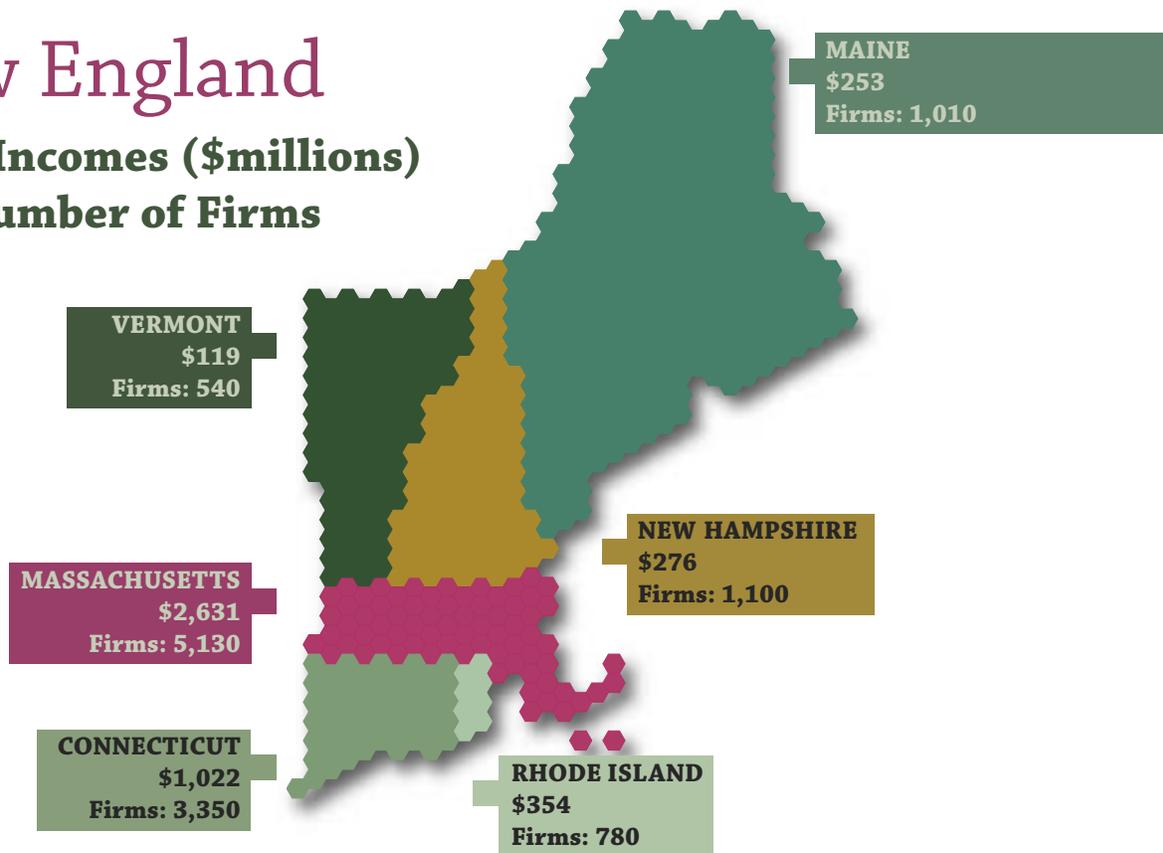


# New England

## State Incomes (\$millions) and Number of Firms



## \$4.7 Billion & Growing

### Environmental Horticulture in New England

is *many* types of businesses...

There are **more than 11,900 firms** in the region. These include wholesale and retail nurseries and greenhouses, plus retail garden centers and florists. The largest sector comprises those providing landscape, lawn, and tree services. The **industry is diverse**, with over half of firms involved in two or more types of business.

is *growing*...

**Income increased** an average **25 percent per firm**, for over 6000 firms. Over the last three year period, **industry income grew** for 56 percent of firms over the region. Over the last six years, industry income has grown 15 percent.

*produces* and sells plants...

Four out of five firms sell plants, with half the total regional income from plant sales. Half of firms sell plants grown totally or at least partially by them, comprising **60 percent of total plant sale income**.

*provides* many jobs...

An estimated **156,000 people are employed** in this industry. **An additional 28,000 employees are needed** with 14,000 of those being full time positions. More than half are fully employed, with an estimated **85,000 jobs being full time**. This industry paid an estimated **\$2.0 billion to employees** in 2007 including benefits, almost half (43 percent) of region income. Over a three year period from 2004 to 2007, an average **34 percent more was spent on labor** per firm. More than half the firms spent more on labor.

*supports* the economy...

Businesses in this industry paid almost **\$450 million** in taxes in 2007. Taxes increased for over half the firms. The average increase per firm was 30 percent.

*protects* agricultural land and green space...

This industry is keeping more than **221,000 acres** in agriculture, of which almost half is open space and almost a third is in a land preservation program.



## Environmental Horticulture is a solid part of New England's agriculture sector.

The value added to our local economy through New England's wholesale nursery and greenhouse growers, retail garden centers and florists, landscape and tree care professionals in 2007 reached nearly \$4.7 billion. Additionally, the Environmental Horticulture Industry substantially impacts the region through active stewardship of the environment.

This study surveyed New England's Environmental Horticulture Industry—comprising more than 11,900 businesses that earn at least half their income from green industry activities. The results clearly quantify the many positive ways this industry affects the regional economy including volume of business, cost of doing business, employment opportunities, tax contributions and future growth potential.

The industry is made up of multi-generation, family businesses whose hard work in challenging conditions has put New England on the map as producing the country's hardiest plants. Their success, coupled with that of expert growers, cutting-edge garden centers, innovative landscape contractors and designers, progressive tree care professionals and other visionary members of the regional green industry, promises a continuing bright future for Environmental Horticulture in New England.



## Environmental Horticulture

*We grow, sell, install, maintain and preserve the living landscape.*



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- 4 Connecticut**  
More than 3,350 firms are in the industry.
- 6 Maine**  
Over half the firms grow many of their own plants.
- 8 Massachusetts**  
More than 5,130 firms are in the industry.
- 10 New Hampshire**  
A majority of income from plant sales was from plants produced partially or totally by the seller.
- 12 Rhode Island**  
Plant sales make up 82 percent of total state industry income.
- 14 Vermont**  
Over two-thirds of firms paid more taxes over the past three years.