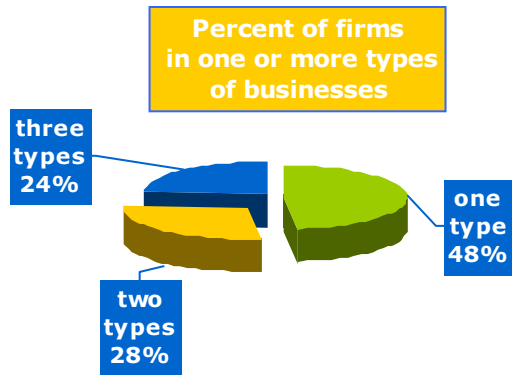




Environmental Horticulture is a major sector of agriculture in Massachusetts. There are **more than 4,200** firms in this industry.



These firms include:

- ❖ production: nurseries, greenhouses, herbs, cut flowers, turfgrass.
- ❖ retail: garden centers, florists.
- ❖ landscape services: landscape design, installation, maintenance, lawn care, tree care.

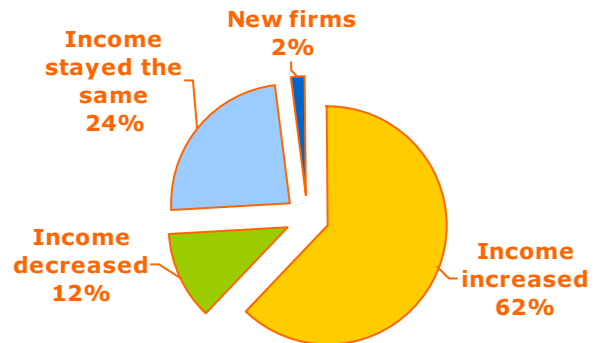
Most firms are involved in more than one of these activities.

The **Environmental Horticulture** industry **produces income**.

The estimated value in Massachusetts is \$1.86 billion.

Since the previous survey:

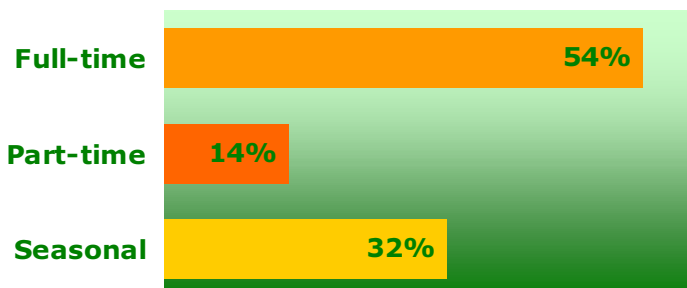
- ❖ An estimated **2,600 firms** increased their **income** an average of 33 percent per firm.
- ❖ There were **more than 500** new firms.



Percent of Firms Surveyed

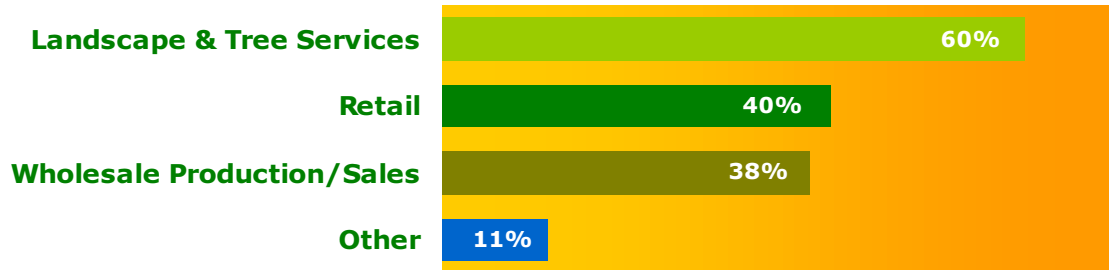
Environmental Horticulture provides **MANY jobs**.

At least 52,000 people have careers in this industry. An additional 7,800 are needed.



- ❖ An estimated **28,000 jobs** are full time.
- ❖ This industry paid an estimated **\$961 million to employees**.
- ❖ Since the previous survey, an average **44 percent more was spent on labor** by almost half of the businesses.

Environmental Horticulture is **MANY** types of businesses.



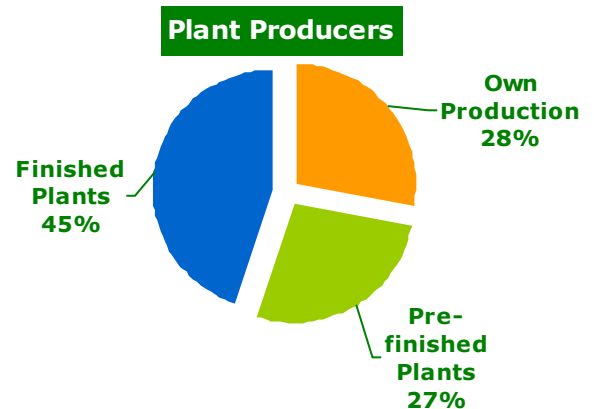
Plant production and sales are a significant part of the **Environmental Horticulture** industry.

Plant sales generated an estimated **\$763 million**.

This included:

- ❖ \$214 million from plants produced totally by the seller.
- ❖ \$206 million from young plants ("pre-finished") and grown further prior to selling.
- ❖ \$343 million from "finished" plants bought for resale, either wholesale or retail.

Plant production generated **\$420 million**.



More Facts on **Environmental Horticulture** in Massachusetts

- ❖ This industry is keeping more than 73,000 acres in agriculture. More than 28,000 of those acres are open space.
- ❖ The majority of income (93 percent) came from sales and services within the state.
- ❖ This industry paid more than \$161 million in taxes. Half of the firms paid an average of 32 percent more taxes than reported in the previous survey.