

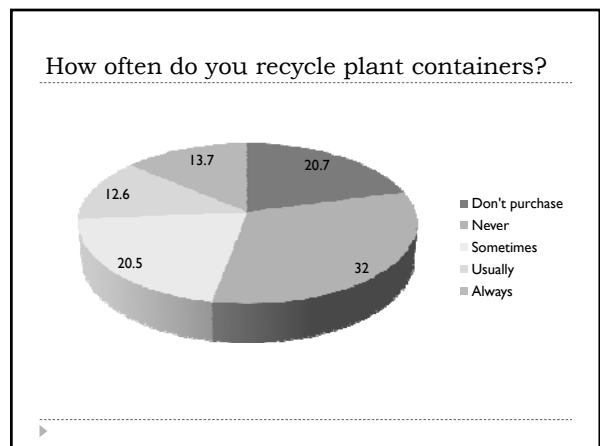
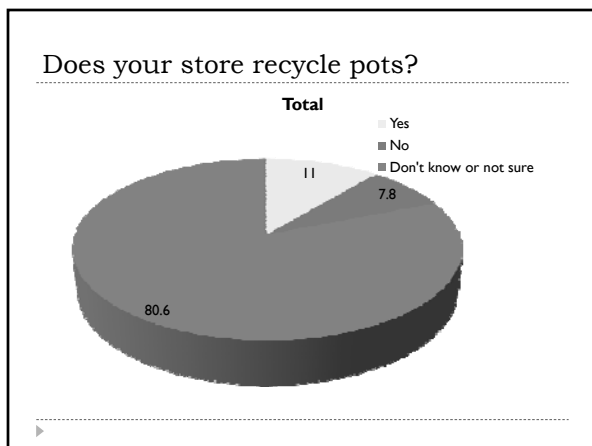
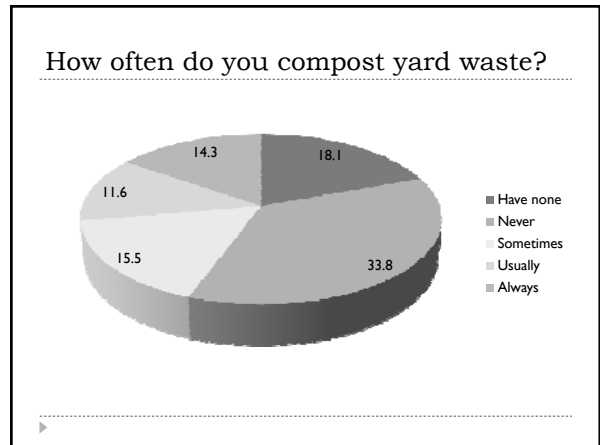
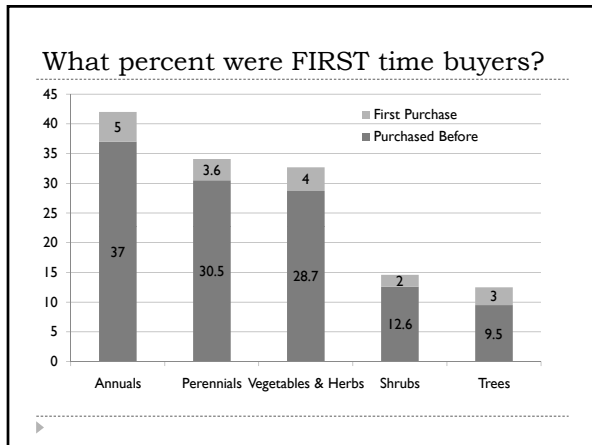


Fanatics to Fatalists: Who Cares about Eco-Trends and Who Doesn't?

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Consumer research study

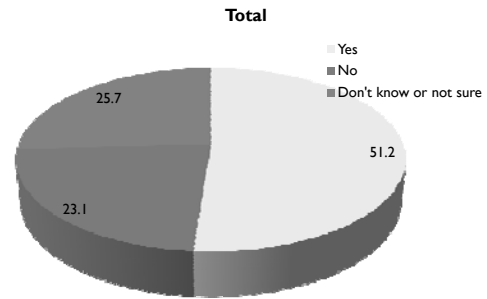
- ▶ Collaboration among researchers at Michigan State University, University of Minnesota, Purdue University, and Texas A&M University.
- ▶ July, 2009, survey of 1113 residents of those 4 states; 834 (75%) purchased plants
- ▶ Data collected on-line by Knowledge Networks
- ▶ Attitudes about recycling and the environment
- ▶ Plant purchases
- ▶ Preferences for alternative types of plant containers



“Sustainable”

- In the past 30 years, nearly 70 definitions for sustainable agriculture have been identified (Thomas and Stegelin, 2008).
- USDA focuses on “goals of improved production and profitability, stewardship of the natural resource base and ecological system, and enhancement of the vitality of rural communities.”

Have you ever heard the word ‘sustainability’?



What does that word mean to you?

Meaning of the word	Percent who agreed with the meaning offered (words)
Biodegradable	11.6
Eco or environmentally friendly	41.2
Energy saving or energy efficient	39.0
Expensive or pricey	2.4
Green	26.1
Locally produced or sourced	14.1
Lower carbon footprint	20.4
Plants that will last longer	51.4
Recycling or using recycled materials	47.6
Reduced global warming	7.0
Socially responsible	27.4

How interested are you in . . . ?

Type of Bedding Plant Production	Very interested	Somewhat interested	Not very interested
Conventional	18.2	51.0	30.8
Organic	13.1	48.2	38.7
Sustainable	19.3	51.4	29.3
Local	30.9	43.3	25.8
Grown with organic fertilizers	18.2	47.5	34.3
Grown in energy efficient greenhouses	20.7	50.0	29.3
Biodegradable pots	30.3	44.4	25.3
Compostable pots	25.8	48.4	25.8
Recyclable pots	25.5	47.4	27.1

Consumer segments by container preference

Divided the sample into seven groups, based on their preferences for different container types, their attitudes about recycling, and the things they currently recycle.

- ▶ Typical Environmentalist (10%)
- ▶ Avid Environmentalist (4%)
- ▶ Price Conscious (13%)
- ▶ Undecideds (37%)
- ▶ Rice-Hull Container Likers (20%)
- ▶ Straw Container Likers (8%)
- ▶ Straw Dislikers (8%)

“Sustainable”

- ▶ What does it mean to you?
- ▶ Tell your consumers what it means to you!
 - ▶ To us, it means we are aware we have choices.
 - ▶ We strive to make good choices: good for our customers, good for our community, good for our environment, good for our business, and good for our long term future.

