

Challenges Facing the Green Industry

- The floriculture, nursery and landscape industries, collectively referred to as “the green industry,” have a significant impact on the Texas economy, with annual sales of more than \$23 billion.
- To maintain competitiveness and sustainability, the green industry is addressing several unique challenges related to performance, conservation, and other managerial and environmental issues.

AgriLife 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 a one-hour session in which key leaders from the floriculture, nursery, and landscape industries discuss and demonstrate 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 conducted 57 programs with more than 2,700 real-time participants since 2009 and an additional 4,500 participants who

viewed the program online. In 2017, there were 1,566 real-time and online participants.

Economic Impacts

- 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 1,566 real-time and online participants in 2017, analysis of program evaluation results indicates an estimated economic benefit of \$12.7 million. Cumulative benefits since 2009 are estimated at \$54.3 million.

