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Abstract Title: Needs and Strategies for Ensuring Commercial Availability of Adapted Native Plants.

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Abstract (250 words or less): Three driving forces necessitate the need for continued research, evaluation and commercial release of native plants in Texas. Range restoration and the management of invasive species requires an ecological and science based strategy. We will discuss how the success of this strategy is dependent on the continued availability of a diverse supply of ecotypic seed releases. The looming force of global climate change will likewise require strategies for improving survivability and performance of south Texas seed mixes. And thirdly, we will discuss the need for native pollinator habitat and how that need can be met by commercial release of native plants directed at the suburban landscape.