

c/o Department of Plant & Soil Sciences  
Hills Building  
University of Vermont  
Burlington, VT 05405-0082



October 15, 1999

Dear Green Industry Member:

This booklet contains a survey that is critical to the future of all businesses in New England's green industry – nurseries; greenhouses; garden centers; landscape design, installation and maintenance companies; tree care businesses; and florists. Until now, we have not had reliable data to answer important questions such as:

- What is the value of New England's green industry?
- How many people does this industry employ?
- What does this industry contribute to New England's economy?

With your help, we will be able to answer these and other questions for each of the New England states. This information will strengthen our positions as we face legislative and regulatory challenges, and will help us all work together to build a stronger green industry in New England.

How important is your response? *It's essential!* We can only create a strong picture of the green industry if we are able to combine data from ALL the industry's members. Anything less than 100% of the data will produce an incomplete and distorted picture, suggesting that the industry is smaller and of a different nature than it really is. This is a great opportunity for everyone in the green industry to work together, for everyone's benefit.

Please find 20 minutes to fill out and return this survey in the enclosed envelope by **October 30, 1999**. The number on your survey helps us track which businesses respond to the survey, but the information you provide will be completely confidential, and your business will never be identifiable from the compiled data and reports.

Thank you for your help. Your answers will help build a strong future for New England's green industry. This survey is supported by funding from the New England Nursery Association, New England Grows and the Horticultural Research Institute. Results of this survey will be distributed at New England Grows 2000 ... see you there!

Sincerely,

Dr. Leonard P. Perry  
University of Vermont

Dr. Lois Berg Stack  
University of Maine

M. Virginia Wood, CMP  
New England Nursery Assn.

*Before you start the survey ...* Please use these definitions as you fill out this survey:

- "Green industry": Nurseries; greenhouses; garden centers; landscape design, installation and maintenance companies; tree care businesses; and florists.
- "Gross income": Your company's total receipts from combined wholesale and retail production, sales and services.
- "Green goods": Plant items, such as live greenhouse and nursery plants, sod, seeds, cut flowers and floral arrangements.
- "Hard goods": Non-plant items such as tools, mulch, pavers, fertilizer and vases.
- "Business": If your business has more than one location, each location may receive a copy of this survey. If your different locations are all part of one business, please complete just one survey for the entire business. When you return it, include the other surveys, but mark them "DUPLICATE SURVEY." If your different locations function as separate businesses, return one completed survey for each business.
- "Percentage": Questions 2 - 4 ask you to divide amounts into percentages of the total. Please check your answers to **make sure that your percentages add up to 100%** for each question!
- "Time frame": The questions on this survey ask for information for the year 1998. If your business uses a different time period than the calendar year for accounting purposes, please use your most recently completed fiscal year in place of "1998."