



### ***Mission Statement***

***To direct, fund, promote and communicate research which increases the quality and value of plants, improves the productivity and profitability of the nursery and landscape industry, and protects and enhances the environment.***

### ***Vision for the Future***

- To focus on industry survival issues such as water and waste management, marketing and operations;
- To educate the industry by effectively communicating the results of horticultural research;
- To act as a clearinghouse for industry research and statistics; and
- To continue to develop HRI's fund base, a crucial element that will bring its other visions to fruition.

### ***Goals***

- To continuously identify and fund research which addresses the highest priority needs of grower, landscape and retail garden center operations;
- To effectively communicate the results of research so that the nursery industry can reap practical benefits;
- To position HRI as the national authority and resource on research activity for the nursery and landscape industry;
- To market the role of HRI and its importance to the success of grower, landscape and retail garden center operations; and
- To expand HRI's funds by a continuous effort to obtain significant gifts through focused campaigns conducted within the nursery and landscape industry and to related organizations.