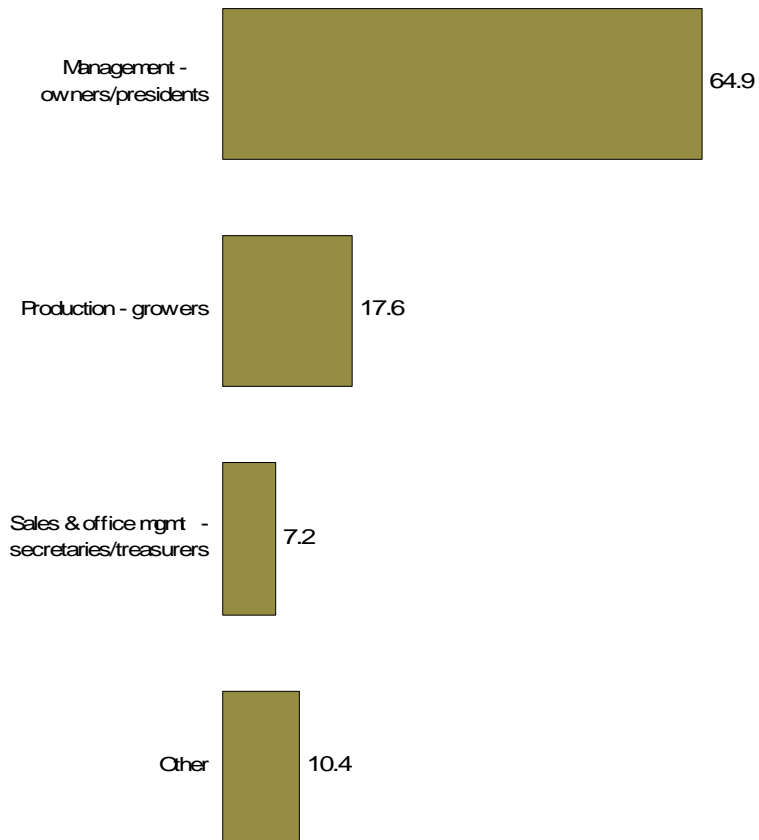


**Question 1: Which one of the following best describes your job function?**

**ANALYSIS**

Almost two-thirds (65%) classify themselves as owners and/or presidents of their companies, another 18% are involved with production (growers), followed by sales and office management (7%.)



Percent of Mentions

**2006 GPN SOI Survey**  
*(Excludes retail)*

Q1.

			Total	Business Type			Gross Sales				Total Growing Area			
			Respondents	All - exclude retail	Wholesale only	Wholesale/retail	Less than \$50,000	\$100,000 to \$999,999	\$1 to \$4.9 Million	\$5 Million or more	Less than 50,000 ft	50,000 to 99,999 ft	100,000 to 499,999 ft	500,000 ft or more
Job function	Management	Count	284	284	127	157	66	94	63	56	91	47	67	73
		Col %	67.1%	67.1%	59.1%	75.5%	72.5%	82.5%	67.0%	47.5%	79.1%	81.0%	65.7%	55.7%
	Production	Count	77	77	51	26	12	11	17	36	12	7	20	36
		Col %	18.2%	18.2%	23.7%	12.5%	13.2%	9.6%	18.1%	30.5%	10.4%	12.1%	19.6%	27.5%
	Sales & Office Mgmt	Count	31	31	21	10	0	3	10	18	1	1	11	13
		Col %	7.3%	7.3%	9.8%	4.8%	.0%	2.6%	10.6%	15.3%	.9%	1.7%	10.8%	9.9%
	Other	Count	31	31	16	15	13	6	4	8	11	3	4	9
		Col %	7.3%	7.3%	7.4%	7.2%	14.3%	5.3%	4.3%	6.8%	9.6%	5.2%	3.9%	6.9%
Total	Count		423	423	215	208	91	114	94	118	115	58	102	131
	Col %		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

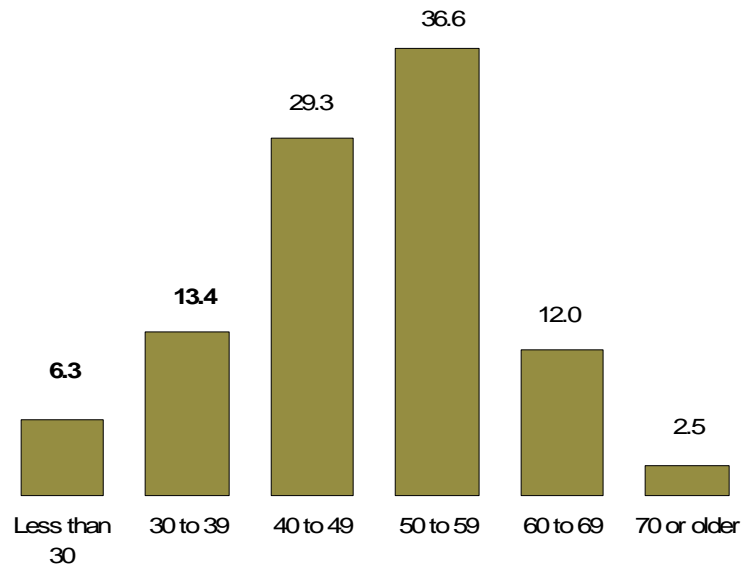
ABR Research, Inc. (May 2006)

Question 2: In what range does your age fall?

**ANALYSIS**

The average age of respondents to the study is 49. Two-thirds (66%) are between 40 and 59.

Average age  
Mean = 48.7



Percent of Mentions

**2006 GPN SOI Survey**  
*(Excludes retail)*

Q2.

			Total	Business Type			Gross Sales				Total Growing Area			
			Respondents	All - exclude retail	Wholesale only	Wholesale/ retail	Less than \$50,000	\$100,000 to \$999,999	\$1 to \$4.9 Million	\$5 Million or more	Less than 50,000 ft	50,000 to 99,999 ft	100,000 to 499,999 ft	500,000 ft or more
Age	Less than 30	Count	21	21	13	8	2	4	9	6	1	3	10	5
		Col %	4.9%	4.9%	5.9%	3.8%	2.2%	3.4%	9.4%	5.0%	.8%	5.2%	9.6%	3.7%
	30 to 39	Count	61	61	31	30	13	11	13	24	12	8	9	30
		Col %	14.1%	14.1%	14.2%	14.1%	14.0%	9.4%	13.5%	20.0%	10.2%	13.8%	8.7%	22.4%
	40 to 49	Count	129	129	67	62	20	30	32	45	30	16	33	42
		Col %	29.9%	29.9%	30.6%	29.1%	21.5%	25.6%	33.3%	37.5%	25.4%	27.6%	31.7%	31.3%
	50 to 59	Count	163	163	88	75	38	48	35	38	47	24	45	42
		Col %	37.7%	37.7%	40.2%	35.2%	40.9%	41.0%	36.5%	31.7%	39.8%	41.4%	43.3%	31.3%
	60 to 69	Count	47	47	19	28	15	18	7	7	21	6	5	14
		Col %	10.9%	10.9%	8.7%	13.1%	16.1%	15.4%	7.3%	5.8%	17.8%	10.3%	4.8%	10.4%
	70 or older	Count	11	11	1	10	5	6	0	0	7	1	2	1
		Col %	2.5%	2.5%	.5%	4.7%	5.4%	5.1%	.0%	.0%	5.9%	1.7%	1.9%	.7%
Total	Count		432	432	219	213	93	117	96	120	118	58	104	134
	Col %		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ABR Research, Inc. (May 2006)

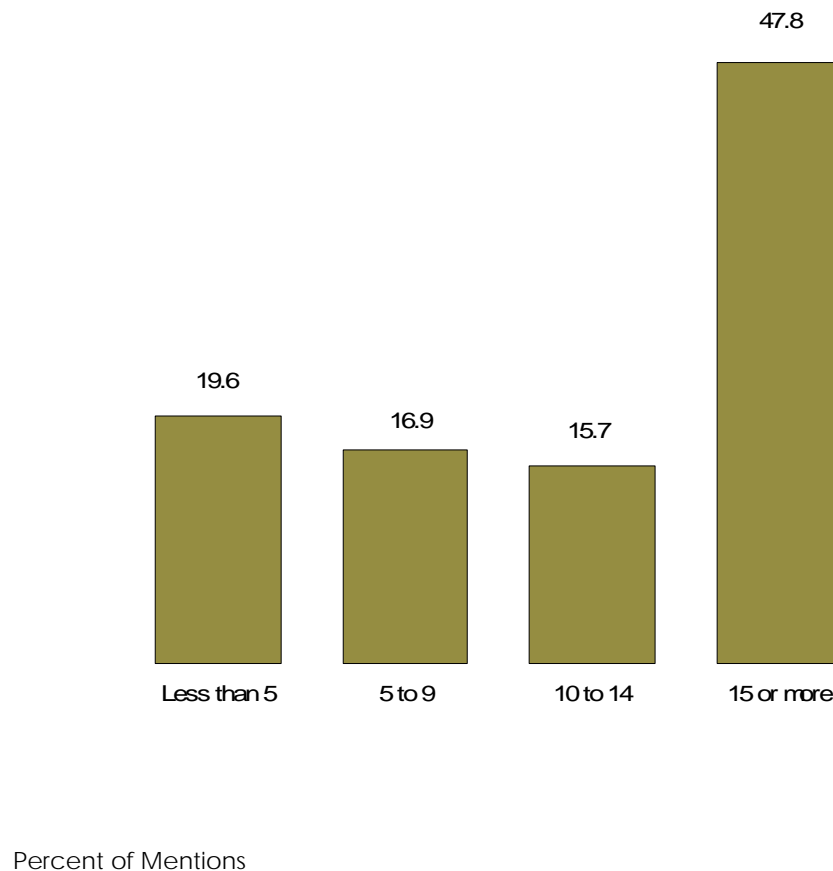
			Total				Gross Sales				Total Growing Area			
			Respondents	All - exclude retail	Wholesale only	Wholesale/ retail	Less than \$50,000	\$100,000 to \$999,999	\$1 to \$4.9 Million	\$5 Million or more	Less than 50,000 ft	50,000 to 99,999 ft	100,000 to 499,999 ft	500,000 ft or more
Mean			48.9	48.9	47.8	49.9	51.7	51.6	46.2	46.0	52.8	48.9	47.3	47.2

**Question 3: How many years have you worked for your current company?**

**ANALYSIS**

The average grower has been with their current business for 11 years. Almost half (48%) have been with their current employers for 15 or more years.

Average number of years at current company  
 Mean = 10.9



**2006 GPN SOI Survey**  
*(Excludes retail)*

**Q3.**

			Total	Business Type			Gross Sales				Total Growing Area			
			Respondents	All - exclude retail	Wholesale only	Wholesale/retail	Less than \$50,000	\$100,000 to \$999,999	\$1 to \$4.9 Million	\$5 Million or more	Less than 50,000 ft	50,000 to 99,999 ft	100,000 to 499,999 ft	500,000 ft or more
Years worked for company	Less than 5	Count	85	85	49	36	22	20	16	26	20	14	16	26
		Col %	19.7%	19.7%	22.4%	17.0%	23.7%	17.2%	16.7%	21.7%	17.1%	24.1%	15.4%	19.4%
	5 to 9	Count	70	70	35	35	22	14	15	19	19	8	14	23
		Col %	16.2%	16.2%	16.0%	16.5%	23.7%	12.1%	15.6%	15.8%	16.2%	13.8%	13.5%	17.2%
	10 to 14	Count	68	68	28	40	16	19	15	18	23	8	14	23
		Col %	15.8%	15.8%	12.8%	18.9%	17.2%	16.4%	15.6%	15.0%	19.7%	13.8%	13.5%	17.2%
	15 or more	Count	208	208	107	101	33	63	50	57	55	28	60	62
		Col %	48.3%	48.3%	48.9%	47.6%	35.5%	54.3%	52.1%	47.5%	47.0%	48.3%	57.7%	46.3%

ABR Research, Inc. (May 2006)

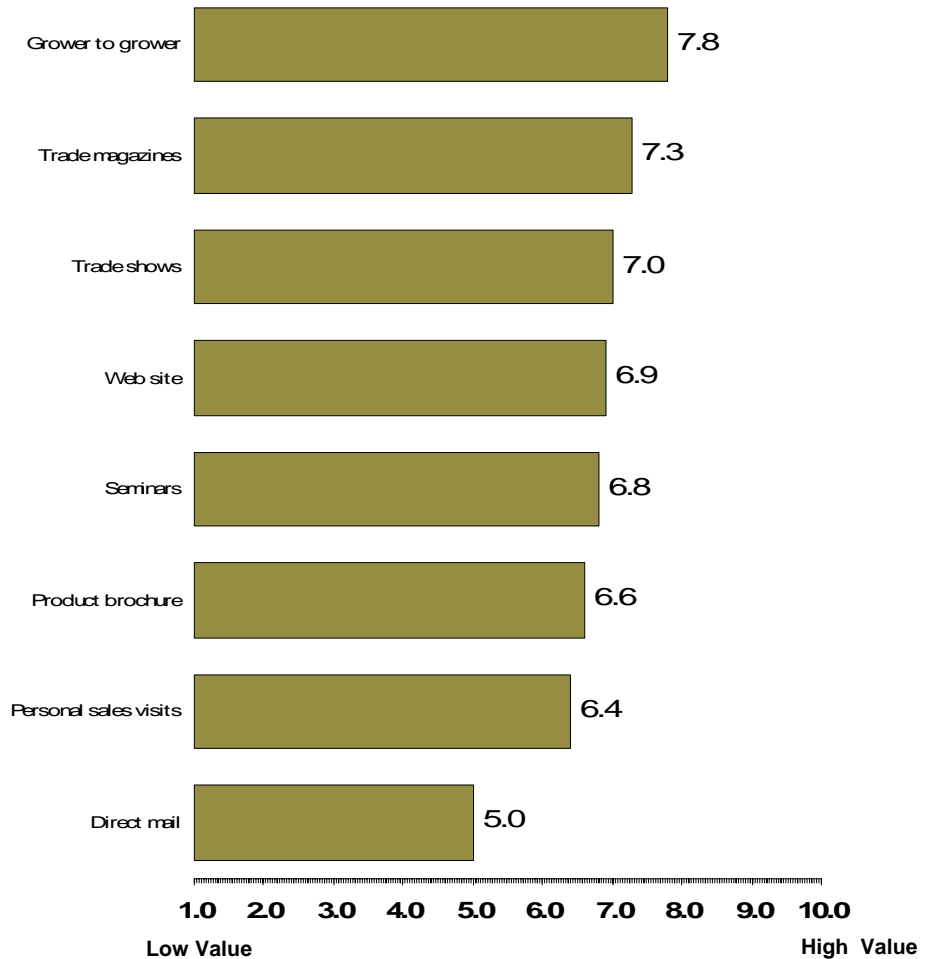
**Question 15: Please rate how valuable each of the following are to you when learning about new products.**

Scale of 1 to 10 (1 being low value, 10 being high value)

**ANALYSIS**

Grower to grower was the most valuable way to learn about new products. Grower to grower topped the list of eight different sources and received an average rating of 7.8 on our 1 to 10 scale, where 1 is low value and 10 is high value. Trade magazines was the next most valuable source of information for new products with a rating of 7.3, followed by trade shows (7.0).

The least valuable source for new information was direct mail with a rating of 5.0.



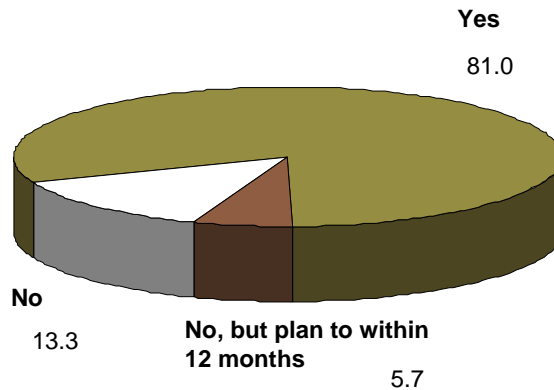
Average Rating

**2006 GPN SOI Survey**  
*(Excludes retail)*

**Q15. - 1 to 10 Average Rating**

		Total				Gross Sales				Total Growing Area			
		Respondents	All - exclude retail	Wholesale only	Wholesale/ retail	Less than \$50,000	\$100,000 to \$999,999	\$1 to \$4.9 Million	\$5 Million or more	Less than 50,000 ft	50,000 to 99,999 ft	100,000 to 499,999 ft	500,000 ft or more
Product brochure	Mean	6.6	6.6	6.6	6.6	7.0	6.5	6.3	6.7	6.8	6.5	6.8	6.4
Web site	Mean	6.9	6.9	7.1	6.8	7.2	6.6	6.7	7.2	6.9	7.2	6.9	6.8
Grower to grower	Mean	8.0	8.0	8.0	7.9	7.7	7.9	8.2	8.0	7.7	8.3	8.3	7.8
Trade magazines	Mean	7.2	7.2	7.0	7.3	7.7	7.3	7.0	6.8	7.4	7.5	7.1	6.8
Personal sales visits	Mean	6.5	6.5	6.7	6.2	5.3	6.4	6.9	7.1	5.7	6.6	6.8	6.7
Direct mail	Mean	4.9	4.9	4.9	4.9	5.2	4.9	5.0	4.6	4.8	4.9	5.0	4.7
Trade shows	Mean	6.9	6.9	6.9	6.9	6.6	6.8	7.1	7.0	6.4	7.5	7.3	6.7
Seminars	Mean	6.7	6.7	6.5	6.8	6.7	6.8	7.0	6.4	6.5	7.2	6.8	6.4

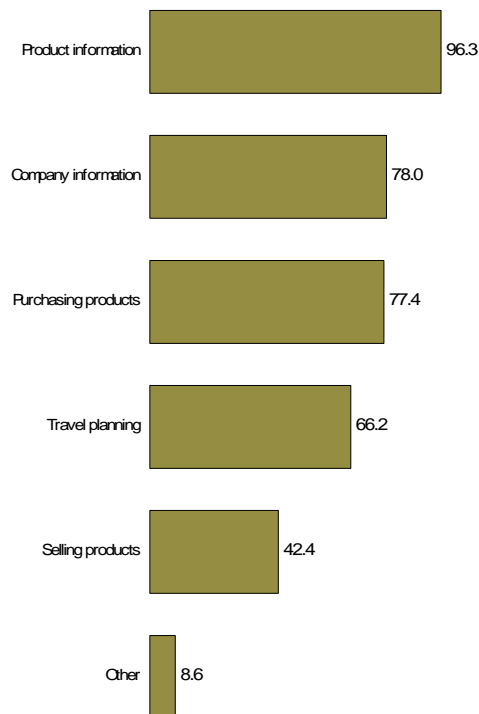
**Question 16a: Do you currently use the Internet for your business?**



**ANALYSIS**

As is the case with most businesses today, whether high-tech or low-tech the Internet plays a role in the way business gets done. The vast majority (81%) of growers currently use the Internet for business. The number one reason for going online is for product information. Of those that use the Internet virtually all (96%) use it for this reason, followed by company information (78%) and purchasing products (77%).

**Question 16b: If yes, what do you use the Internet for?**



Percent of Mentions

**2006 GPN SOI Survey**  
*(Excludes retail)*

**Q16a.**

			Total	Business Type			Gross Sales				Total Growing Area			
			Respondents	All - exclude retail	Wholesale only	Wholesale/retail	Less than \$50,000	\$100,000 to \$999,999	\$1 to \$4.9 Million	\$5 Million or more	Less than 50,000 ft	50,000 to 99,999 ft	100,000 to 499,999 ft	500,000 ft or more
Internet usage	Yes	Count	355	355	192	163	62	86	89	111	84	43	91	121
		Col %	82.2%	82.2%	87.7%	76.5%	66.7%	74.1%	92.7%	92.5%	71.2%	74.1%	87.5%	90.3%
	No	Count	51	51	23	28	20	19	6	6	23	10	9	9
		Col %	11.8%	11.8%	10.5%	13.1%	21.5%	16.4%	6.3%	5.0%	19.5%	17.2%	8.7%	6.7%
	No, but plan to within 12 months	Count	26	26	4	22	11	11	1	3	11	5	4	4
		Col %	6.0%	6.0%	1.8%	10.3%	11.8%	9.5%	1.0%	2.5%	9.3%	8.6%	3.8%	3.0%

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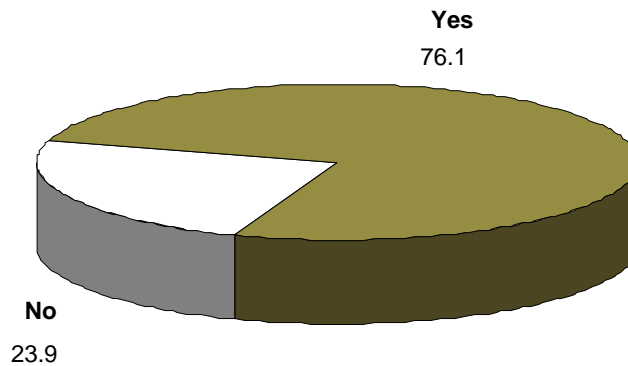
**Q16b. If yes, Internet usage:**

		Total				Gross Sales				Total Growing Area			
		Respondents	All - exclude retail	Wholesale only	Wholesale/retail	Less than \$50,000	\$100,000 to \$999,999	\$1 to \$4.9 Million	\$5 Million or more	Less than 50,000 ft	50,000 to 99,999 ft	100,000 to 499,999 ft	500,000 ft or more
Product brochure	Mean	6.6	6.6	6.7	6.5	6.8	6.4	6.4	6.8	6.5	6.7	6.8	6.5
Web site	Mean	7.0	7.0	7.1	6.9	7.5	6.7	6.9	7.2	6.8	7.6	7.0	6.9
Grower to grower	Mean	8.0	8.0	8.0	7.9	7.8	7.8	8.2	8.0	7.6	8.3	8.4	7.8
Trade magazines	Mean	7.1	7.1	6.9	7.2	7.6	7.1	7.0	6.8	7.1	7.4	7.2	6.8
Personal sales visits	Mean	6.6	6.6	6.8	6.3	5.6	6.2	6.8	7.2	5.8	6.8	6.7	6.8
Direct mail	Mean	4.9	4.9	4.9	4.8	5.3	4.7	5.0	4.7	4.6	5.0	4.9	4.8
Trade shows	Mean	7.0	7.0	7.1	7.0	6.7	6.9	7.2	7.1	6.5	7.4	7.5	6.9
Seminars	Mean	6.7	6.7	6.7	6.8	6.9	6.6	7.1	6.5	6.7	7.1	6.8	6.5

**Question 17: Do you belong to any state and/or national trade associations in this industry?**

**ANALYSIS**

More than three-quarters (76%) of growers belong to a local, state or national trade association.



Percent of Mentions

**2006 GPN SOI Survey**  
*(Excludes retail)*

**Q17.**

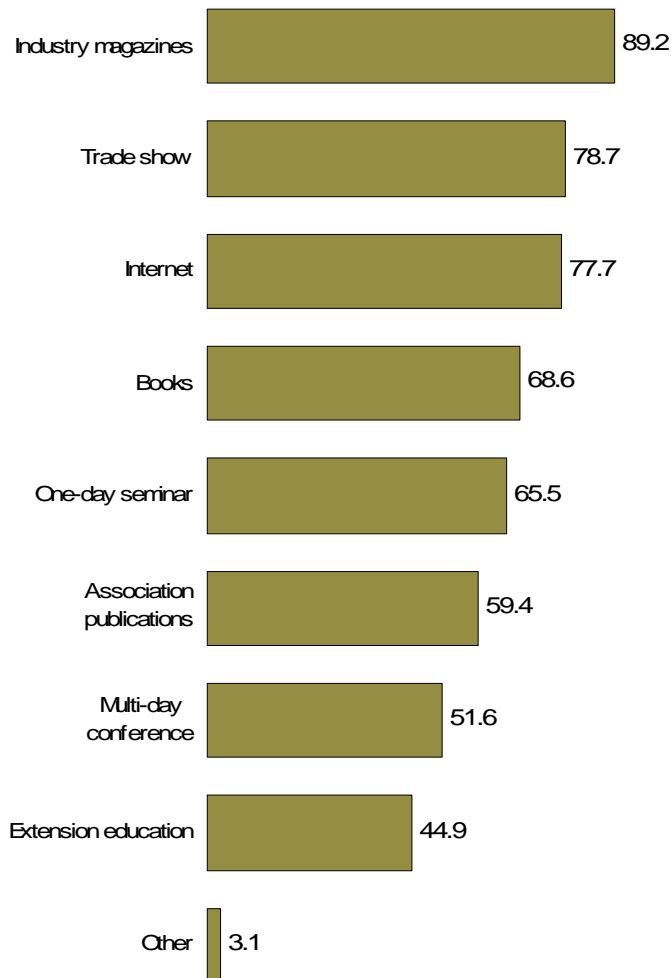
			Total	Business Type			Gross Sales				Total Growing Area			
			Respondents	All - exclude retail	Wholesale only	Wholesale/retail	Less than \$50,000	\$100,000 to \$999,999	\$1 to \$4.9 Million	\$5 Million or more	Less than 50,000 ft	50,000 to 99,999 ft	100,000 to 499,999 ft	500,000 ft or more
Association membership	Yes	Cases	352	352	192	160	49	93	93	111	73	46	94	123
		Col %	81.7%	81.7%	88.1%	75.1%	52.7%	79.5%	97.9%	93.3%	61.9%	80.7%	91.3%	91.8%
	No	Cases	79	79	26	53	44	24	2	8	45	11	9	11
		Col %	18.3%	18.3%	11.9%	24.9%	47.3%	20.5%	2.1%	6.7%	38.1%	19.3%	8.7%	8.2%

ABR Research, Inc. (May 2006)

**Question 18: Which of the following resources do you use for your continuing education?**

**ANALYSIS**

From a list of eight sources for continuing education, industry magazines was the most used. Eighty-nine percent (89%) of growers use industry magazines for this purpose, followed by trade shows (79%), Internet (77%), books (69%) and seminars (66%.)



Average Annual Salary

**2006 GPN SOI Survey**  
*(Excludes retail)*

**Q18.**

			Total	Business Type			Gross Sales				Total Growing Area			
			Respondents	All - exclude retail	Wholesale only	Wholesale/retail	Less than \$50,000	\$100,000 to \$999,999	\$1 to \$4.9 Million	\$5 Million or more	Less than 50,000 ft	50,000 to 99,999 ft	100,000 to 499,999 ft	500,000 ft or more
Resources used for continuing education	Multi-day conference	Cases	224	224	124	100	35	46	62	78	43	28	59	81
		Col %	51.7%	51.7%	56.6%	46.7%	37.6%	39.3%	64.6%	65.0%	36.4%	48.3%	56.7%	60.4%
	One-day seminar	Cases	291	291	156	135	53	75	71	86	64	41	73	100
		Col %	67.2%	67.2%	71.2%	63.1%	57.0%	64.1%	74.0%	71.7%	54.2%	70.7%	70.2%	74.6%
	Extension education	Cases	194	194	109	85	42	60	44	46	53	26	54	52
		Col %	44.8%	44.8%	49.8%	39.7%	45.2%	51.3%	45.8%	38.3%	44.9%	44.8%	51.9%	38.8%
	Trade show	Cases	349	349	188	161	60	87	87	109	78	48	91	115
		Col %	80.6%	80.6%	85.8%	75.2%	64.5%	74.4%	90.6%	90.8%	66.1%	82.8%	87.5%	85.8%
	Industry magazines	Cases	392	392	204	188	79	103	91	112	99	51	99	125
		Col %	90.5%	90.5%	93.2%	87.9%	84.9%	88.0%	94.8%	93.3%	83.9%	87.9%	95.2%	93.3%
	Internet	Cases	343	343	177	166	80	85	74	99	94	45	81	110
		Col %	79.2%	79.2%	80.8%	77.6%	86.0%	72.6%	77.1%	82.5%	79.7%	77.6%	77.9%	82.1%
	Books	Cases	291	291	146	145	71	70	61	82	74	46	72	87
		Col %	67.2%	67.2%	66.7%	67.8%	76.3%	59.8%	63.5%	68.3%	62.7%	79.3%	69.2%	64.9%
	Association publications	Cases	268	268	142	126	49	73	64	77	64	33	72	85
		Col %	61.9%	61.9%	64.8%	58.9%	52.7%	62.4%	66.7%	64.2%	54.2%	56.9%	69.2%	63.4%
	Other	Cases	13	13	8	5	1	3	4	5	3	1	5	3
		Col %	3.0%	3.0%	3.7%	2.3%	1.1%	2.6%	4.2%	4.2%	2.5%	1.7%	4.8%	2.2%
10.00		Cases	433	433	219	214	93	117	96	120	118	58	104	134
		Col %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ABR Research, Inc. (May 2006)