

GROWERTALKS

GT in Brief

5/1/2022

HRI Grant Applications for 2023 Still Being Accepted

Jennifer Zurko

There's still time for researchers to submit proposals for research grants. Grant awards typically range from \$5,000 to \$35,000. HRI encourages investigators to seek out matching funds as part of the proposal application process, although matching funds are not required. Researchers are challenged to focus their research on attainable outcomes that demonstrate a return on investment for all sectors of the horticulture industry. Proposals are being accepted until June 1, 2022.

Applicants are further encouraged to present projects that represent collaborative research efforts and that address HRI's four strategic areas of focus:

- Quantifying Plant Benefits
- Gathering Consumer Insights
- Creating Innovative Solutions
- Producing Practical & Actionable Solution

HRI's mission is to direct, fund, promote and communicate horticultural research. Supporting research that advances current methodologies, develops better technology, and bridges the divide between businesses and the consumer is exactly how HRI helps build prosperous businesses, advance the green industry and fulfill its core vision.

Learn more about the grant application and procedural guidelines, and access the online application submission portal on HRI's website at hriresearch.org/research-application-and-requirements. **GT**