The Environmental Horticulture Industry Produces Plants
Plant production accounted for $379 million.

Overall environmental horticulture industry plant sales are estimated to be $688 million, or 41% of overall industry income. Of these plant sales, $379 million were from plants produced partially or totally by the seller, and $309 million were from finished plants bought for resale—either wholesale or retail. Of the self-or own-produced plants, $193 million were from those propagated and grown totally by the seller, and $186 million were from those purchased as young plants (pre-finished) and grown further prior to selling.

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 $1.57 billion. Income resulting from sales outside the state mainly comes from Connecticut (2%), followed by New Hampshire (1%) and Rhode Island (1%). Income resulting from sales outside the region mainly comes from other Northeast states (1%), followed by other states beyond the Northeast and Canada (1% combined).

This Industry Provides Employment Opportunities
An additional 16,000 employees are needed in Environmental Horticulture

The Environmental Horticulture industry provided employment for at least 46,000 persons in 1998. Over the 5-year period from 1993 to 1998, jobs in this industry increased by 15,000 or 47%. This reflects increases in full-time jobs by 8,000 (or 47%), in part-time jobs by 2,000 (or 41%), and in seasonal jobs by 5,000 (or 51%). In spite of these increases, if they could have found qualified employees, Environmental Horticulture firms in 1998 would have hired 8,200 more full time, 3,100 more part time, and 4,300 more seasonal employees. Payroll in 1998 was $804 million (48% of income). Over half the firms (64%) paid more toward employees (average 61% more) than in 1993.

More statistics on Environmental Horticulture in Massachusetts:
- In 1998, this industry paid $140 million in taxes. Over half the firms (53%) paid more taxes (average 115% more) than in 1993.
- This industry is occupying and keeping 64,449 acres in agriculture. Of this, 43,181 acres (67%) are currently used for income.
- The top three ranked issues currently facing this industry are lack of qualified labor (23%), professional standards (19%), lack of perceived value (18%). Other ranked issues of major importance to this industry are government regulation (16%), pest management (9%), marketing (8%), and deer damage (2%).