Environmental Horticulture is *Many* Types of Businesses
A majority of firms provide landscape services.

More firms derived income from providing landscape services (69%) than from other business categories. About half sold retail green goods (42%). These include plant items such as plants, sod, seeds, cut flowers and floral arrangements. Many firms (24%) also sold hard goods, or non-plant items such as tools, mulch, fertilizers, and vases. Of those wholesale firms (21%), most sold annuals, perennials, groundcovers and herbs (17%); trees and shrubs (9%); or turfgrass (2%). Of those service firms, most derived income from landscape construction/installation (46%) or landscape maintenance/lawn care (36%). Other service firms were involved with tree care (20%), landscape design/architecture (18%), or delivery (9%). Income for some firms (19%) came from other activities.

Environmental Horticulture... a Major Sector of Agriculture
The total income for the Connecticut Industry in 1998 was at least $855,000,000!

There are approximately 1,549 firms in the Connecticut Environmental Horticulture Industry. These include nurseries, greenhouses, garden centers, landscapers (design, installation, maintenance), arborists (tree care), turfgrass production and maintenance, and florists. Not included are mass markets, hardware stores, farm markets, and other seasonal outlets than earn under 50% of their income from activities related to this industry. For this reason, this overall income and other numbers in this survey are conservative. In reality, these environmental horticulture activities are generating more income from more firms than these figures show!

The Environmental Horticulture Industry is Growing!
Over the 5 years between 1993 and 1998, income grew by 35%, or $222 million.

Gross income over the 5 years between 1993 and 1998:
- increased for approximately 1208 firms, an average 72% increase per firm, an average 14% per year
- decreased for approximately 15 firms, an average 33% decrease per firm
- stayed the same for approximately 186 firms.
- There were approximately 140 new firms over this period.
The Environmental Horticulture Industry Produces Plants

Plant production accounted for $256 million.

Where are the Environmental Horticulture Markets?

Most business income results from sales and services provided within the state.

The majority of income from sales and services was from within the state, or $761 million. Income resulting from sales outside the state mainly comes from Massachusetts (3%) and Maine (3%). Income resulting from sales outside the region mainly comes from other Northeast states (3%), followed by other states beyond the Northeast (1%).

This Industry Provides Employment Opportunities

An additional 5,400 employees are needed in Environmental Horticulture

The Environmental Horticulture industry provided employment for at least 25,400 persons in 1998. Over the 5-year period from 1993 to 1998, jobs in this industry increased by 8,400 or 49%. This reflects increases in full-time jobs by 5,400 (or 53%), in part time jobs by 900 (or 44%), and in seasonal jobs by 2100 (or 43%). In spite of these increases, if they could have found qualified employees, Environmental Horticulture firms in 1998 would have hired 2,900 more full time, 1,200 more part time, and 1,300 more seasonal employees. Payroll in 1998 was $423 million (49% of income). Over half the firms (69%) paid more toward employees (average 80% more) than in 1993.

More statistics on Environmental Horticulture in Connecticut:

- In 1998, this industry paid $81 million in taxes. Over half the firms (61%) paid more taxes (average 87% more) than in 1993.
- This industry is occupying and keeping 21,660 acres in agriculture. Of this, 11,696 acres (54%) are currently used for income.
- The top three ranked issues currently facing this industry are lack of qualified labor (25%), professional standards (18%), and lack of perceived value (17%). Other ranked issues of major importance to this industry are government regulation (16%), marketing (7%), pest management (7%), and deer damage (6%).