Sorry for my being longwinded yesterday. I completely blew right past my 37 minute rule-of-thumb for webinars. Hopefully you found the additional information useful, but I promise to do better at being more succinct next time!

Here are answers to the questions that I did not have time to answer:

1. Are imports due to stronger dollar on the foreign exchange? Yes, in fact there was a good article in the WSJ just last week that discussed this – see http://www.wsj.com/articles/dollars-rise-squeezes-u-s-firms-1421800346.

2. Any effect on Green alternative substrates? Consumer willingness to spend more for these greener substrates? Yes, please see the articles on the sustainability section of my website -- http://ellisonchair.tamu.edu/emphasis-areas/environmental-sustainability.

3. Great info on the demand side of things, how about the supply side, particularly in the woody ornamental sector. Supply of plant material is extremely weak but we have a steady increase of demand occurring. Any guestimate of wholesale growers lost (out of business) due to the effects of the great recession? Yes, my colleagues and I are tabulating the number from our latest national green industry survey and it turns out that our anecdotal estimate of 30% was fairly accurate. Stay tuned for this report – it should be released in the next couple of months.

4. Some argue that younger generations are less interested in home ownership as we've traditionally understood. What's that do to our way of looking at housing starts? See my state of the industry column at http://www.greenhousegrower.com/business-management/2015-state-of-the-industry-current-green-industry-trends. My friend John Marsten has a great comment at the end that speaks directly to your question as well.

5. Are we at critical stage regarding available labor to continue industry growth? Absolutely! I will refer you to the Washington Impact section on AmericanHort's Knowledge Center -- see http://americanhort.theknowledgecenter.com/AmericanHortNews/index.cfm?view=Collection&colid=124&CFID=5075658&CFTOKEN=45e7b775d06350c2-B89D08E6-A3AB-2EA0-3685750A7C324329.

6. Is there an economic indicator that a Grower can utilize that will allow him adequate time to adjust quantities based on the indicator? Yes. I recommend several that all industry participants could include in an economic dashboard of their own – see my comments at the SNA Research Conference in 2013 at http://www.sna.org/Resources/Documents/13resprocsec02.pdf.

7. Our natural gas costs are up 25% in Arkansas. Are you seeing decreases in other areas? Yes. Natural gas working inventories on January 30 totaled 2,428 Bcf, 468 Bcf (24%) above the level at the same time in 2014 and 29 Bcf (1%) below the previous five-year (2010-14) average. The EIA expects the Henry Hub natural gas spot price to average $3.34/million British thermal units (MMBtu) this winter (2014-15) compared with $4.53/MMBtu last winter (2013-14), reflecting both lower-than-expected space heating demand and higher natural gas production this winter. EIA expects the Henry Hub natural gas spot price, which averaged $4.39/MMBtu in 2014, to average $3.05/MMBtu in 2015 and $3.47/MMBtu in 2016, $0.39/MMBtu lower for both years than in last month's STEO. Source: http://www.eia.gov/forecasts/steo

8. What about house remodels? The NAHB publishes the home remodeling index that I showed in the webinar -- http://www.nahb.org/news_details.aspx?sectionID=136&newsID=17061. They are obviously optimistic about home remodeling (which includes landscaping) in 2015.

9. On demographic chart is that purchase ever or over a recent period of time on purchases? Good question -- purchased in 2013.

10. Impact of tightness in trucking industry, competition for trucks? Bill McBride always does a good job of analyzing the trucking industry. There is even an indicator of that industry's performance. The outlook is for continued competition for trucks and drivers. See http://www.calculatedriskblog.com/2015/01/ata-trucking-index-unchanged-in.html. Also, the ATA had some good information on their website.