

**\$1.7 billion
and Growing**

Massachusetts

Environmental Horticulture is *Many* Types of Businesses



70% Landscape Services



38% Retail Sales



29% Wholesale Production, Sales



16% Other Sales, Services

Firm distribution by income

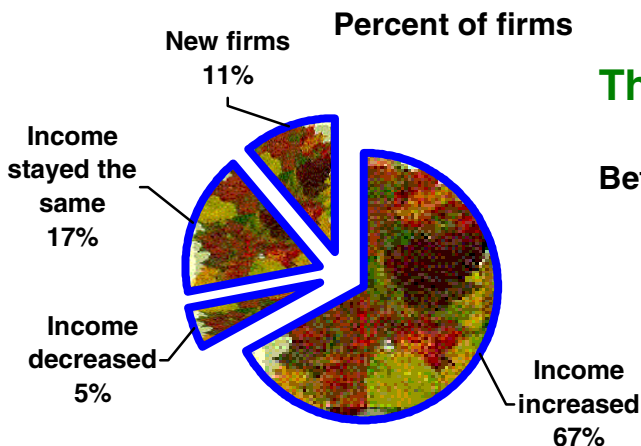
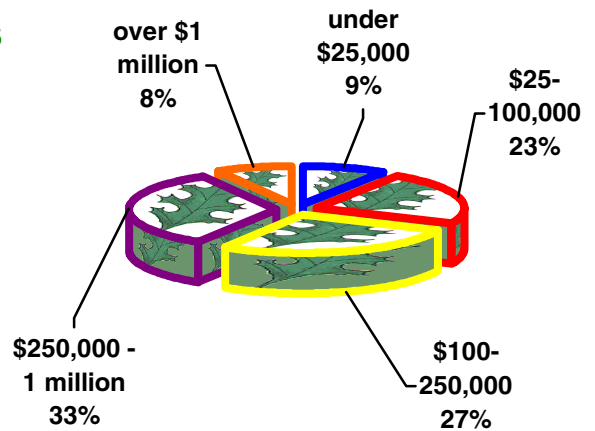
Environmental Horticulture - a Major Sector of Agriculture in Massachusetts

Over 3,600 firms are 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 is Growing!

Between 1993 and 1998, income grew by \$416 million.

- Over **2400 firms** increased their incomes, an average 69% per firm.
- More than **400 new firms** were started during the past five years.

The Environmental Horticulture Industry Produces Plants

Plant production generated \$379 million.

The estimated \$688 million in plant sales include:



\$193 million from plants produced totally by the seller

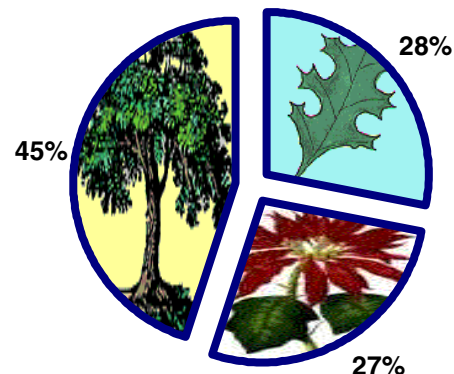


\$186 million from young plants ("pre-finished") and grown further prior to selling



\$308 million from "finished" plants bought for resale, either wholesale or retail

Plant Producers



Environmental Horticulture Provides Employment

At least 46,000 have careers in this industry. An additional 16,000 employees are needed.

- 15,000 new jobs were started over the past five years.
- This industry paid \$804 million towards employees in 1998.
- An average 61% more was spent on labor than in 1993, by almost two-thirds of the businesses.

Full-time, 57%



Part-time, 13%



Seasonal, 30%



More facts on Environmental Horticulture in Massachusetts



The majority of income (94%) came from sales and services within the state.



This industry paid \$140 million in taxes. Over half the firms paid an average 115% more than in 1993.



This industry is keeping over 64,000 acres in agriculture, over 21,000 of which is open space.