



2014 GREENHOUSE MARKET OUTLOOK

**A look ahead to 2014 for growers
and those serving the greenhouse market**

A MEISTER MEDIA WORLDWIDE Brand



COMMUNICATION & INFORMATION CENTER FOR SPECIALIZED AGRICULTURE WORLDWIDE

The economy is improving

The non-Wall-Street recovery is still a bit slow, but the housing market is righting itself, which is good news. This is the most positive story we've seen in this area in a few years.

Diversification and consolidation

Suppliers are trying to broaden their offerings to be more things to more growers. Breeders are introducing improvements and filling holes in existing lines. Structures suppliers are expanding to offer new lines to appeal to smaller budgets and new markets like vegetables. Breeders, chemical companies and brokers are merging as well. The goal is finding efficiencies and broader product offerings to keep up with the increasingly top-heavy grower and retail segments.

Market growth is looking up

After a couple of rough years, sales appear to have been up overall in spring 2013. Square footage for the Top 100 Growers was up collectively and individually for several, but much of that is due to growing share vs. a rapidly expanding market. It's one reason suppliers are looking at new markets like vegetables for growth.

Top growers shake-up

Many businesses seem to be in good shape, but we have seen some unfortunate casualties in the last year, including Elzinga, the last pieces of Hines and Stacy's. In addition, Walmart eliminated five long-time suppliers from its vendor list for 2014 and moved that business to other growers. The displaced growers may contract-grow for others or try to expand business with current customers, independent garden centers or warehouse clubs – or perhaps try to open some new markets.

Consumer trends are continuing

Aging Boomers are being followed by smaller numbers of Gen X and not-yet-completely-engaged Gen Y. Growers are beginning to use new marketing messages and techniques and adjusting product mixes to appeal to these new customer needs, although we haven't seen anyone discover a silver-bullet solution to this point.

Vegetables are still the rage

Vegetables continue to be the buzziest category for growers, retailers and suppliers. Everybody seems to be throwing their hat in the ring. It's a niche, but some are doing very well in that niche.

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Labor issues impact growers

Immigration isn't quite as big an issue as in other ag markets but it is impacting growers. There's a lot of uncertainty as to how any reform legislation will impact growers, and also a fear that we're going to see less available manual labor.

Automation to grow

This is an outgrowth of labor issues and improving technologies. Some growers are even shifting to robots to move plants. Where it is affordable, growers will continue to move in this direction.

Regulatory issues a concern

Healthcare reform and trucking rules are big conversation points among growers. Everybody is concerned and a bit confused about how these changes will impact them. Some of the regulations have been pushed back a year, but this will continue to be a top-of-mind issue for growers in 2014.

ABOUT GREENHOUSE GROWER

Greenhouse Grower, celebrating its 30th anniversary in 2013, represents the best interests of the commercial greenhouse ornamentals industry with a focus on the knowledge and tools to sustain and enhance the industry's vitality and profitable growth. Our readers are growers of floriculture crops, including bedding plants, potted plants, fresh cut flowers, potted foliage plants, greenhouse vegetables, container perennials, plugs, woody ornamentals and other floriculture crops.

GreenhouseGrower.com is the digital location to find what's new in the greenhouse industry. The site features top content from our print magazine and newsletters, featured video and content and viewpoints of our columnists and bloggers.

Greenhouse Grower's corporate headquarters are located in Willoughby, OH, in the Cleveland metro area where its parent company, Meister Media Worldwide, was founded in 1932.

ABOUT MEISTER MEDIA WORLDWIDE

Meister Media Worldwide, headquartered in Willoughby, Ohio, provides integrated media solutions for worldwide specialized agriculture. A leader in the industry, the company provides information and networking opportunities to global markets, including fruits and citrus, vegetables, cotton, ornamental horticulture, precision agriculture, plant protection and Latin American agriculture. Founded in 1932, Meister Media Worldwide now produces 13 regular magazines, along with eNewsletters and more than 20 websites, as well as trade shows and exchange events. In addition, Meister produces custom print products, web development, videos and strategic business development services. Contact us at www.MeisterMedia.com.

For information contact:
Richard Jones, Group Editor
(440) 602-9217
rljones@meistermedia.com

George Casey, Group Publisher
(440) 602-9195
gcasey@meistermedia.com
Visit us at www.GreenhouseGrower.com