

NEW ENGLAND'S GREEN INDUSTRY SHOWS IMPACT --Summary

Findings of a recent study by The New England Nursery Association (NENA) show that New England's environmental horticulture industry contributes approximately \$4.6 billion a year to the regional economy. The industry is a strong sector of agriculture, showing steady growth of four percent a year from a value of \$3.7 billion six years ago. .

According to the survey, the regional environmental horticulture industry grew its income at an estimated 15 percent during the three years since the last survey. On an individual firm level, a majority of firms experienced an average income growth rate of 27 percent. In addition, green industry businesses spent an average of 28 percent more on labor and 25 percent more on taxes during the most recent period.

The survey, based on 2004 data, shows the green industry employs an estimated 148,000 people in New England. An additional 30,000 jobs remain available, including full time, part time and seasonal positions. Many of these jobs provide landscape and tree services. Including wages and benefits, the green industry paid an estimated \$2.2 billion to employees. This industry paid over \$400 million in taxes to support the national and state economies.

From one-third to two-thirds of industry income, depending on state, comes from plant production and sales. For all states, over three-quarters of firms sell plants. These sales vary from retail garden centers to landscape installations. In addition, many seasonal outlets not counted in this survey sell plants.

The results indicate the industry keeps more than 194,000 acres of land in agriculture in New England. Of this, about half is open space and a third is in a land preservation program. Over the past three years, the industry has increased the number of acres it keeps in agriculture .

The complete results of the survey--including state-by-state findings--were announced at the 14th annual New England Grows held at the Boston Convention & Exhibition Center from Tuesday, January 31 through Thursday, February 2, 2006. The largest educational conference and green industry exposition in the Northeast, NENA's annual gathering draws 14,000 visitors and more than 600 exhibitors from around the world to Boston.

About the survey: The survey was conducted by Dr. Leonard Perry of the University of Vermont and Dr. Lois Berg Stack of the University of Maine and was sponsored by the New England Nursery Association with support from New England Grows. The study surveyed half the 10,500 New England businesses that earn at least half their income from green industry sales and services. Survey details are found at <http://pss.uvm.edu/ppp/nesurvey/index.htm>.

About the New England Nursery Association www.NEnsyAssn.org

The New England Nursery Association was founded in 1912 to support the green industry in New England. In 1998 it undertook the first regional survey of its kind to study the impact of the nursery industry on the New England economy. For more information about environmental horticulture in New England or about the *New England Grows* conference, contact the New England Nursery Association at 508-653-3112 or info@NEnsyAssn.org.

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