

# New England

# \$3.7 billion and Growing

## Environmental Horticulture... a Major Sector of Agriculture ... an Industry with a Bright Future

According to the U.S. Department of Agriculture, Environmental Horticulture is the fastest growing sector of American agriculture today-- and New England's overall contribution to this growth is significant. The value added to our local economies through New England's wholesale nursery growers, retail garden centers, landscape and tree care services in 1998 surpassed \$3.7 billion. Additionally, the environmental horticulture industry substantially impacts the region through our active stewardship of the environment. We grow, sell, install, maintain and preserve the living landscape.

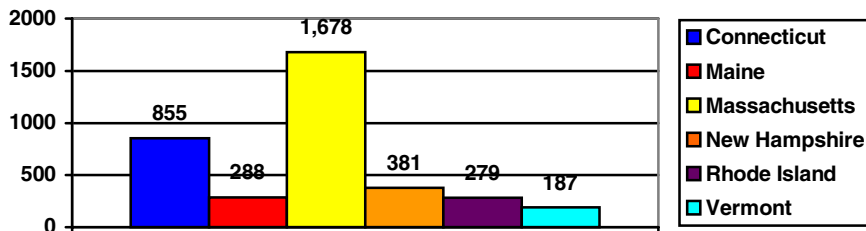
This inaugural study surveyed over 12,000 industry professionals throughout New England. The results clearly quantify the many positive ways the environmental horticulture industry affects the local economy including our volume of business, cost of doing business, employment opportunities, tax contributions, and future growth potential.

Our industry is made up of multi-generation, family businesses whose hard work in challenging conditions has put New England on the map as producers of the country's hardiest plant material. This success coupled with cutting-edge garden centers, innovative landscape contractors and designers, progressive tree care professionals, and other visionary members of the regional "green" industry, promises a bright future for environmental horticulture in New England.

### How the States Compare

The total income for the New England Industry in 1998 was at least \$3,668,000,000!

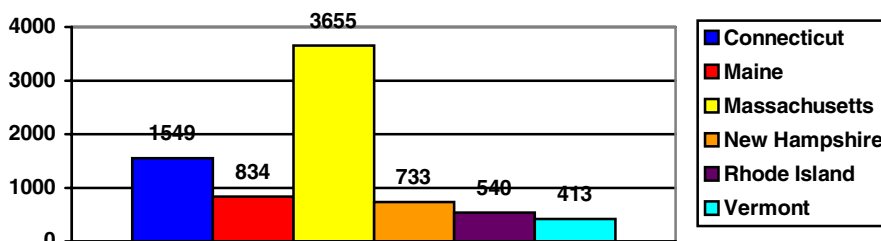
State Incomes



By far the most income is generated in Massachusetts (46%), followed by Connecticut (23%), New Hampshire (10%), Maine (8%), Rhode Island (8%), and Vermont (5%). About 1/3 the firms surveyed did not earn at least half their income from activities of this industry, so were not counted here, although they do generate income and employ people in this industry!

There are at least 7,724 firms in Environmental Horticulture.

Number of Firms



By far the most firms are in Massachusetts (47%), followed by Connecticut (20%), Maine (11%), New Hampshire (10%), Rhode Island (7%), and Vermont (5%). These figures are slightly different than the state income rankings, due to the nature and sizes of individual firms within specific states. There are at least 12 firms earning over \$10 million, over \$157 million total.

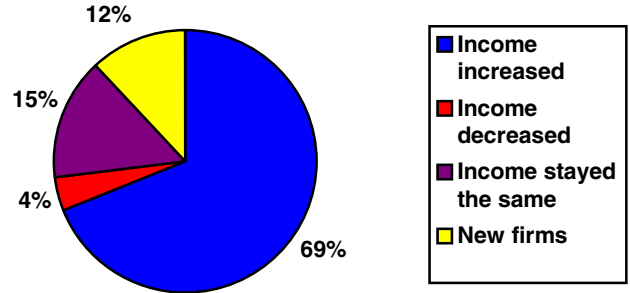
## The Environmental Horticulture Industry is Growing!

Over the 5 years between 1993 and 1998, income grew by 37%, or \$985 million.

Gross income over the 5 years between 1993 and 1998:

- ✓ increased for approximately 5300 firms, an average 83% increase per firm, an average 17% per year
- ✓ decreased for approximately 300 firms, an average 24% decrease per firm
- ✓ stayed the same for approximately 1200 firms.
- ✓ There were approximately 900 new firms over this period.

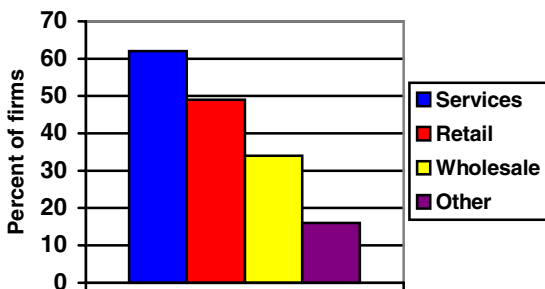
Percent of Firms



## This Industry is *Many* Types of Businesses

A majority of firms provide landscape services.

Business Categories

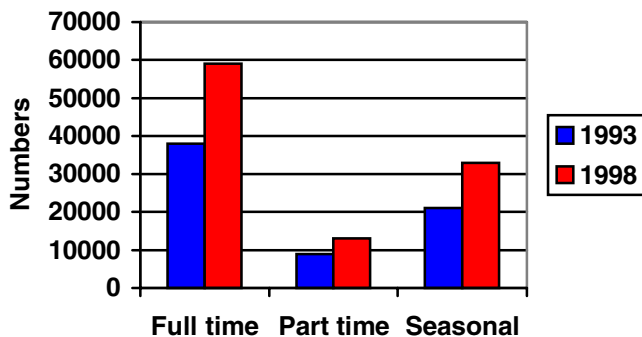


More firms derived income from providing landscape services (62%) than from other business categories. About half sold retail green goods (49%). These include plant items such as plants, sod, seeds, cut flowers and floral arrangements. Some firms (29%) also sold hard goods, or non-plant items such as tools, mulch, fertilizers, and vases. Of those wholesale firms (34%), most sold annuals, perennials, groundcovers and herbs (21%); trees and shrubs (14%); potted flowers or foliage (10%); or turfgrass (4%). Of those service firms, most derived income from landscape construction/ installation (43%) or landscape maintenance/ lawn care (31%). Other service firms were involved with tree care (17%), landscape design/ architecture (17%), delivery (10%), or other activities (16%).

## This Industry Provides Employment Opportunities

An additional 29,000 employees are needed in Environmental Horticulture

Employee categories



The Environmental Horticulture industry provided employment for at least 104,000 persons in 1998. Over the 5-year period from 1993 to 1998, jobs in this industry increased by 37,000 or 52%. This reflects increases in full-time jobs by 21,000 (55%), in part time jobs by 4,000 (44%), and in seasonal jobs by 12,000 (57%). In spite of these increases, if they could have found qualified employees, Environmental Horticulture firms in 1998 would have hired 14,000 more full time, 5,400 more part time, and 9,500 more seasonal employees. Payroll in 1998 was \$1.75 billion (48% of income). Over half the firms (63%) paid more toward employees (average 82% more) than in 1993.

### More statistics on Environmental Horticulture in New England:

- ✓ In 1998, this industry paid \$284 million in taxes. Over half the firms (53%) paid more taxes (average 75% more) than in 1993
- ✓ This industry is occupying and keeping 147,405 acres in agriculture. Of this, 87,404 acres (59%) are currently used for income.
- ✓ The top three ranked issues currently facing this industry are lack of qualified labor (25%), lack of perceived value (19%), and professional standards (17%). Other ranked issues of major importance to this industry are government regulation (16%), pest management (10%), marketing (9%), and deer damage (4%).