Environmental Horticulture is Many Types of Businesses

70% Landscape Services

38% Retail Sales

29% Wholesale Production, Sales

16% Other Sales, Services

Environmental Horticulture - a Major Sector of Agriculture in Massachusetts

Over 3,600 firms are in this industry.

These firms include:
- **production**: nurseries, greenhouses, herbs, cut flowers, turfgrass
- **retail**: garden centers, florists
- **landscape services**: landscape design, installation, maintenance; lawn care; tree care

Most firms are involved in more than one of these activities.

The Environmental Horticulture Industry is Growing!


- Over 2400 firms increased their incomes, an average 69% per firm.
- More than 400 new firms were started during the past five years.
The Environmental Horticulture Industry Produces Plants
Plant production generated $379 million.

The estimated **$688 million in plant sales** include:
- $193 million from plants produced totally by the seller
- $186 million from young plants ("pre-finished") and grown further prior to selling
- $308 million from "finished" plants bought for resale, either wholesale or retail

Environmental Horticulture Provides Employment
At least 46,000 have careers in this industry. An additional 16,000 employees are needed.

- **15,000 new jobs** were started over the past five years.
- This industry paid **$804 million towards employees** in 1998.
- An **average 61% more was spent on labor** than in 1993, by almost two-thirds of the businesses.

More facts on Environmental Horticulture in Massachusetts

- The majority of income (94%) came from sales and services within the state.
- This industry paid **$140 million in taxes.** Over half the firms paid an average 115% more than in 1993.
- This industry is keeping **over 64,000 acres in agriculture,** over 21,000 of which is open space.