

# HEALTHY POTS, HEALTHY PLANET: WHAT USERS WANT

June 2024

Survey of Landscape Architects and Landscape Designers who signed on in support of Healthy Pots, Healthy Planet

## QUESTION 1

# WHAT TYPE OF USER ARE YOU? CHECK ALL THAT APPLY.

Grower/Wholesaler	1.72%
Public Garden	1.72%
Retailer	5.17%
Designer	98.28%
Installer	22.41%
Other	10.34%



# HEALTHY POTS, HEALTHY PLANET: WHAT USERS WANT

June 2024

Survey of Landscape Architects and Landscape Designers who signed on in support of Healthy Pots, Healthy Planet

## QUESTION 2

**IN CONSIDERING PLANT POTS THAT ARE ALTERNATIVES TO NEW POTS MADE OF VIRGIN PLASTIC, WHAT MATERIAL IS MOST IMPORTANT TO YOU?**



# HEALTHY POTS, HEALTHY PLANET: WHAT USERS WANT

June 2024

Survey of Landscape Architects and Landscape Designers who signed on in support of Healthy Pots, Healthy Planet

## QUESTION 3

**WHAT SIZES WOULD YOU LIKE  
TO SEE IN ALTERNATIVE POTS?  
CHECK ALL THAT APPLY.**

Flats/plugs

65.52%

Quarts

77.59%

Gallons

93.10%



# HEALTHY POTS, HEALTHY PLANET: WHAT USERS WANT

June 2024

Survey of Landscape Architects and Landscape Designers who signed on in support of Healthy Pots, Healthy Planet

## QUESTION 4

# WHAT WOULD YOU LIKE TO SEE IN THE APPEARANCE OF THE POT? CHECK ALL THAT APPLY.

A variety of colors

5.17%

Design that is appealing to customers

6.90%

Ease of labeling with important information about the plant, culture, maintenance, origin, production, grower, etc.

27.59%

The appearance does not matter to me as long as the pot is easy to handle and dispose of

84.48%

# HEALTHY POTS, HEALTHY PLANET: WHAT USERS WANT

June 2024

Survey of Landscape Architects and Landscape Designers who signed on in support of Healthy Pots, Healthy Planet

## QUESTION 5

**“DURABILITY” IS THE ABILITY OF SOMETHING TO EXIST FOR A LONG TIME WITHOUT SIGNIFICANT DETERIORATION IN QUALITY OR VALUE. WHEN IT COMES TO DURABILITY, WHAT QUALITIES WOULD YOU LIKE TO SEE? CHECK ALL THAT APPLY.**

Strong material that contains plant, soil, and moisture	55.17%
Does not require more frequent watering	43.10%
Sufficient lifespan for storage and growing	74.14%
Decay and water resistant	32.76%
Other	12.07%



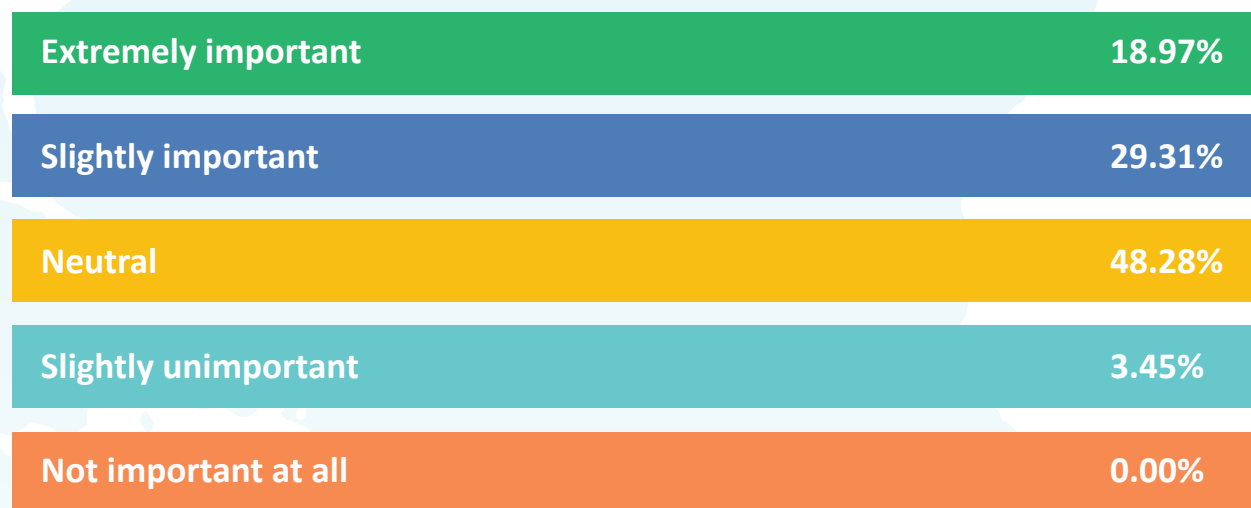
# HEALTHY POTS, HEALTHY PLANET: WHAT USERS WANT

June 2024

Survey of Landscape Architects and Landscape Designers who signed on in support of Healthy Pots, Healthy Planet

## QUESTION 6

### HOW IMPORTANT IS THE COST OF ALTERNATIVE POTS TO YOU?



# HEALTHY POTS, HEALTHY PLANET: WHAT USERS WANT

June 2024

Survey of Landscape Architects and Landscape Designers who signed on in support of Healthy Pots, Healthy Planet

## QUESTION 7

**WHAT IS IMPORTANT TO YOU WHEN IT COMES TO AVAILABILITY OF ALTERNATIVE POTS? CHECK ALL THAT APPLY.**

Widely available

89.66%

Produced as close to point of use as possible

50.00%

Other

6.90%



# HEALTHY POTS, HEALTHY PLANET: WHAT USERS WANT

June 2024

Survey of Landscape Architects and Landscape Designers who signed on in support of Healthy Pots, Healthy Planet

## QUESTION 8

**ALTERNATIVE POTS SHOULD SUPPORT GOOD PLANT HEALTH. WHAT QUALITIES ARE IMPORTANT TO YOU? CHECK ALL THAT APPLY.**

Retains moisture	65.52%
Maintains appropriate soil temperature	48.28%
Harmless to plants	84.48%
Fertilizes plants	0.00%
Provides good drainage	84.48%
Supports strong root development	81.03%
Safe for growing edible plants	63.79%
Other	12.07%





# HEALTHY POTS, HEALTHY PLANET: WHAT USERS WANT

June 2024

Survey of Landscape Architects and Landscape Designers who signed on in support of Healthy Pots, Healthy Planet

## QUESTION 9

**WHEN HANDLING PLANTS IN  
ALTERNATIVE POTS, WHAT  
QUALITIES ARE IMPORTANT TO YOU?  
CHECK ALL THAT APPLY.**

Light weight	34.48%
Easy to pick up	70.69%
Easy plant removal	79.31%
Stackable	60.34%
Shippable	18.97%
Plantable	22.41%
Other	12.07%



# HEALTHY POTS, HEALTHY PLANET: WHAT USERS WANT

June 2024

Survey of Landscape Architects and Landscape Designers who signed on in support of Healthy Pots, Healthy Planet

## QUESTION 10

**CERTIFICATIONS FROM A THIRD PARTY CAN GIVE A PURCHASER CONFIDENCE THAT THE MANUFACTURER'S CLAIMS ARE TRUE. WHAT PRODUCT CERTIFICATIONS ARE IMPORTANT TO YOU? CHECK ALL THAT APPLY.**

<b>USDA BioPreferred</b> <i>(a US Dept. of Agriculture program certifying biobased content in various products)</i>	<b>24.14%</b>
<b>ASTM</b> <i>(international voluntary and consensus products standards developed by the American Society for Testing and Materials)</i>	<b>13.79%</b>
<b>OMRI</b> <i>(confirmation from the Organic Materials Research Institute that the product can meet organic certification requirements)</i>	<b>27.59%</b>
<b>BPI</b> <i>(certification that a product meets ASTM standards for industrial composting)</i>	<b>31.03%</b>
<b>I'm not familiar with these certifications and would like more information</b>	<b>31.03%</b>
<b>Certifications do not matter to me</b>	<b>24.14%</b>
<b>Other</b>	<b>3.45%</b>



# HEALTHY POTS, HEALTHY PLANET: WHAT USERS WANT

June 2024

Survey of Landscape Architects and Landscape Designers who signed on in support of Healthy Pots, Healthy Planet

## QUESTION 11

**WHEN YOU CONSIDER THE ENVIRONMENTAL IMPACT OF AN ALTERNATIVE POT ACROSS ITS PRODUCTION, USE, AND DISPOSAL, WHAT QUALITIES MATTER TO YOU? CHECK ALL THAT APPLY.**

<b>Low embodied energy</b> <i>(the amount of energy used to produce a product)</i>	<b>68.97%</b>
<b>Non-toxic</b>	<b>89.66%</b>
<b>Low polluting potential</b>	<b>91.38%</b>
<b>Not likely to deplete other natural resources</b>	<b>81.03%</b>
<b>Other</b>	<b>8.62%</b>



# HEALTHY POTS, HEALTHY PLANET: WHAT USERS WANT

June 2024

Survey of Landscape Architects and Landscape Designers who signed on in support of Healthy Pots, Healthy Planet

## QUESTION 12

**WHAT HAPPENS TO THE PLASTIC POTS AFTER YOUR PLANTING PROJECTS HAVE BEEN INSTALLED? CHECK ALL THAT APPLY.**

I re-use them	39.66%
They are donated for re-use	39.66%
They are taken to a recycling facility	27.59%
They go to trash	70.69%
The grower takes them back	29.31%
Other	15.52%



# HEALTHY POTS, HEALTHY PLANET: WHAT USERS WANT

June 2024

Survey of Landscape Architects and Landscape Designers who signed on in support of Healthy Pots, Healthy Planet

## QUESTION 13

### WHAT DISPOSAL OPTIONS WOULD YOU LIKE TO HAVE? CHECK ALL THAT APPLY.

Re-use	74.14%
Recycling center with verifiable processes and markets	79.31%
Industrial composting	62.07%
Home composting	55.17%
Plantable	53.45%
Other	5.17%

