



In order to better serve the environmental horticulture or green industry, the Center for Applied Nursery Research (CANR) seeks an evaluation of its structure, operational conduct, and performance as perceived by the industry participants it serves. Before completing the survey instrument, please read the overview as to how the CANR sees itself and its role.

CANR is a non-profit organization that provides funding and facilities for green industry needs-driven research in an operational nursery setting. Located on 2 acres adjacent to McCorkle Nurseries in Dearing, Georgia, CANR is funded by special events and donations from industry & individuals.

The purpose or mission of CANR is to: (1) provide a managed facility and funding for ornamental horticulture research based on grower needs, and conducted under commercial growing conditions; (2) generate information to keep growers in Georgia and the Southeastern US on the forefront of new ornamental plant breeding, evaluation and introduction, as well as new nursery production techniques; and (3) provide a forum for the sharing of research results with the ornamental horticulture industry. Research projects also focus on agricultural engineering, environmental and plant microclimate monitoring, entomology, plant pathology, soil science, and water management. There were 15 projects for the year 2007 directed by researchers from the University of Georgia, University of Florida, and Auburn University.

The Board of Directors that governs the operation of CANR consists of industry representatives plus University of Georgia faculty. The research projects are developed from a list of needs submitted by participants in the green industry. The research proposals submitted by the researchers are reviewed and ranked by an Advisory Council that, in turn, presents its findings to the Board of Directors for funding approval. Each fall, an open house is held at CANR whereby the researchers present summaries of their projects, and articles of their research are published in the Georgia Green Industry Association's Journal and made available at industry trade shows, conferences and website.

To better understand your responses to later questions on CANR, we would like to learn a little about you and your business:

What is your business's primary function?

- Growing or commercial production
- Plant breeding or propagation
- Inputs supplier (media, containers, equipment, chemicals, energy, etc.)
- Wholesaler, broker or marketing agent
- Retail plant sales
- Landscape design, installation or management
- Research and/or extension
- Consultant or regulatory/ policy-making

What is your annual average revenue from the indicated primary function, if sales occur?

- Less than \$500,000
- \$500,000 to \$1 million
- \$1 million to \$3 million
- \$3 million to \$5 million
- \$5 million to \$10 million
- More than \$10 million

For how many years have you been a commercial green industry participant? _____

The following questions/comments are for your evaluation of CANR:

(1 = strong agreement, 5 = total disagreement)

The concept of the Center for Applied Nursery Research is needed by the green industry.

1 2 3 4 5

The research projects or topics funded by the CANR are on target and meaningfully address the issues facing the green industry.

1 2 3 4 5

With respect to the stated purpose, CANR is fulfilling or accomplishing its mission statement.

1 2 3 4 5

I agree that the dissemination of the research results via open house, trade journal articles, website, and tradeshow is the most appropriate for serving this industry.

1 2 3 4 5

I have utilized the research results from prior projects and have found them to improve the performance of my own business.

1 2 3 4 5

The stated process for funding research projects is unbiased and best serves the growers' needs (the needs-driven target audience).

1 2 3 4 5

Since its inception, the CANR has addressed the containerized production (including pot-in-pot) aspects of the nursery industry, which is as it should be.

1 2 3 4 5

The CANR has funded research projects meaningful to my segment of the industry.

1 2 3 4 5

With respect to the Center's website, www.canr.org, the information and links found within it is complete and easy to navigate.

1 2 3 4 5

Although the University of Georgia is integral to the CANR's research efforts, the Center should continue to include researchers from other universities or colleges.

1 2 3 4 5

Being located adjacent to a large commercial nursery is an asset, rather than a detriment, as it provides that "real world" environment for applied horticultural problem-solving.

1 2 3 4 5

Overall, I perceive the CANR to be a useful resource to the industry and to my business.

1 2 3 4 5

The following questions are to provide you a forum for expressing personal opinions, needs, and issues about CANR:

Although the research projects and funding have been determined for 2008, what researchable topic or problem is important to you?

If you could change anything about the CANR (its function, operations, mission, location, personnel, funding, etc.), what would that be, and how would you change it? _____

If you have attended the annual open house and conversed with the researchers about their projects, we thank you and hope you continue to do so. However, if you have not done so, why? _____

Thank you for taking the time and consideration to respond to this survey!

Please mail to:

CANR Survey
4904 Luckey's Bridge Rd, SE
Dearing, GA 30808

You can also fax to CANR at 706-595-1546 or scan & email to canr@classicsouth.net