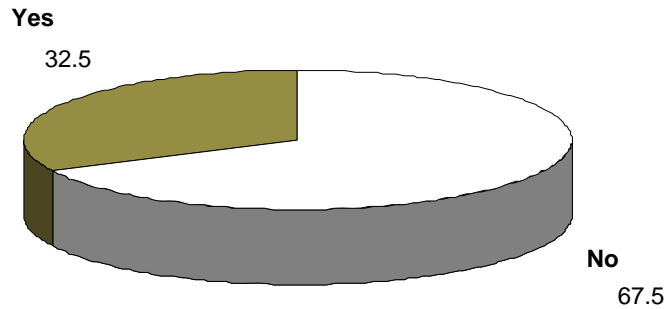


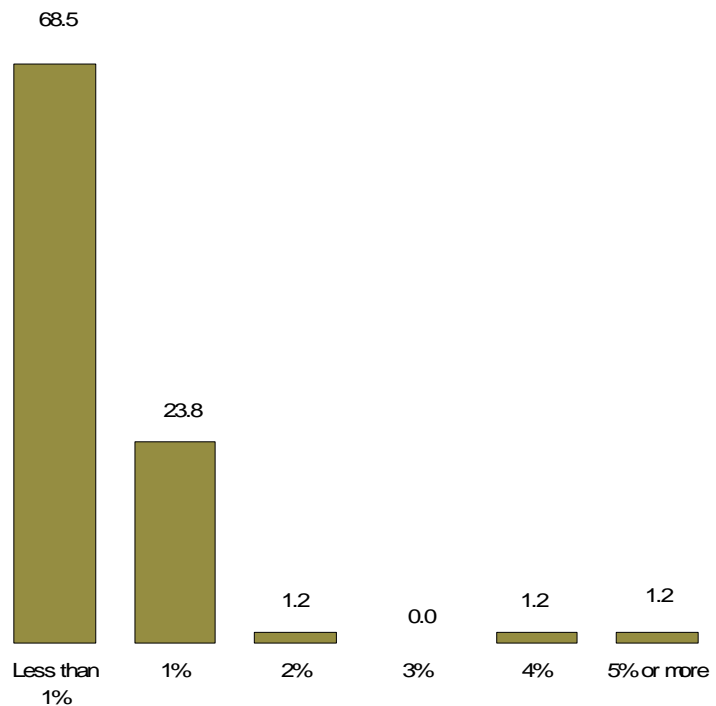
**Question 19a: Would you financially contribute to an industry-wide marketing initiative?**



**ANALYSIS**

Just about one-third (33%) of growers would financially contribute to an industry-wide marketing initiative. Of those that would contribute, more than two-thirds (69%) stated that they would only contribute under 1% of annual sales.

**Question 19b: If yes, percentage of your annual sales would you be willing to contribute?**



Percent of Mentions

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

**Q19a.**

			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
Interest in industry-wide marketing initiative	Yes	Count	143	143	80	63	23	36	32	50	31	18	38	51
		Col %	34.6%	34.6%	38.5%	30.7%	25.3%	32.1%	35.2%	44.2%	26.7%	32.7%	37.3%	40.5%
	No	Count	270	270	128	142	68	76	59	63	85	37	64	75
		Col %	65.4%	65.4%	61.5%	69.3%	74.7%	67.9%	64.8%	55.8%	73.3%	67.3%	62.7%	59.5%

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**Q19b.**

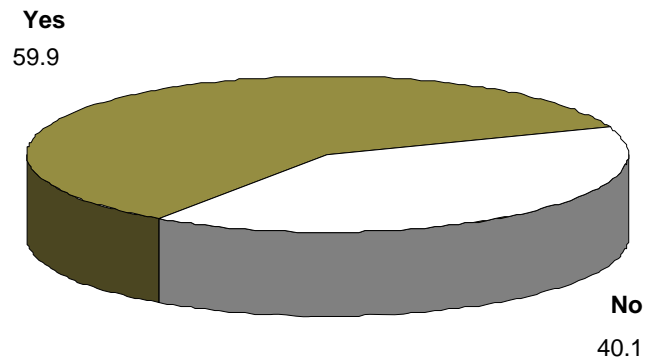
			Total	Business Type			Gross Sales				Total Growing Area			
			Respondents	All - exclude retail	Wholesale only	Wholesale/retail	Less than \$50,000	\$100,000 to \$999,999	\$1 to \$4.9 Million	\$5 Million or more	Less than 50,000 ft	50,000 to 99,999 ft	100,000 to 499,999 ft	500,000 ft or more
If yes, percent of annual sales willing to contribute	Less than 1%	Count	96	96	57	39	13	24	23	34	21	11	22	38
		Col %	69.1%	69.1%	74.0%	62.9%	59.1%	66.7%	74.2%	70.8%	67.7%	64.7%	61.1%	76.0%
	1%	Count	33	33	16	17	7	8	8	10	7	5	10	10
		Col %	23.7%	23.7%	20.8%	27.4%	31.8%	22.2%	25.8%	20.8%	22.6%	29.4%	27.8%	20.0%
	2%	Count	8	8	3	5	0	4	0	4	1	1	4	2
		Col %	5.8%	5.8%	3.9%	8.1%	.0%	11.1%	.0%	8.3%	3.2%	5.9%	11.1%	4.0%
	3%	Count	1	1	1	0	1	0	0	0	1	0	0	0
		Col %	.7%	.7%	1.3%	.0%	4.5%	.0%	.0%	.0%	3.2%	.0%	.0%	.0%
	5% or more	Count	1	1	0	1	1	0	0	0	1	0	0	0
		Col %	.7%	.7%	.0%	1.6%	4.5%	.0%	.0%	.0%	3.2%	.0%	.0%	.0%

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### Question 21a: Is there a need for a standardized container size?

#### ANALYSIS

More than half (60%) of growers agree that there is a need for a standardized container size.



Percent of Mentions

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

**Q21a.**

			Total	Business Type			Gross Sales				Total Growing Area			
			Respondent s	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
Standardized container need	Yes	Count	255	255	125	130	56	76	53	64	67	39	65	76
		Col %	60.3%	60.3%	59.2%	61.3%	62.2%	65.5%	55.8%	55.2%	56.8%	70.9%	65.0%	57.6%
	No	Count	168	168	86	82	34	40	42	52	51	16	35	56
		Col %	39.7%	39.7%	40.8%	38.7%	37.8%	34.5%	44.2%	44.8%	43.2%	29.1%	35.0%	42.4%

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