



BGSU



Cluster Study

on

NW Ohio Greenhouse Industry

Neil Reid - UT

Michael Carroll - BGSU

Joe Perlaky - UT

Mary Donnell - OSU Extension

What is a Greenhouse Cluster; Who in NW Ohio is Included and Why Does it Really Matter?

November 29, 2004

Dear NW Ohio Greenhouse Growers,

Over the past year, the University of Toledo and Bowling Green State University have been conducting a Cluster Study as it pertains to various industries in NW Ohio. By definition, *"clustering is a strategy by which greenhouse growers in NW Ohio will identify areas where they can cooperate with each other to mutual benefit"*. The grant funded study has now progressed to the point where we can present the findings to area business, government, and non-profit partners. Creating this awareness is just the beginning. As leaders in the greenhouse industry, we would like to share this information with you and determine if the clustering principles can augment each of your existing operations.

If area business leaders such as yourself feel these efforts may lead to new opportunities, we will be happy to assist in the process. If on the other hand, it is felt that the cluster concept offers no new tangible value, no further action will be taken. That is what needs to be determined and discussed.

Some of you have been introduced to the Cluster concept. Many of you have not. On December 15, from 9 am to 11 am at the Toledo Botanical Gardens, we have set aside a two hour block of time to discuss this matter. Only the first hour or so will be dedicated to formal presentations and discussions. The balance of time is available for networking and individual interaction. Feel free to bring a friend. The meeting will be informal in nature and no RSVP is necessary.

We look forward in meeting with you,

Neil Reid

Associate Professor/Director, Master Of Liberal Studies Program, Geography

Michael Carroll

Assistant Professor, Economics Center for Policy Analysis & Public Service

Cc:

Dr. Frank Calzonetti

Vice Provost For Research, Graduate Education & Economic Development