Global Impact Survey During The Coronavirus Pandemic

Datasheet May 2020
Participating countries/regions

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<thead>
<tr>
<th>Australia</th>
<th>Belgium</th>
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<td>Bulgaria</td>
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<td>UK</td>
<td>USA</td>
<td>Zimbabwe</td>
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How are your sales comparing to the same period last year?

- Yes 96%
- No 4%

Are garden centres open in your country?

- Yes 96%
- No 4%

Are florist shops open in your country?

- Yes 85%
- No 15%

How do you expect consumer demand to be affected in the coming weeks, compared to the same period last year?

- Much worse 41%
- Same 3%
- Better 3%
- Slightly worse 37%

- Increase 46%
- Decrease 31%
- Same 23%

How are your sales comparing to the same period last year?

- Yes 96%
- No 4%

What mechanisms have been provided to support growers?

- Pay wages of staff 44%
- None 22%
- Loans 59%
- Compensation for loss of sales or for crop wastage 33%
What longer-term impacts do you expect from this crisis?

- Greater appreciation of the value of trade associations: 59%
- Increase in online sales: 81%
- More vertical supply chain integration (i.e., less role for middle-men and traders): 33%
- Price increase or decrease: 41%
- Reduction in imported product compared to domestic production: 30%
- Reduction in staff numbers/workforce: 56%
- Stock shortages due to supply chain interruption: 48%

Which statement do you most agree with?

- Most growers will soon recover from this crisis: 71%
- Growers will find it hard to survive this crisis: 29%
- A high proportion of growers could go out of business: 17%
- A low proportion of growers could go out of business: 58%
- Very few growers will go out of business: 25%