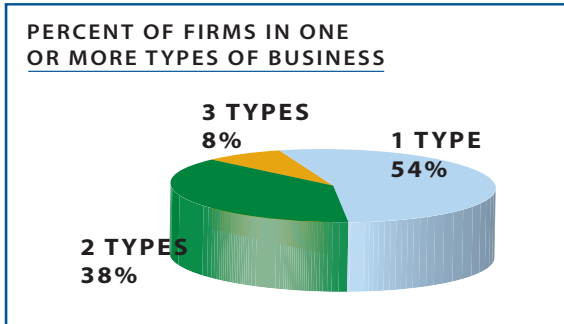


Massachusetts... \$2.2B

Environmental Horticulture is a major sector of agriculture in Massachusetts. There are **more than 4,520** firms in this industry.



These firms are involved in:

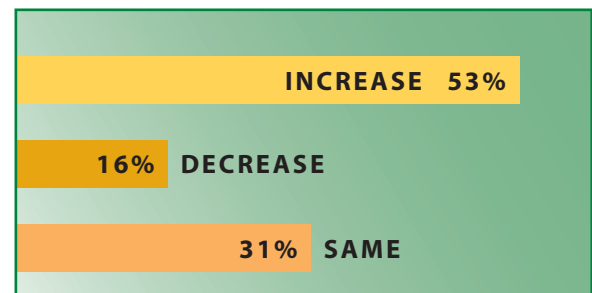
- ⊙ **production:** nurseries, greenhouses, herbs, cut flowers, turfgrass.
- ⊙ **retail:** garden centers, florists.
- ⊙ **landscape services:** landscape design, installation, maintenance, lawn care, tree care.

Many firms are involved in more than one of these types of business.

The **Environmental Horticulture** industry **produces income**. The estimated value in Massachusetts for 2004 is **\$2.2 billion** gross income.

- ⊙ Overall industry income has grown since the last survey in 2001.
- ⊙ Over a three year period, between 2001 and 2004, more than **2,400 firms increased their income**. The average increase per firm was 24 percent.
- ⊙ Many additional firms, not counted in this survey, derive at least partial income from this industry. These include seasonal outlets such as roadside markets, hardware stores, mass market stores and property maintenance firms.

INCOME OF FIRMS SURVEYED



Environmental Horticulture provides **MANY jobs**. At least **58,800** people are employed in this industry. An additional 13,100 are needed.

PEOPLE EMPLOYED BY BUSINESSES



- ⊙ An estimated **29,000 jobs are full time**.
- ⊙ This industry paid an estimated **\$980 million to employees** in 2004.
- ⊙ More than half the businesses reported an increase in the cost of labor. The average increase per firm was 26 percent.

Environmental Horticulture is diverse.

TYPES OF BUSINESS



Over two-thirds of firms provide, and derive income from, landscape and tree services.

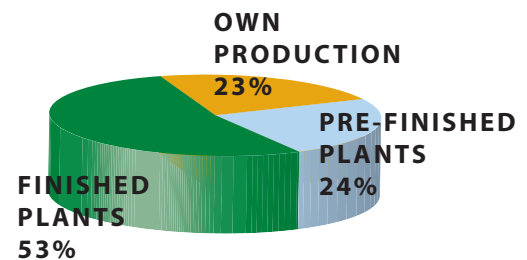
Plant production and sales are a significant part of the **Environmental Horticulture** industry. Plant sales generate an estimated **\$947 million**.

This includes:

- ⦿ \$218 million from plants produced totally by the seller.
- ⦿ \$227 million from young plants grown further ("pre-finished") prior to selling.
- ⦿ \$502 million from "finished" plants bought for resale, either wholesale or retail.

Plant production generates **\$445 million**. A majority of firms (88 percent) sold plants.

INCOME FROM PLANT SALES



More Facts on Environmental Horticulture in Massachusetts

- ⦿ This industry is keeping more than 79,000 acres in agriculture, of which 58 percent is open space and 29 percent is in a land preservation program.
- ⦿ The majority of income (85 percent) comes from in-state sales and services.
- ⦿ Businesses in this industry paid almost \$190 million in taxes in 2004. Taxes increased for nearly half the firms. The average increase per firm was 23 percent.

