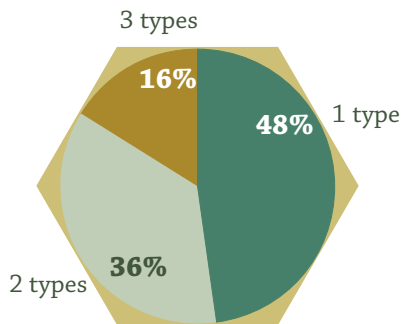


New Hampshire **\$276 Million**

Percent of firms in one or more types of business



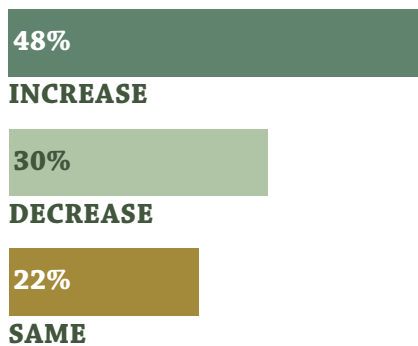
Environmental Horticulture is a major sector of agriculture in New Hampshire. There are more than 1,100 firms in this industry.

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.

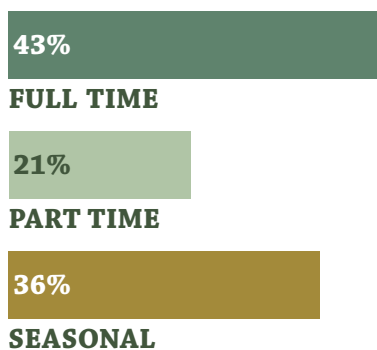
Income of firms surveyed



The Environmental Horticulture industry produces income. The estimated value in New Hampshire for 2007 is \$276 million 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 **530 firms increased their income.** The average increase per firm was 17 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 12,000 people are employed in this industry. An additional 1,100 are needed.

- ◆ Almost half of those in this industry are fully employed. An estimated **5,000 jobs are full time.** An additional 400 are needed.
- ◆ This industry paid an estimated **\$140 million to employees** in 2007 including benefits, almost half (46 percent) of state income.
- ◆ Two-thirds of the businesses (53 percent) reported an increase in the cost of labor. The average increase per firm from 2004 to 2007 was 23 percent.

Types of businesses

72%

LANDSCAPE & TREE SERVICES

56%

RETAIL

40%

WHOLESALE PRODUCTION/SALES

24%

OTHER

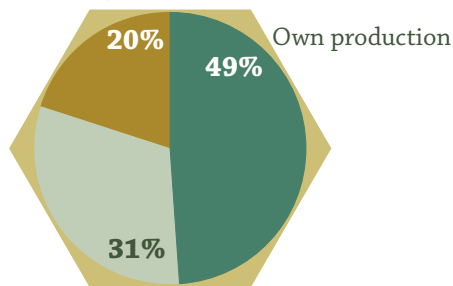
Environmental Horticulture is diverse.

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



Income from plant sales

Finished plants



Pre-finished plants

Plant production and sales are a significant part of the Environmental Horticulture industry. Plant sales generate over \$146 million.

This includes:

- ◆ \$72 million from plants produced totally by the seller. Almost half of firms selling plants grew many from start to finish.
- ◆ \$45 million from young plants purchased (“pre-finished”), then grown further prior to selling.
- ◆ \$29 million from “finished” plants bought for resale, either wholesale or retail.

Plant production generates \$117 million. A majority of firms (84 percent) sell plants.

More facts about Environmental Horticulture in New Hampshire



- ◆ The industry is keeping an estimated 25,000 acres in agriculture, of which 68 percent is open space and 36 percent is in a land preservation program.
- ◆ Businesses in this industry paid an estimated \$15 million in taxes in 2007. Over one third of the firms (36 percent) reported an increase in taxes paid. The average increase per firm was 39 percent.
- ◆ The top three major concerns as expressed by this industry were energy costs, health care costs, and immigration/labor issues.