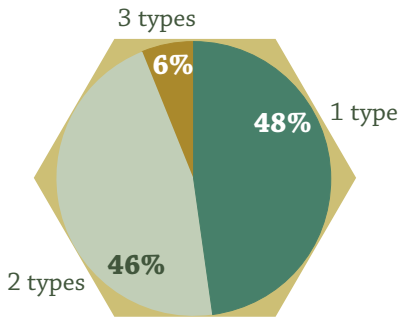


# Massachusetts **\$2.6 Billion**

## Percent of firms in one or more types of business



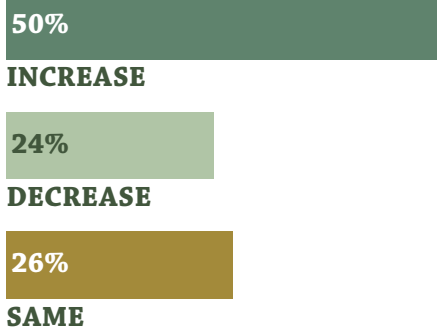
**Environmental Horticulture is a major sector of agriculture in Massachusetts. There are more than 5,130 firms in this industry.**

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.*

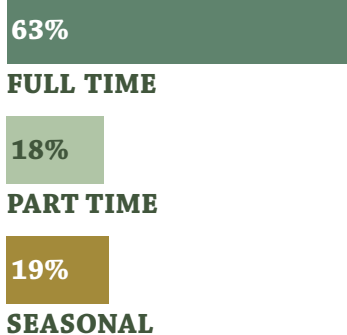
## Income of firms surveyed



**The Environmental Horticulture industry produces income. The estimated value in Massachusetts for 2007 is \$2.631 billion in gross income.**

- ◆ Similar to the previous survey in 2004, income has grown for at least half of firms.
- ◆ Over the three year period, between 2004 and 2007, more than **2,600 firms increased their income**. The average increase per firm was 31 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.

## People employed by businesses



**Environmental Horticulture provides MANY jobs. At least 68,000 people are employed in this industry. An additional 14,000 are needed.**

- ◆ Almost two-thirds of those in this industry are fully employed. An estimated **43,000 jobs are full time**. An additional 7,500 are needed.
- ◆ This industry paid an estimated **\$1.03 billion to employees** in 2007 including benefits, over a third (39 percent) of state income.
- ◆ Almost half the businesses (46 percent) reported an increase in the cost of labor. The average increase per firm from 2004 to 2007 was 40 percent.

## Types of businesses

78%

**LANDSCAPE & TREE SERVICES**

48%

**RETAIL**

28%

**WHOLESALE PRODUCTION/SALES**

16%

**OTHER**

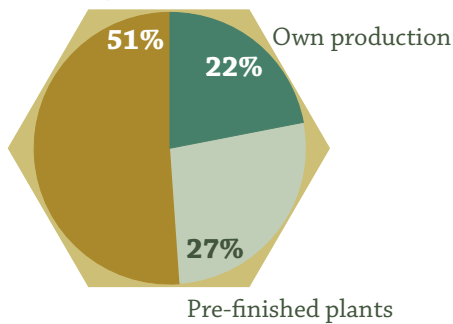
## Environmental Horticulture is diverse.

Three-quarters of firms offer, derive income from, and provide jobs in, landscape and tree services.



## Income from plant sales

Finished plants



**Plant production and sales are a significant part of the Environmental Horticulture industry. Plant sales generate over \$1.3 billion.**

This includes:

- ◆ \$284 million from plants produced totally by the seller. Almost a third of firms selling plants grew many from start to finish.
- ◆ \$348 million from young plants purchased (“pre-finished”), then grown further prior to selling.
- ◆ \$657 million from “finished” plants bought for resale, either wholesale or retail.

**Plant production generates \$632 million.** A majority of firms (74 percent) sell plants.

## More facts about Environmental Horticulture in Massachusetts



- ◆ The industry is keeping an estimated 90,000 acres in agriculture, of which 38 percent is open space and 40 percent is in a land preservation program.
- ◆ Businesses in this industry paid an estimated \$225 million in taxes in 2007. Almost half the firms (43 percent) reported an increase in taxes paid. The average increase per firm was 18 percent.
- ◆ The top three major concerns as expressed by this industry were energy costs, health care costs, and immigration/labor issues.