Challenges Facing the Green Industry

- The floriculture, nursery and landscape industries, commonly referred to as the “green industry”, have a significant impact on the Texas economy, with annual sales of more than $15 billion.

- To maintain competitiveness and sustainability, the green industry is addressing several unique challenges related to performance, conservation and other managerial and environmental issues.

Extension’s Response

- Designed for both industry and consumers, a web-based seminar (webinar) series was implemented in 2009 to address economic, environmental and water-resource issues, as well as alternative strategies for maintaining industry competitiveness.

- Each webinar is an hour-long session involving key leaders from the floriculture, nursery and landscape industries discussing and demonstrating various topics, including “green” marketing strategies, business survival tactics and strategies during an economic downturn, water quality and treatment, and efficient irrigation practices.

- The series has had more than 800 real-time participants since 2009.

Economic Impact

- The economic impact of the green industry webinars was measured in terms of the estimated improved net returns resulting from the adoption of practices presented in the program.

- For the 800 real-time participants, analysis of program evaluation results indicates a potential economic benefit of $2.37 million.

- The full impacts are expected to be higher when evaluation data becomes available for the 845 participants that viewed the recorded webinars.