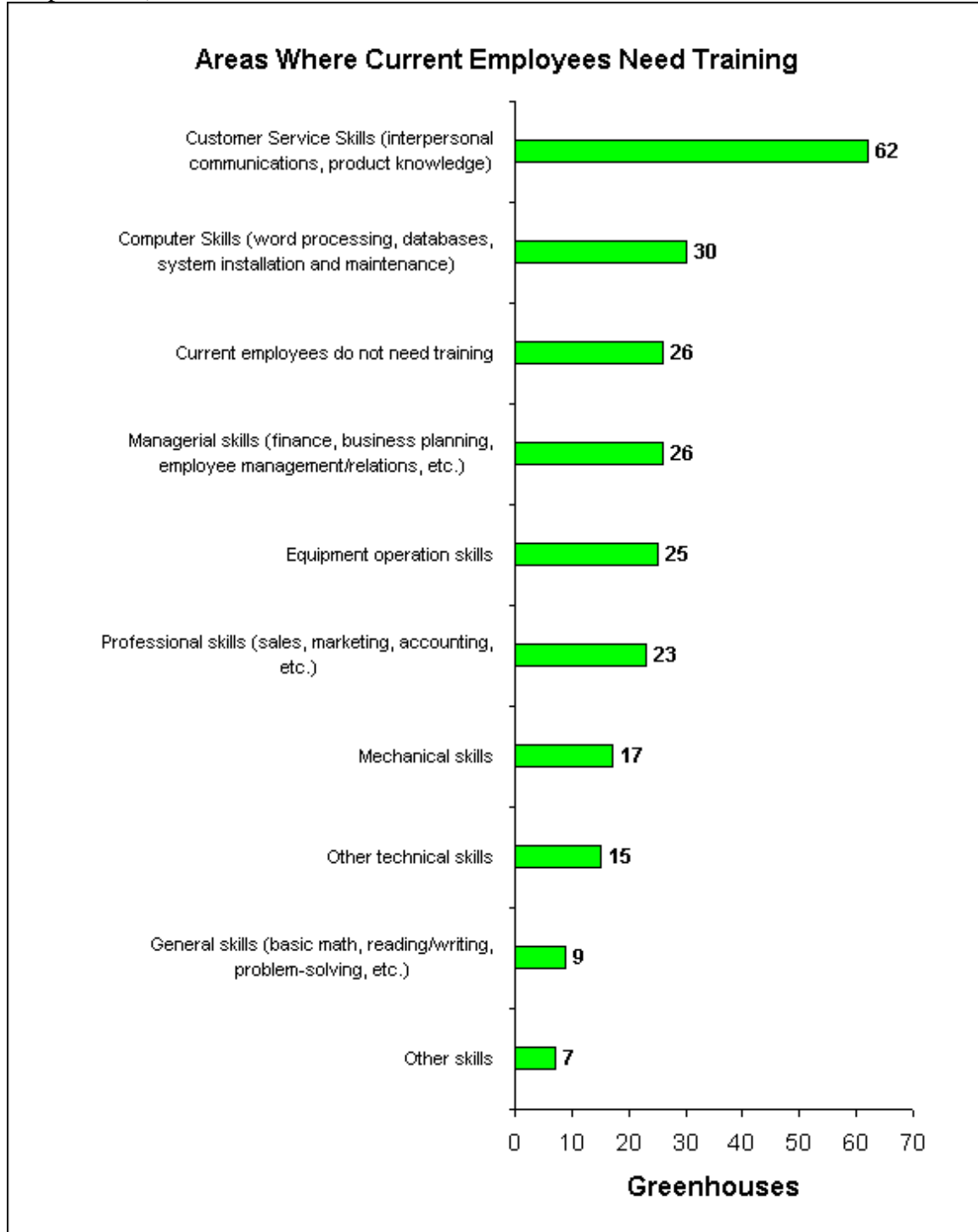
Q51g. Total family members employed in 2003 (100 Respondents)



Q52. Since 2000, the number of your employees: (101 Respondents)



Q53. Please check the areas in which your current employees need training (104 Respondents)



Q53a. You indicated "other" training needs, please explain

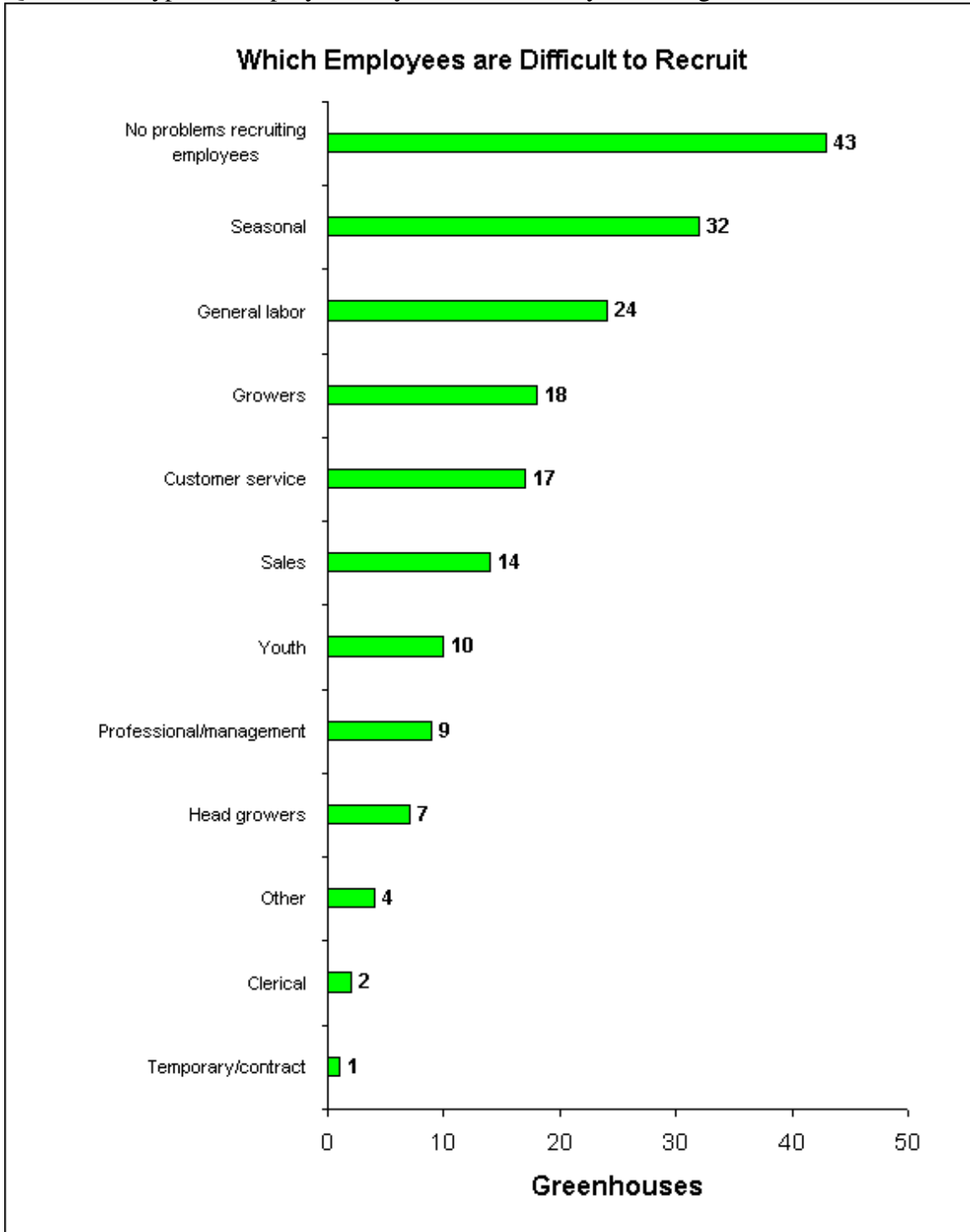
Work ethic

Watering

Plant habits, disease and pest ID

Plant care  
Growing skills--pest I.D., pruning, etc.  
General horticultural knowledge

Q54. Which types of employees do you have difficulty recruiting



Q54a. You indicate "other" recruiting needs/concerns, please explain.

People to work

Landscape

Good ones, many apply few have greenhouse experience

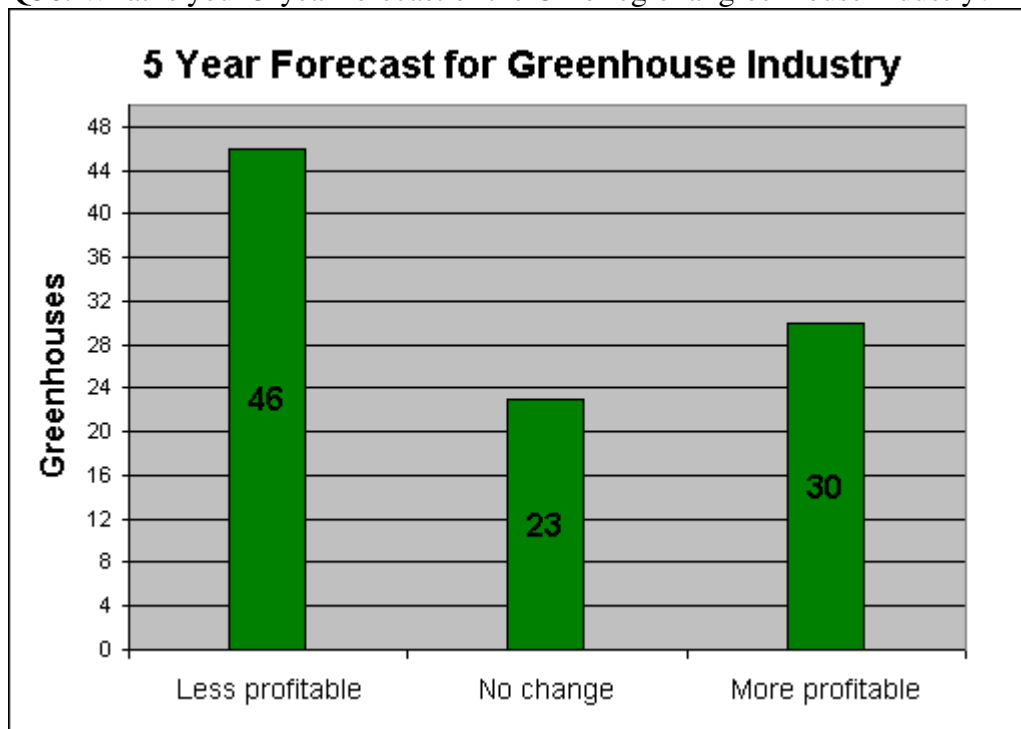
Design/sales

Q55. What percent of your work force is non-English-speaking?

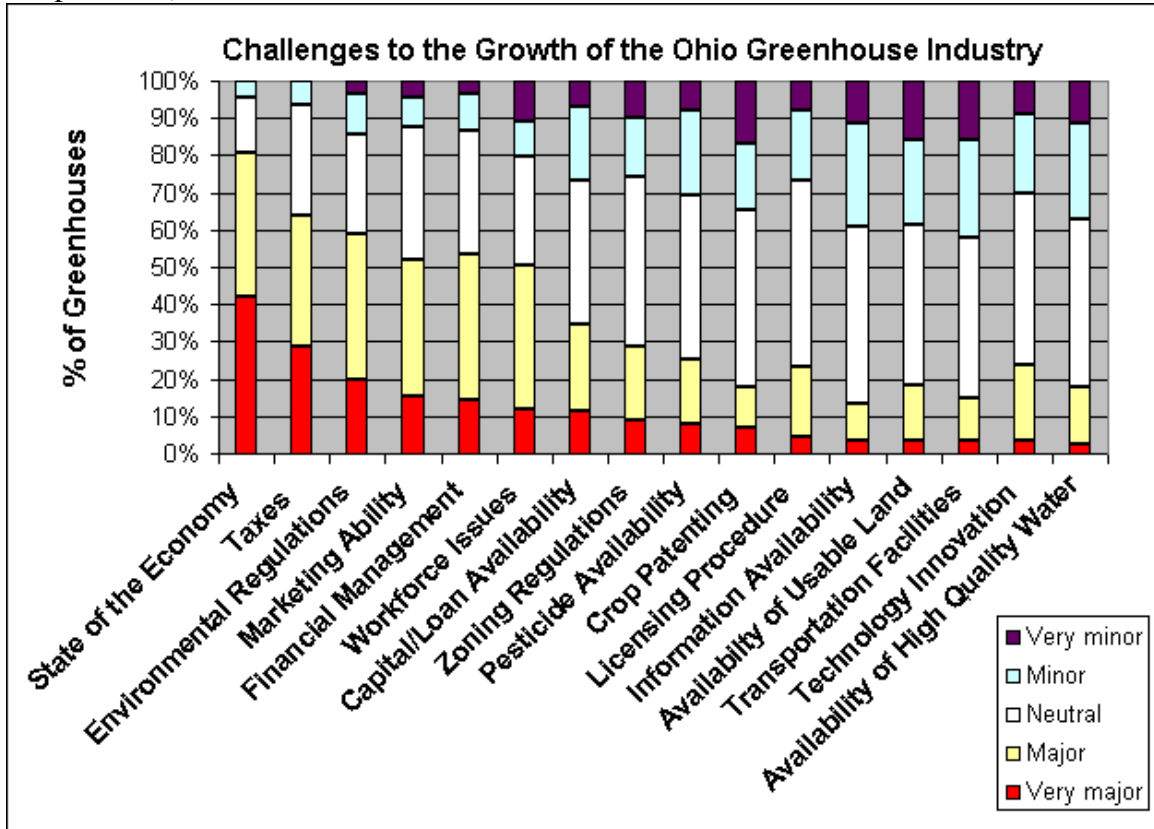
0	89
1-10%	7
11-25%	6
26-50%	3
50% or greater	1

Q55a. If you indicated that you employ non-english speaking employees, what barriers to you face in your work force?)

Q56. What is your 5-year forecast of the Ohio regional greenhouse industry?



Q57. Please rate to what extent the factors listed below constitute a challenge to the potential expansion of the GREENHOUSE INDUSTRY in your area. (88 - 93 Respondents)



Q58. Please rate to what extent the factors listed below constitute a challenge to the potential expansion of YOUR GREENHOUSE operations (i.e., your company). (84-90 Respondents)

