New England

$3.7 billion
and Growing

Environmental Horticulture... a Major Sector of Agriculture
... an Industry with a Bright Future

According to the U.S. Department of Agriculture, Environmental Horticulture is the fastest growing sector of American agriculture today—and New England’s overall contribution to this growth is significant. The value added to our local economies through New England’s wholesale nursery growers, retail garden centers, landscape and tree care services in 1998 surpassed $3.7 billion. Additionally, the environmental horticulture industry substantially impacts the region through our active stewardship of the environment. We grow, sell, install, maintain and preserve the living landscape.

This inaugural study surveyed over 12,000 industry professionals throughout New England. The results clearly quantify the many positive ways the environmental horticulture industry affects the local economy including our volume of business, cost of doing business, employment opportunities, tax contributions, and future growth potential.

Our industry is made up of multi-generation, family businesses whose hard work in challenging conditions has put New England on the map as producers of the country’s hardest plant material. This success coupled with cutting-edge garden centers, innovative landscape contractors and designers, progressive tree care professionals, and other visionary members of the regional “green” industry, promises a bright future for environmental horticulture in New England.

How the States Compare
The total income for the New England Industry in 1998 was at least $3,668,000,000!

State Incomes

![Chart showing state incomes]

By far the most income is generated in Massachusetts (46%), followed by Connecticut (23%), New Hampshire (10%), Maine (8%), Rhode Island (8%), and Vermont (5%). About 1/3 the firms surveyed did not earn at least half their income from activities of this industry, so were not counted here, although they do generate income and employ people in this industry!

There are at least 7,724 firms in Environmental Horticulture.

Number of Firms

![Chart showing number of firms]

By far the most firms are in Massachusetts (47%), followed by Connecticut (20%), Maine (11%), New Hampshire (10%), Rhode Island (7%), and Vermont (5%). These figures are slightly different than the state income rankings, due to the nature and sizes of individual firms within specific states. There are at least 12 firms earning over $10 million, over $157 million total.